



# WHOLESALE PARTNER PROGRAM

**Service Region:** Greater Tucson Arizona **Effective Date:** 2025

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## WHY PARTNER WITH AZ FOAM SYSTEMS?

- 1. Increase Your Profit Per Job (With No Extra Labor)** By subbing out the foam coating to us, you turn a standard coating job into a "Foam + Coat" restoration. You mark up our wholesale rate and keep the difference. You earn \$1,000–\$3,000+ extra per job without your crew lifting a finger.
- 2. Solve "Un-Coatable" Problems** Standard coatings fail on roofs with ponding water or heavy movement (thermal shock). Our foam creates a slope to drain water and stabilizes loose metal decks. This allows you to sell a warranty on roofs you would normally have to walk away from.
- 3. Our Process** As soon as the roof is ready to coat, you schedule us to come and foam it. We are done within 3-5 hours. Your crew arrives after us to apply the final coating which can be done anytime between 45 minutes and up to 7 days. To the customer, it is *your* premium system.

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## 1. THE PRICING MODEL

We operate on a "**Base + Overage**" model to keep estimating simple.

**A. Base Foam Application (Standard Thickness)** *Includes: Mobilization, standard prep, and foam application.*

- **0 – 2,500 sq ft:** Flat Rate of **\$5,000.00**
- **Over 2,500 sq ft:** Base Rate + **\$1.00** per additional sq ft.

**B. Thickness Upgrades (The Upsell)** *Sell the customer on "Energy Savings" by adding more insulation.*

- **Add 1 Inch:** +\$1.00 / sq ft (Wholesale Cost)
- **Add 2 Inches:** +\$2.00 / sq ft (Wholesale Cost)

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## 2. YOUR PROFIT BREAKDOWN (Quick Reference)

Based on recommended MSRP markup of \$6,150 Base + \$1.25/sq ft Overage.

Roof Size	Job Type	Wholesale Cost (You Pay Us)	Rec. Retail Price (You Charge Client)	YOUR NET PROFIT (Zero Labor)
2,000 sq ft	Standard	\$5,000	\$6,150	<b>\$1,150</b>
2,500 sq ft	Standard	\$5,000	\$6,150	<b>\$1,150</b>
3,000 sq ft	Standard	\$5,500	\$6,775	<b>\$1,275</b>
3,500 sq ft	Standard	\$6,000	\$7,400	<b>\$1,400</b>
4,000 sq ft	Standard	\$6,500	\$8,025	<b>\$1,525</b>
4,000 sq ft	+1 Inch Upgrade	\$10,500	\$13,025	<b>\$2,525</b>
4,500 sq ft	Standard	\$7,000	\$8,650	<b>\$1,650</b>
5,000 sq ft	Standard	\$7,500	\$9,275	<b>\$1,775</b>
10,000 sq ft	Standard	\$12,500	\$15,525	<b>\$3,025</b>

**PRO TIP:** The "sweet spot" is 4,000 sq ft with an insulation upgrade. You make **\$2,525** in pure margin just for selling the energy benefits.

### Example Profit Scenario: 5,000 sq ft Flat (residential or commercial) Roof

- **Coating Only Job:**

- - Sale Price: \$12,500
  - Labor/Material: \$8,000

- **Profit: \$4,500**

#### **Coating + Foam Job (Using AZ Foam Systems):**

- Foam Price to Customer: +\$8,650
- *Your Wholesale Cost (21% off): \$7,000*
- **Your "Zero Labor" Profit: \$1,650**
- **Total Job Profit: \$4,500 (Coating) + \$1,650 (Foam Margin) = \$6,150**
- **37% increase in profits when having us Foam it.**

**Result:** You increase your net profit on the same job site by 37%, without adding additional labor for your crew.

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### **3. ROLES & RESPONSIBILITIES**

To keep this profitable for both of us, here is how we split the work:

#### **AZ Foam Systems (Us):**

- **Mobilization:** We bring the rig and chemicals to the site.
- **The Spray:** We apply SPF to the specified thickness.
- **Sculpting:** We build up low spots to facilitate drainage.

#### **The Roofing Partner (You):**

- **The Sale:** You hold the contract and relationship with the building owner.
- **Initial Prep:** Ensure the roof is swept clean and dry before we arrive.
- **The Coating:** Your crew applies the final UV coating (Silicone/Acrylic) over our foam within 45 minutes or up until 7 days after foaming.

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### **4. GET A BID**

**Use our Partner Calculator found here:**

<https://azfoamsystems.com/for-roofing-companies> Click on the Partner Wholesale Calculator on the bottom of the page.

## 5. SCHEDULE OUR SERVICES

Use our Partner Calculator found here:

<https://azfoamsystems.com/for-roofing-companies> Click the Blue Schedule Button on the bottom of the page.

## 6. HOW YOU SELL FOAM SERVICES (when you bid the job)

**The "Tucson Energy" Pitch (The Money Maker)**

*This is the easiest sell in Tucson. It justifies the higher price tag by promising ROI.*

"Mr. Building Owner, Option A is our standard roof coating system. It works great to stop leaks.

However, for a building in Tucson, I strongly recommend **Option B: The Insulated System.**

Before we apply the final coating, we bring in a specialist to spray a layer of polyurethane foam. This doesn't just seal the roof; it adds a high R-value insulation layer that standard coating doesn't have.

**The Benefit:** It stops the heat transfer before it enters your building. Most clients see a drastic drop (30%) in their TEP bills immediately. You're essentially getting a roof that pays you back every month." As a bonus, you are eligible for a \$1,200 Federal tax credit. **Additional Benefits:**

- **R-Value Boost:** Adds significant insulation to reduce AC load.
- **Eliminates Ponding:** Fills low spots to ensure positive drainage.
- **Seamless Base:** Creates a monolithic, self-flashing barrier that won't leak.

## 7. QUESTIONS?

Most questions can be answered by visiting our website at: [azfoams.com](http://azfoams.com) and clicking on the **"For Roofing Companies"** link on the top of the page. If you still have questions you can reach out through our contact page.

You can also call us at: (855) 867-3626 or (855) TOP-FOAM