



WHOLESALE PARTNER PROGRAM

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

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.

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	\$1,150
2,500 sq ft	Standard	\$5,000	\$6,150	\$1,150
3,000 sq ft	Standard	\$5,500	\$6,775	\$1,275
3,500 sq ft	Standard	\$6,000	\$7,400	\$1,400
4,000 sq ft	Standard	\$6,500	\$8,025	\$1,525
4,000 sq ft	+1 Inch Upgrade	\$10,500	\$13,025	\$2,525
4,500 sq ft	Standard	\$7,000	\$8,650	\$1,650
5,000 sq ft	Standard	\$7,500	\$9,275	\$1,775
10,000 sq ft	Standard	\$12,500	\$15,525	\$3,025

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.

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 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