



Simpson Strong-Tie® BUILDER PROGRAM



THE BENEFITS OF JOINING

Joining the Simpson Strong-Tie[®] Builder Program gives you access to engineering and field support as well as customized training programs. It can help you find ways to save money during design and construction while differentiating your homes from the competition. Learn more about the benefits of the program and how they can help add value to your business and incentives to your bottom line.



Job Site and Engineering Support When You Need It

Simpson Strong-Tie has sales representatives in your area who can provide hands-on assistance to resolve installation and inspection issues, suggest repair options and answer your

questions. In addition, our team of engineers is available to provide structural expertise and help solve technical issues when needed.

Expert Plan Reviews Help Minimize Installation Costs

By reviewing your plans and providing technical support, our representatives can help you find the best product solutions, ensure proper installation, and maximize efficiencies that can lower your material and labor costs.



Customized Training for Your Construction Crews

We will tailor training programs specifically to the needs of your business. And we'll come to you to do the training on site at the job or at your offices. If you prefer, you can participate in

our online BuildIQ[™] training workshops or bring your employees to classes at one of our training centers throughout the country.

We'll show your crews how to avoid common installation problems and how you can save time and money in labor and material costs by using our value-engineered products.

Training & Quality Programs Help Improve Job Site Efficiency

As part of our commitment to improving product installation and inspection, increasing building efficiencies and decreasing cycle times, Simpson Strong-Tie provides a professional training program for builders and trade contractors. The



program is available in English and Spanish and includes workbooks, videos, and CD-ROMs to explain, step-by-step, the correct installation of connectors and fasteners. Training is administered at the job site by a Simpson Strong-Tie representative and typically occurs during the lunch hour to minimize downtime.

In addition, builders can participate in our TRAX[™] quality program. TRAX is an online assessment program that allows you to monitor the quality of construction on your job sites, and ultimately resolve issues that may be slowing down jobs. This means fewer red tags and callbacks, and reduced costs overall.

Marketing Support Helps You Sell

Offering a more structurally sound home is a powerful selling tool. Simpson Strong-Tie will provide you with assistance in selling your homes with effective online and printed marketing materials that help explain the importance of connectors and continuous load path construction.

Homebuyer Education Leads Them to You

Simpson Strong-Tie is committed to educating homebuyers about structural safety and the benefits of building homes with connectors and continuous load path construction. The "safe, strong home" area of our website provides consumers with helpful information about ways to create a Well-Connected Home[™] and lists the names of quality builders in their area who participate in our program, generating leads for you.

BUILD SAFER, STRONGER HOMES

Simpson Strong-Tie is committed to developing lasting relationships with your team and providing the tools and resources to help support your goals. We are equally dedicated to finding new product solutions that improve the quality and speed of construction. By working together we believe we can save you time and money while creating safer, stronger homes and buildings.

Using Simpson Strong-Tie® connectors in the homes you build automatically qualifies you for our builder program. Since not all builders have the same needs and goals, we've provided two ways for you to get involved.



LEVEL I

Simpson Strong-Tie® Builder

As a Simpson Strong-Tie Builder you agree to use Simpson Strong-Tie connectors to build your homes. In return, you receive access to quality and training programs, job site support, engineering expertise and plan reviews. These program benefits are designed to help you reduce downtime and keep your projects moving by quickly overcoming installation issues and inspection challenges.

Level I Benefits:

- Training & Quality Programs
- Plan Review
- Jobsite Support
- Engineering Support

LEVEL II

Well-Connected Home™ Builder

Whether it's hurricanes, earthquakes, tornadoes or high-wind storms, most of us live in an area that is subject to one or more of these types of natural disasters. Unfortunately as we've seen or experienced, these events can be extremely destructive, often causing significant damage to homes and communities. As a builder, there are ways to build homes that are more resistant to the forces of Mother Nature, which is why we've created a program that is designed to elevate structural safety and give you a competitive edge.

As a Well-Connected Home Builder you agree to use connectors throughout your homes, creating solid connections at the foundation, walls, floors and roof. Using connectors at these critical points creates a continuous load path. Continuous load path construction increases the structural safety of a home and helps it resist the damaging effects of storms, high winds, hurricanes and earthquakes.

A Well-Connected Home Builder enjoys all the benefits of a Simpson Strong-Tie Builder, but also receives additional marketing support and homebuyer education. These benefits are designed to help you build your brand name, spark homebuyer interest and strengthen your customer relationships.

Level II Benefits:

- Training & Quality Programs
- Engineering Support
- Jobsite Support
- Marketing Support
- Plan Review
- Homebuyer Education



SIMPSON

Strong-Tie

®

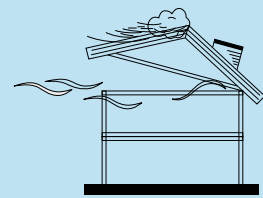
BUILDING A WELL-CONNECTED HOME™

Offering safer, stronger homes can help differentiate you as a quality builder. If you are interested in designing a Well-Connected Home™, Simpson Strong-Tie can help you with product recommendations and details as well as installation requirements. For more information about building with a continuous load path, refer to the **Simpson Strong-Tie® Well-Connected Home™** flier. To download the document online, visit www.strongtie.com/wch.

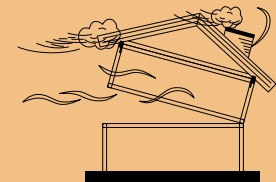


Continuous Load Path Construction

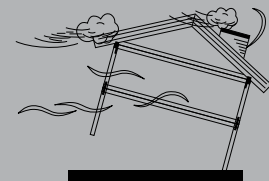
Roof-to-Top Story Connection:
Fastens the roof to the top story



Floor-to-Floor Connection:
Ties the second story to the first story



Bottom Floor-to-Foundation Connection:
Anchors the bottom floor to the foundation



Every day we work hard to earn your business, blending the talents of our people with the quality of our products and services to exceed your expectations. This is our pledge to you.

Simpson Strong-Tie provides NHQ-certified training materials and assistance to participating builders and trade contractors in the National Housing Quality Program. For more information, visit www.strongtie.com/workshops.

Join the Simpson Strong-Tie® Builder Program today!

Learn more from your local sales representative or call 800-999-5099.

©2009 Simpson Strong-Tie Company Inc.
F-BLDRPRGM09 1/09 exp. 1/13