

Why become a Pro-X Certified Contractor™?

- ✓ Pro-X means **Professional Experience!** Pro-X Certified Contractors™ are exclusively chosen and certified by APV to apply high performance specialty products such as [NeverFade™ Exterior Paint](#) and [APV eCoolRoof™ Roof Coating System](#), water-based and low VOC coatings formulated with the world-renowned Kynar Aquatec® resin.
- ✓ Pro-X Certified Contractors™ are supported under APV's **unprecedented warranties**, including NeverFade's™ **15 year warranty against fading** and APV eCoolRoof's™ **10 year reflectivity warranty**.
- ✓ Certification builds **brand positioning** for organizations by effectively communicating to the market high quality and value-added services.
- ✓ APV is a **personal sales & PR agent** for Pro-X Certified Contractors™. APV's marketing efforts are executed toward consumers to drive sales, which are then allocated to the appropriate Pro-X Contractor based on geographic location and project type. **We bring the client to them!**
- ✓ **Internet presence** is crucial in a consumer driven market. APV profiles all Pro-X Certified Contractors™ on the company website. Contractor profiles include the company name, contact information, a company logo, hyperlinks to pages on their website, and a brief description about the core competencies of the organization.
- ✓ APV utilizes **social media networks** to pull traffic to a Pro-X Certified Contractor's™ website to fortify internet presence. Contractors are highlighted on APV's online Mediaroom, Facebook, Twitter, and Linked In networks.
- ✓ Pro-X Certified Contractors™ attain full usage of the **certification logo** to place on websites, print materials, and other marketing associated media.
- ✓ Upon being certified, APV drafts and publishes a **free press release** announcing the Pro-X Certified Contractor's™ certification, positively outlining the organization's services and core attributes, as well as company contact information. The press release is distributed to a broad list of media contacts in the associated location.
- ✓ Pro-X Certified Contractors™ are provided with a **structured marketing packet** complete with presentations, brochures, sell sheets, and various other marketing materials to utilize as a **sales tool** for engaging new prospects.
- ✓ Contractors are periodically awarded free **press releases, merchandise and promotional material** for exceptional work and growth in sales.
- ✓ All Pro-X Certified Contractors™ get the **individual support** of APV's marketing and sales team to improve sales growth and ultimately grow in their business.
- ✓ Certification and related Pro-X Certified Contractor™ benefits are **completely free of charge!**