

WHAT'S NEW...

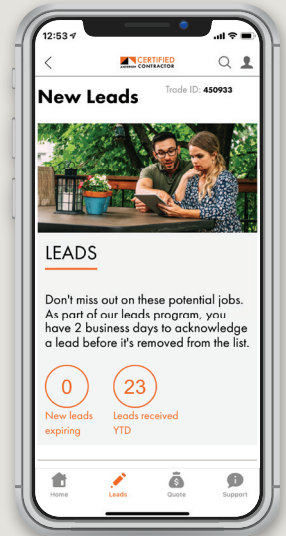


HOMEOWNER LEADS

SUCCESSFUL WAYS TO MANAGE YOUR LEADS

We recently improved the user experience in our lead portal on MyAndersen making it easier for you to manage your leads and view lead status metrics. We recommend following the steps below to successfully manage your leads using [MyAndersen](#):

1. **Acknowledge New Leads:** You have two business days to do this or it will be sent back to Andersen and reassigned
2. **Connect with Homeowners:** Promptly reach out to the homeowner to schedule an appointment after acknowledging the lead
3. **Update Lead Status:** This keeps you in good standing with the program and allows you to receive future leads
4. **Register Installation:** This qualifies your homeowners for the 2-year limited installation warranty



BUSINESS DEVELOPMENT FUNDS

EARN MARKETING FUNDS FOR YOUR ANDERSEN PURCHASES



Submit your invoices and earn Business Development Funds to use on digital advertising, direct mail, reputation management and sales tools including samples and literature – all available in the Marketing Services Center. Follow these easy steps to get started:

1. Purchase Andersen® products
2. Upload a copy of your qualified invoice on the Business Development Funds page in [MyAndersen](#)
3. Once approved, start using your funds in the Marketing Services Center

To earn funds, your invoices must be dated in the current calendar year and submitted within three months of the invoice date.

WHAT'S NEW...

NEW DIGITAL MARKETING PROGRAMS

DRIVE MORE SALES BY ENHANCING YOUR ONLINE PRESENCE

We recently updated our digital marketing programs in the Marketing Services Center so you can make your digital presence even more effective.

Here's what's new:

- Dynamic local Display ads
- Facebook and Instagram ads
- Direct mail/Every Door direct mail

These new programs join our current offerings which include customizable microsites, reputation management, co-branded sell sheets and more. Business Development Funds can be used on all the current and new marketing programs. Learn more about the new programs [here](#).

Facebook Ads

Primary Text:

Replacing your windows and patio doors can not only help increase your home's value, it can boost energy efficiency and add beauty to your home. Let us help you get started.

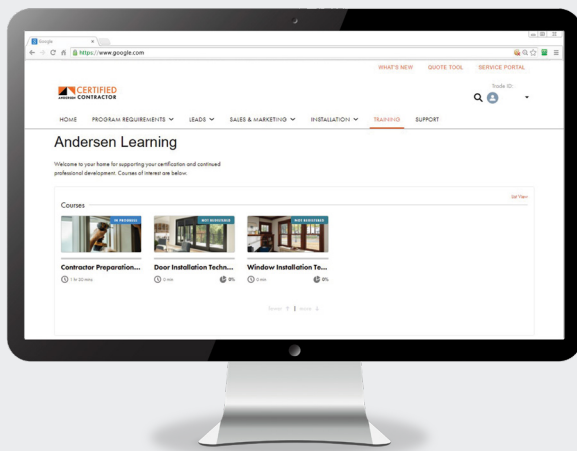


320x50 Dynamic Local Display Ad



NEW INSTALLATION TRAINING

LEARN ABOUT WINDOW AND DOOR INSTALLATION TECHNIQUES



In these two new courses, you will learn critical techniques including:

- Flashing and sealing
- How to check the operation of windows and doors after installation
- How to avoid common installation errors

These courses are available in [MyAndersen](#). If you have an installation crew that needs to complete the training, have them register on [MyAndersen](#) using your company Trade ID number.

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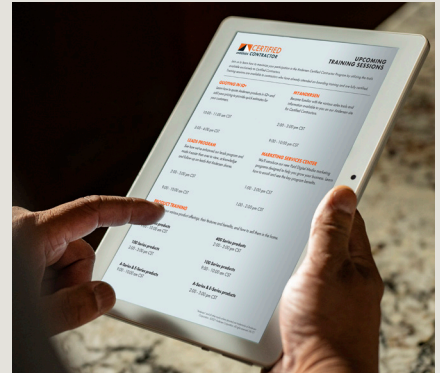
UPCOMING TRAINING SESSIONS

LEARN ABOUT THE TOOLS THAT CAN HELP YOUR BUSINESS

Join us to learn more about the tools available exclusively to Certified Contractors. Sessions include:

- **MyAndersen:** Become familiar with the various sales tools, Business Development Funds and information that can help grow your business
- **The Leads Program** Learn how our new leads experience can help grow your business
- **Quoting in iQ+:** Learn how to quote Andersen® products and add pricing in iQ+ to provide quick estimates for your customers
- **The Andersen Product Portfolio:** Learn about our various product offerings, their features and benefits and how to sell them in the home

Register for training sessions [here](#).



Contact your Andersen Sales Representative for questions.