



2006

RE: Shaw Flooring Alliance

Dear potential program participant,

Thank you for your interest in the **Shaw Flooring Alliance** managed repair network of dealers.

We are excited to offer you the unique opportunity to participate in an exclusive joint venture program brought to you by Shaw Industries and BrightServ, both leaders in their respective industries. This innovative managed repair program will create new markets for your business while driving increased sales to an additional client base. The entire process is managed by the folks at BrightServ who are experts in managed repairs for the insurance industry.

Every year the property and casualty insurance industry pays claims for damaged flooring in excess of \$10.5 billion dollars. Using the leverage of BrightServ's continuing relationships with several well know regional and national insurance carriers, the BrightFloors program provides direct access to this market in the form of pre-qualified job leads. These leads are generated by insurance company claims departments when a flooring claim is presented. Your participation in providing world class service to the insured homeowner client allows you the opportunity to provide the replacement of both covered materials and upgraded materials to the mutual customer.

Participation is simple. You pay as you go. Costs are only incurred if you sell the job. BrightServ is there to demonstrate your credibility to the insurer while managing the process and Shaw is there to provide the strength, support and recognition in the industry. The proven BrightServ job management processes are at your disposal to provide everything you need to ensure your success. Upon job completion, direct payment is made to you using electronic funds transfer to your account if you so desire.

This package is designed to give you a better understanding of the details involved with the BrightFloors managed repair program. Instructions are included to begin the on-line application and credentialing process. A copy of the BrightServ dealer contract is attached for your review. We look forward to your success with this new endeavor.

Paul Mahoney
Marketing Manager, Shaw Industries, Inc.

Howard Rogers
President and CEO, BrightServ, LLC

