



What is the Bekaert Contractor Program?

The Bekaert CAP, or Contractor Advantage Program, is designed to work with quality contractors across the nation. We understand building a long-lasting fence is about more than quality materials. It's also about the installation. That is why we want to make hiring a dependable contractor as easy as possible for our customers. And we plan to do that with you and our contractor program.

When you join this program, you can expect qualified leads to come your way via our website's 'contractor locator.' You will also be working closely with the Bekaert team and have the opportunity to earn loyalty rewards, test new products, have access to training for your crew and more.

To ensure the best possible program for you and our customers, this will be exclusive to contractors who qualify. If you take great pride in the work you do, this program is for you! Read on to learn more about the qualifying process.

Bringing value to you and our customers

Bekaert wants to bring you business while providing our customers with qualified, value-driven contractors they can trust to build them a fence for the long run.

Why join this program?

- ✓ Get more qualified leads
- ✓ Work closely with our team
- ✓ Test new Bekaert products
- ✓ Gain contractor specific knowledge around installation, products and promotions
- ✓ Be part of an elite group of contractors

In the future, we will also have:

- ✓ A loyalty program where you can earn points towards discounts and other exclusive offers
- ✓ Discounts from Bekaert
- ✓ Social media engagement incentives
- ✓ And more

How to become a Bekaert contractor

Step 1:

Complete our online survey here:



<https://www.surveymonkey.com/r/H5RZCRH>

Step 2:

Your Technical Support Manager (TSM) will give you a call to ask some questions on your installation techniques, where you install and more.

Step 3:

Submit pictures of your fencing projects to your TSM or by emailing CAP@bekaert.com. Images we want to see: a shot down your fence line, your termination/splicing, your bracing, transition points and something you're proud your team accomplished.

Step 4:

Next, schedule a time for an in-person fence audit (as required) with your TSM.

Step 5:

Participate in the fence audit. Your TSM will check things like your splicing, post spacing, stapling, tension and more.

Step 6:

Once you pass your fence audit, you're in! Create and manage your account on our website - fencing.bekaert.com - to have your leads start rolling in. Don't forget to opt-in for our newsletter.

 **BEKAERT**

better together



better together



Have questions?

Contact us by emailing
CAP@bekaert.com
or visit **fencing.bekaertcom.**