



Let the Roofing Revolution Begin!

RESIDENTIAL ROOFING

EVERYTHING YOU NEED TO KNOW

ROOFING MANUAL VOL.1

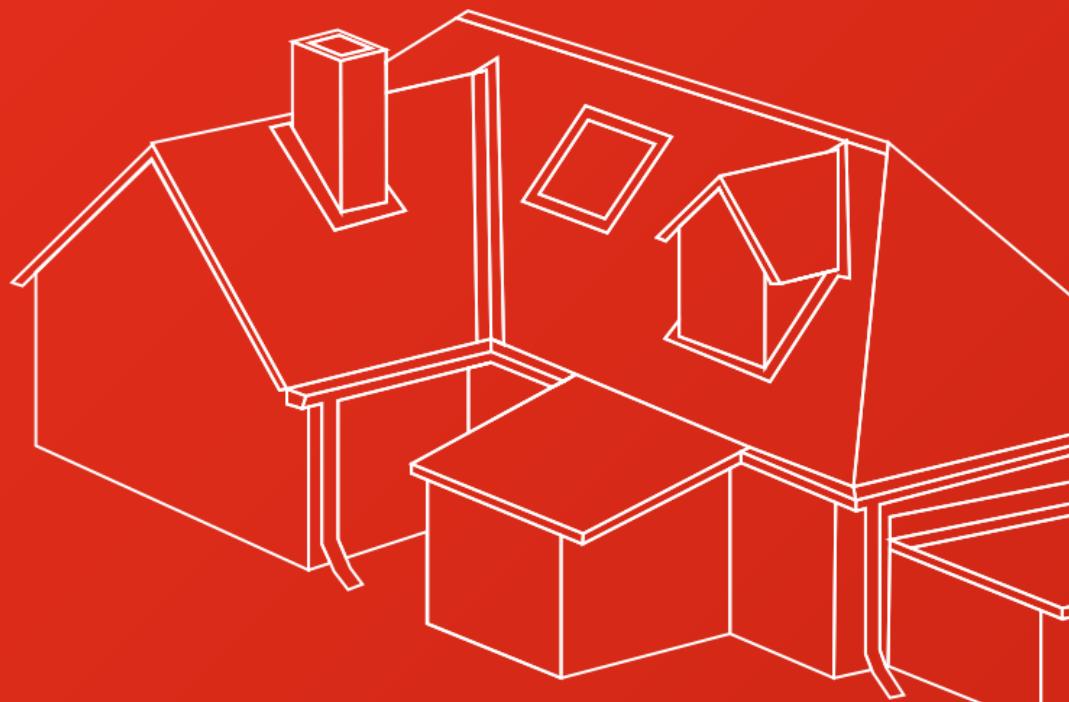


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RESIDENTIAL ROOFING



Let the Roofing Revolution Begin!

INTRO

Introduction to the **ROOFING INDUSTRY**

Introduction

Welcome to the Roofing Industry

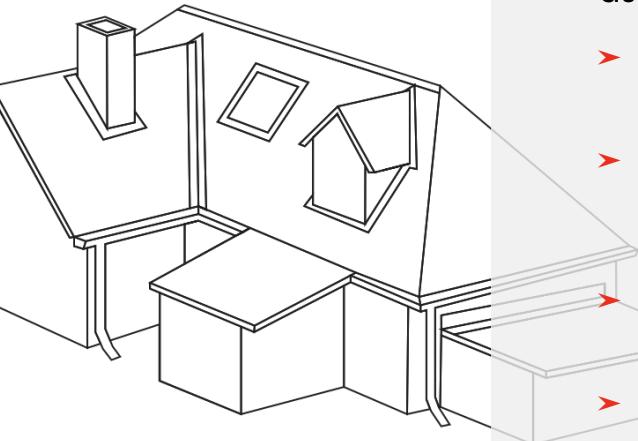
The roofing industry is one of the most stable industries in America right now, and it's showing no signs of slowing down. Twenty billion dollars spent this year on roofs shows how crucial they are for our homes today, which means their importance will continue as more houses are built in future years.

The roofing industry has been rising for quite some time now, and it seems like good times are ahead. The system is intricate with many moving pieces, but this business still has potential even when considering all these factors.



Goals of this Manual

- Education is the most effective tool our industry is missing to elevate the community as a whole.
- We wanted to create something that's not just a tool for the salespeople but something everyone who works for the company can read through to understand roofing and the process better.
- This manual is a resource for your team to train, look back through, and answer all their roofing questions.
- Educating and Informing is the main objective of this manual.
- The Roofing industry is constantly changing and growing. This guide helps keep you up to date and in the loop.



State of the Industry

There is an expected growth of over 4% yearly in the roofing industry and will reach \$19.9 billion by 2021. Factors affecting the market's growth are related to population growth and new construction, storms and adverse weather, and the age of existing buildings.

2021 - \$19.9 Billion

The Global Roofing Market is estimated to grow at 3-5% Annually



Industry Trends

The following data is supplied by Clear Seas Research, the survey and research brand of Roofing Contractor Magazine, forecasting trends and data of the State of the industry in 2021.

It is recommended that Roofing Business owners stay ahead of national trends in the roofing industry. The State of the Industry Report highlights essential industry changes, and much of this data can translate into new efforts for your roofing company.

Residential Roofing Trends: 85% of residential roofers believe their total sales volumes will increase over three years. The roofing industry likely expects to rebound from the past year and continue to grow from there. The following data is based on contractors that do the majority of RESIDENTIAL roofing projects.

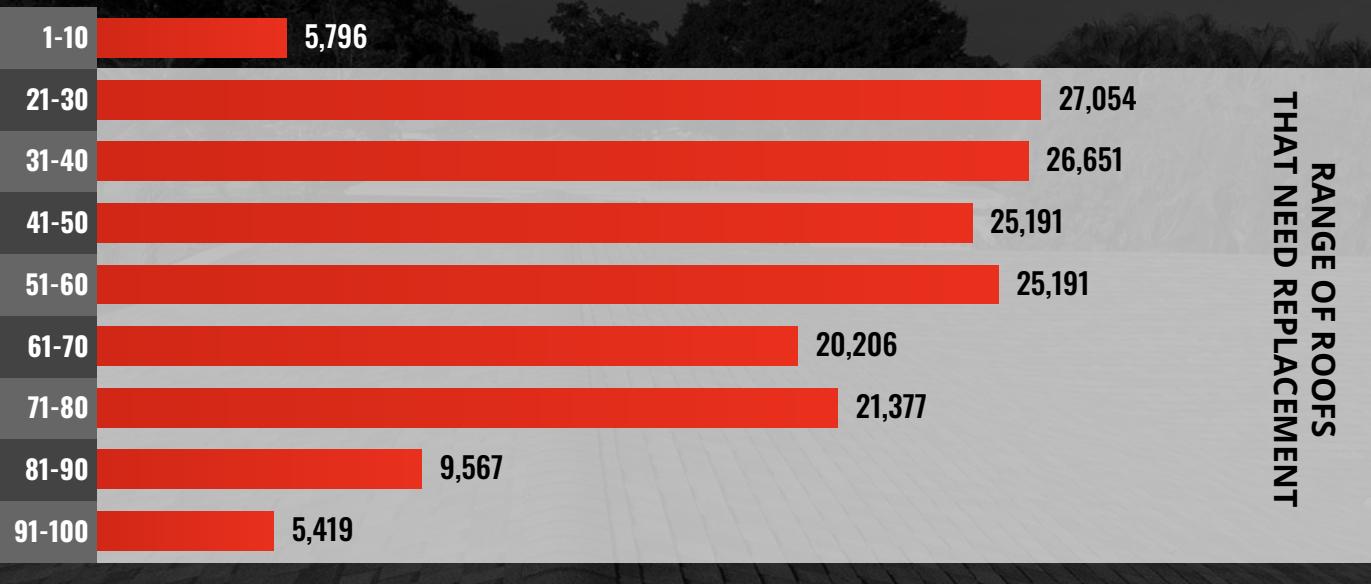
- Roof replacements remained the primary source of revenue for residential roofing contractors at 31%, compared to repairs and new construction (both at 13%).

- On average, shingles accounted for 28% of the contractors' revenue.
- In 2020, 18% of revenue came from metal roofing for residential roofers. More than half of respondents said they expect metal roofing to grow from 2019 to 2020, and 68% anticipate metal sales to increase in 2021.
- The need for qualified workers caused an increase in the use of subcontractors to complete field labor by 17% in 2020. Despite this, residential contractors say that 59% of their jobs are completed by full-time workers versus 29% by subcontractors.
- Most residential contractors who responded say they have less than ten employees in their business, but all respondents reported their labor costs jumped by an average of 16% in 2020.
- When training the employees, they do hire and retain. Direct training is the preferred method of residential roofing contractors, with 85% saying they train in-house and on the job. Despite this, only 45% of residential contractors have a formal training program. Another 7% say they don't offer training.



Introduction to Roofing

Number of Homes by Age in the US - 2020



NUMBER OF HOMES IN THOUSANDS

RANGE OF ROOFS
THAT NEED REPLACEMENT



87%
Single-Family Homes



50,000+

**Roofing Businesses in
the US Valued at \$31.4 Billion**



Roofing Company Rules

DO'S

- Have a positive attitude
- Stay connected with clients and respond in a timely and efficient manner (same day is always preferred!)
- Check your voicemail, e-mails, and texts every hour
- Stay organized and utilize the CRM
- Keep your area or vehicle clean
- If you are on time, you're late! It's always best to be early to work and client appointments!
- Communicate any issues or concerns to management team, we want to work together on doing what's right for the customers.
- Help team members, we are in this together.
- Treat others the way you would want to be treated
- Presentation is everything. Wear uniform, clean clothes and fresh appearance in office and clients property.
- Professionally represent our company in the field, online and anytime you are in company vehicles, clothing and around clients.

DON'TS

- Don't be late.
- Don't make excuses and complain, find solutions instead.
- Don't lie about any situations, honesty is best.
- Don't hold back any issues that need to be addressed with clients from management team.
- Don't try to take everything on yourself, use the leadership team to assist you when possible.
- Don't be reactive, be proactive and an action taker.
- Don't have bad attitudes or argue with employees or customers... if there is a problem please see your manager
- Don't bring personal issues to work
- Don't take personal calls, text messages or emails during working hours unless its an emergency
- Don't expect people to do your work for you
- Don't gossip unconstrained conversations or reports about other people, typically involving details that are not confirmed as being true

About Us

Training Worksheet

Every company is different in their roofing approach. During training, take the time to fill out this worksheet with the specific products, systems, and more that your company uses.

How long have we been in business?

What areas do we serve?

What are our core values?

What makes us different?

What certifications or local affiliations do we have?

Notes

My Role

Training Worksheet

Every company is different in their roofing approach. During training, take the time to fill out this worksheet with the specific products, systems, and more that your company uses.

What is my title?

Who is my supervisor?

What is my main goal?

Job Duties

Daily Tasks

Notes

Training Worksheet

Every company is different in their roofing approach. During training, take the time to fill out this worksheet with the specific products, systems, and more that your company uses.

RESIDENTIAL ROOFING



Let the Roofing Revolution Begin!

PART.1

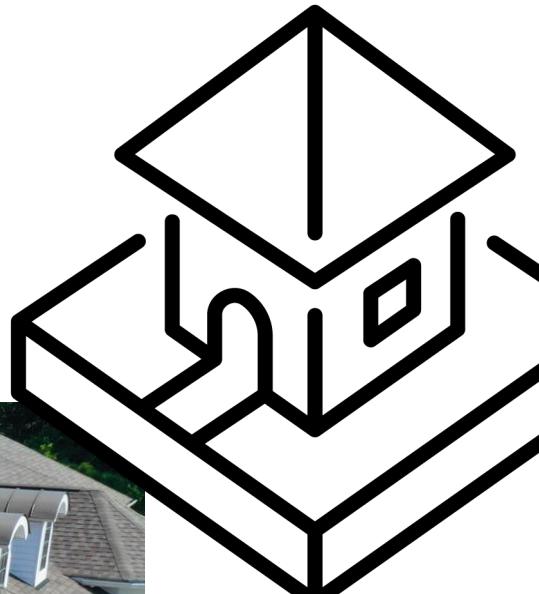
A faint, light-blue line drawing of a house's exterior. It features a gabled roof with a chimney on the left side. A rectangular opening, possibly a skylight or window, is visible on the upper part of the roof. The house has a simple facade with some vertical lines suggesting siding or panels.

Everything you Need to Know **ROOFING BASICS**

Introduction to Residential Roofing

Importance of a Good Roof

A good roof is one of the essential aspects of a home. There are so many benefits to of a strong roof system, but many homeowners neglect this part of their home. It's important to be educated on the benefits of a good roof and be able to communicate that to the homeowner, as well as your friends and family that also may be in need of a new roof.



Protection

A strong roof system protects everything underneath it. If your roof has proper underlayment and weather proofing, it can protect the rest of your home from water damage.

Energy Efficiency

Recent innovations have allowed manufacturers to create shingles and other roof materials that reflect the sun's rays rather than absorb them. This can reduce homeowner energy bills.

Property Value

Offering future buyers the opportunity to snag a house with a certifiably safe and low maintenance roof improves Property Value. It also boosts curb appeal which is a huge selling point for homebuyers.

The History of Roofing

Before our ancient ancestors constructed lean-tos, their only concept for putting "a roof over their heads" was to live in caves! Over the centuries, many different residential architectural styles and roofing have flourished into distinct categories - Colonial, Victorian, Craftsman, Usonian, Neoclassical, Cape Cod, and many more.

1920s

More modern building materials became more widely available starting around the 1920s, such as brick and stucco. Colonial-style homes with high-peaked roofs and dormer windows grew in popularity. Classic Cottage-style homes were also constructed in large numbers during the 1920s. The roofs of these homes had exposed rafters and cross-bracing of the gables.

1940s

Renowned architect Frank Lloyd Wright introduces Usonian-style homes with flat roofs and large cantilevered overhangs.

Today, home architecture in America offers a fascinating array of architectural expressions and roof configurations. In just the last 200 years, so many styles have emerged. Understanding trends will help with how you approach a roof system and what material may be best for the job.

1930s

Ah, the enclosed garage appears in home architecture more than ever, as a growing population buys cars! The 1930's Minimal Traditional style features gabled roofs and an enclosed, connected garage.



1950-60s

Ranch-style homes with gabled roofs exploded in popularity. These homes have an uncomplicated design and flexible floor plans.



1960s Gable Roof

The History of Roofing

1970s

One of the most distinctive styles and one that instantly brings to mind the 1970s is the Neo-Mansard, with a roof characterized by two slopes on all four sides where the lower slope becomes steeper than the upper.

1980s

Coined in the 1980s, “McMansion” is the multi-story houses of the nouveau riche. McMansions often have Palladian windows over the main entry, multiple chimneys (not necessarily functional), dormers, and other showy components.

1990s

Pop-tops become the rage as people add second stories to their homes. Adding a full second story is common, but one-and-a-half-story houses can add plenty of needed space more economically. Installing dormers to convert the attic into a bedroom is common too.

2000s

Everyone wants to express themselves uniquely, and one way to do that was with the popular Neo-French style home identifiable by the roof's steep pitch, sometimes with flared eaves.



2010s

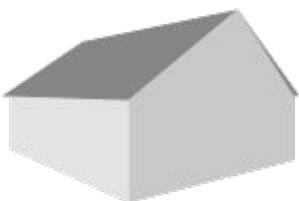
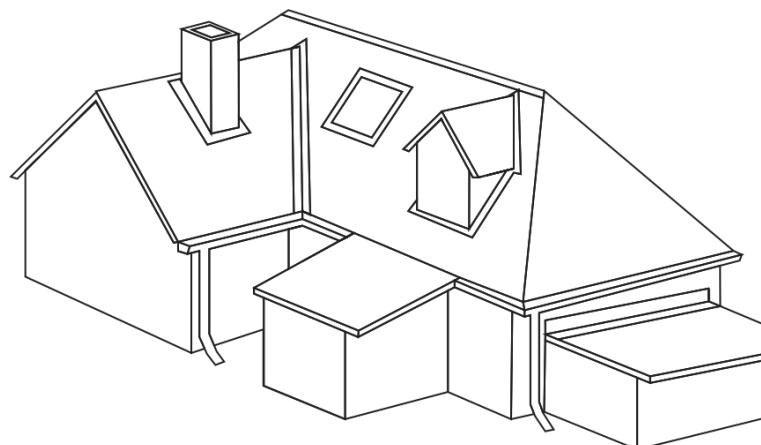
In a world where home security is on the rise, there has been an increased demand for Smart Homes. These smart homes can be defined as any dwelling home that uses intelligent technology and IoT devices to give users convenience while also providing peace of mind through safety measures such as visible cameras or spotlights during nighttime hours. Homeowners are more energy conscience at this time and will appreciate education in new technologies in roof systems as well.



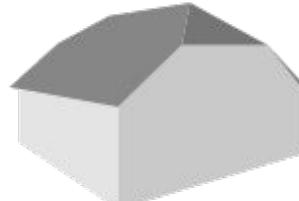
Roof Shapes

Styles of Roofs

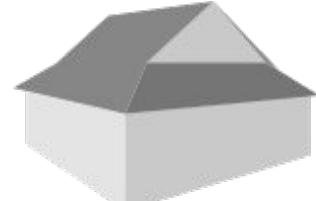
No roof is the same. Architectural design and creativity allow for many different roofs, all designed to suit your needs somehow. Helping homeowners choose the right system for their home may rely on its style and construction. It's also important to be able to identify roof shapes for better documentation during the insurance claim process.



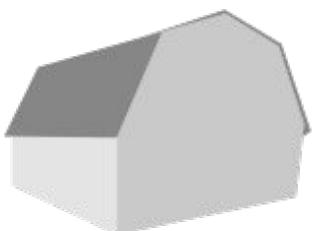
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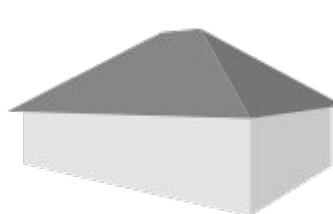
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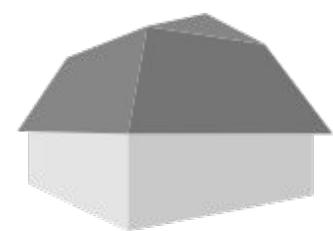
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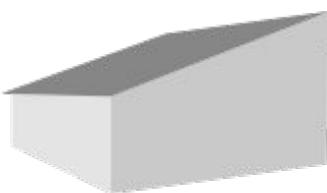
GAMBREL



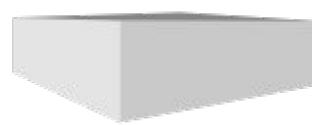
HIP



MANSARD



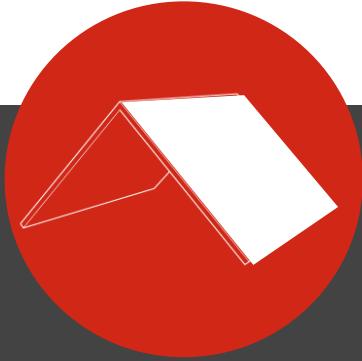
SHED



FLAT

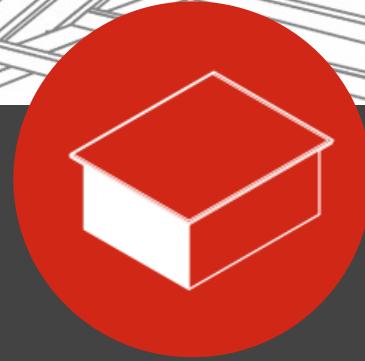
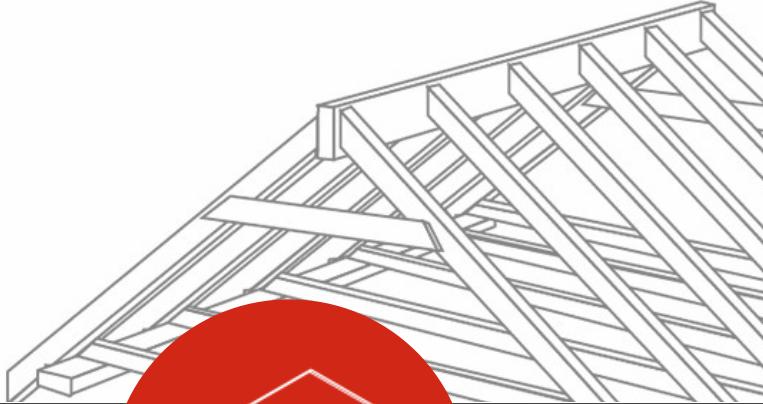
The Function of a Roof

A roofing system is a simple feat of engineering designed to channel water away from walls and foundations and prevent rain, snow, hail, and falling objects from introducing moisture into interior spaces.



Sloped Roofs

Sloped roofs are the most common on residential properties - consist of components including ridges, valleys, hips, slopes, eaves, and in many cases, dormers and turrets. Various roof penetrations, such as vent pipes, chimneys, and skylights, are also often present. Each component of a roofing system requires special parts and/or installation techniques.



Flat Roofs

Flat roofs can be on Residential homes but are more common on commercial properties - and use different materials to prevent moisture intrusion. Still, the purpose is to channel water away from the structure and seal the rooftop so that leaks will not damage the framework and interior objects.

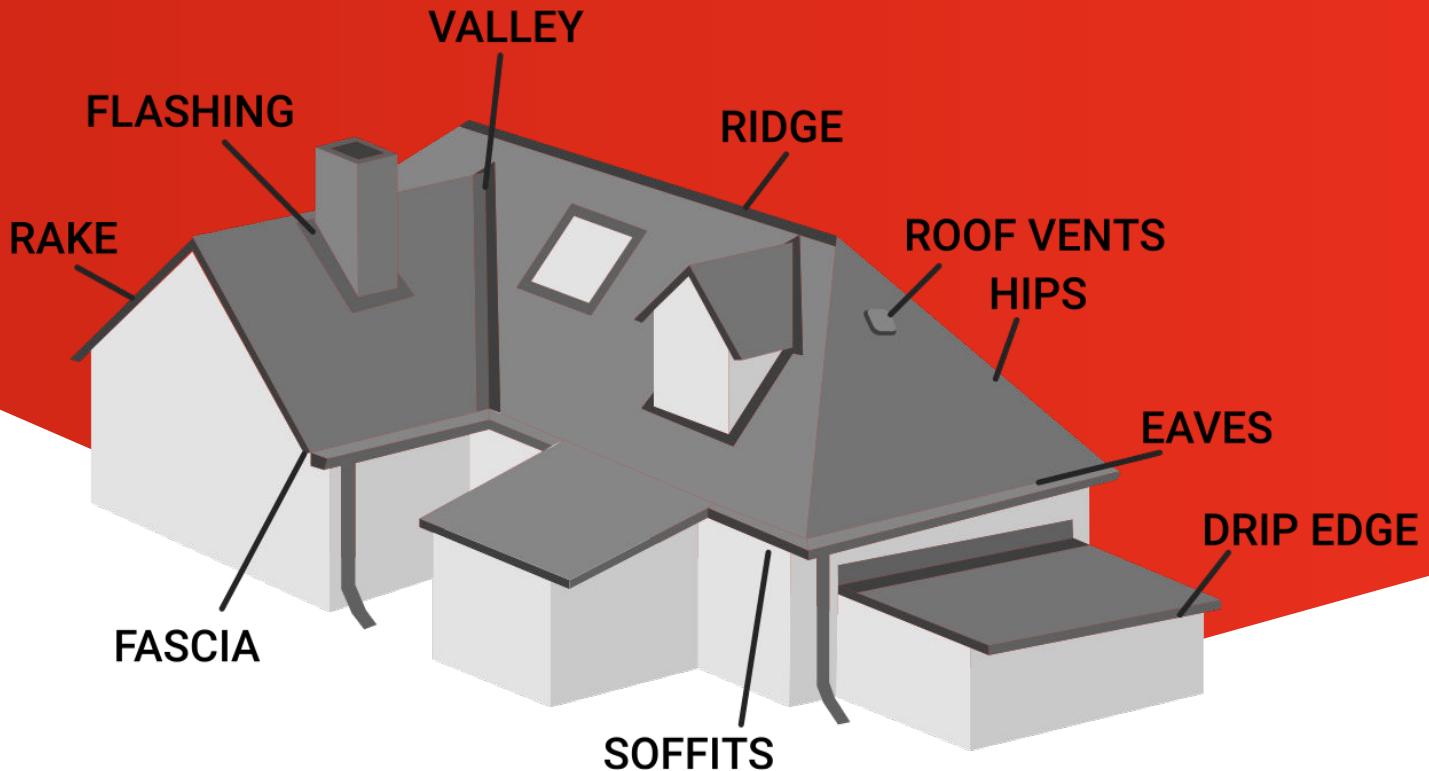
A Roof System is:

- A resilient “cap” sealing homes and buildings
- An architectural feature that channels water away from walls and foundations
- An insulating structure that reflects ultraviolet sun rays
- A protective “shell” from hazardous weather conditions
- An element of a building that adds visual appeal to a property
- A surface that can extend living space in the form of rooftop gardens and outdoor entertainment areas



Parts of a Roof System

As a roofing professional it's vital that you know all about roofing systems and the terms that define each component.



Eaves

Eaves are the horizontal edges of a roof. It's where your roof meets your gutters. Under the covering of an eave, you will also find an "eave membrane." This membrane goes under some (or all) shingles to prevent water infiltration caused by "ice dams" in the winter.



Rakes

Rakes are the angled edges of your roof. While eaves are entirely horizontal, rakes are set at an angle. If an edge isn't parallel to the ground, you're looking at a rake.

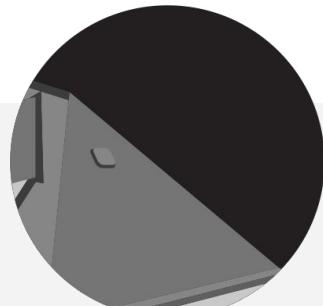
Parts of a Roof System

Ridges



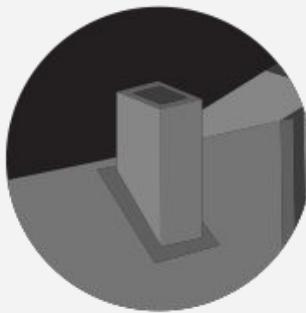
The ridge is often the single longest line that can be seen on most rooftops, and it designates the highest point of the roof's frame, usually running along the attic itself. Most properties have a single ridge, but larger structures can feature multiple ridges.

Hips



Hips are the down-sloped ridges formed at the intersection between two sloping roof planes. Many popular styles of homes feature hipped roof designs, including: "Hip and Valley", "Overlaid Hip", "Cross Hipped", and "Pyramid Hipped".

Flashing



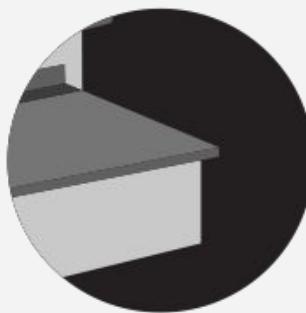
Flashing is resistant molding that prevents water from infiltrating the roof. There are various types of flashing, including aluminum, galvanized steel, and plastic. You'll find flashing among the most common places in valleys, at the bases of chimneys, and around roof vents. If the flashing is applied to an area located on an incline (like chimneys or dormers), "step flashing" is used.

Valley



Valleys are the "V-cut" angles formed along the junction of two slopes of a roof. As their name implies, valleys dip inward, making them opposite hips, which project outward. Since valleys are particularly vulnerable to water damage, they are commonly reinforced with a specialized underlayment membrane. In many cases, a "valley flashing" is also installed to help divert rain from the valleys to the gutter system.

Drip Edge



Drip Edge is a metal molding designed to prevent rain from infiltrating the roof by directing water away from shingles near your eaves and gutters. Drip Edge is crafted in an L-shape, which attaches to the edge of the roof.

Decking

Roof decking is a critical structural feature of a home. It's commonly made from 1/2-inch plywood. Its purpose is to enclose the roof structure, reinforce its strength, and provide a sturdy nail bed for shingles.

Parts of a Roof System

Soffits



Soffit is the term for the enclosed underside of any overhanging eave. Soffits cover the eaves of the roof, hiding visible rafters from sight. More importantly, soffits allow air to be captured and circulated through the roof system, directed to the attic, improving circulation, regulating temperature, and preventing moisture damage.

Underlayment



Underlayment is an asphalt-saturated felt or synthetic fabric sheet installed between the roof deck and the roof's outer layer to provide additional weather protection. The underlayment helps the roof shed water while protecting the outer layer from resin released by the decking.

Fascia

Fascia is the long, straight boards that run along the lower roofline and support the bottom row of shingles or tiles. These boards prevent damage to the roof (as well as the home's interior) by blocking moisture from getting in. Fascia is fixed to the roof's lower trusses, allowing it to carry the additional weight of the gutter system. While most fascia boards are made from wood, materials like vinyl, aluminum, and plastic are also available. Aesthetically, fascia creates a smooth appearance along the roof's edge and gives you the option of adding an extra splash of color to your home.



Roof Vents

Roof vents including ridge vents are an essential part of a well-ventilated home. These enclosed structures draw air from soffit vents located at the base of the roof and help regulate the temperature while also preventing the accumulation of moisture.

Attic

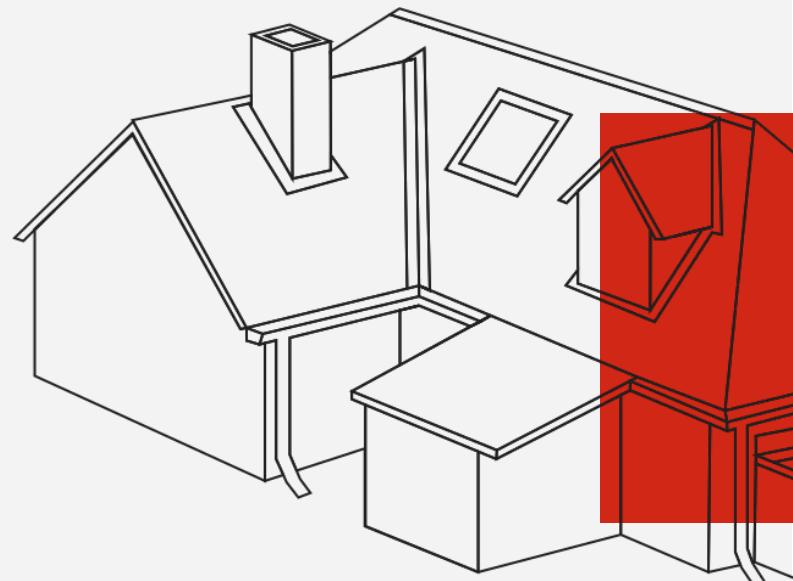
The attic is the space between a roof and the rest of the home. A properly ventilated attic helps protect the roof system from excessive heat in the summer and moldy moisture in the winter. Attic ventilation can be drastically improved when you install soffit vents. Having a roof that's correctly insulated and ventilated makes a significant impact on the durability, efficiency and sustainability of a home.

Residential vs Commercial

Residential Projects

A roof is an essential part of a home. A quality system can help homeowners feel safe and warm while also protecting from sun damage or rainwater leaks that may make living conditions unpleasant. When considering what type of home improvement would be most suitable, you need to pick the style that fits your needs.

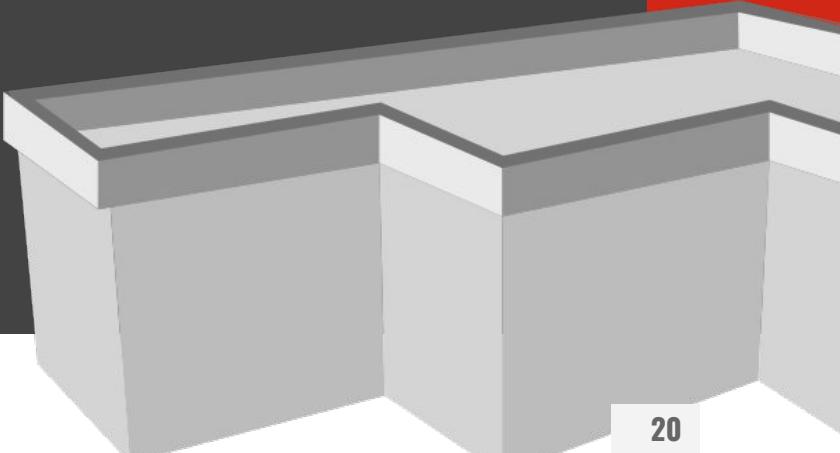
A roof is not just about looks; it's also an essential part of your home that protects you from the elements and saves energy. If maintained correctly, roofs can last 10-15 years or more!



Commercial Projects

The importance of commercial roof repair is vital for any building's structural integrity. A well-built, safe, and the maintained roof protects the interior from harsh weather conditions and helps prevent fires if one does break out.

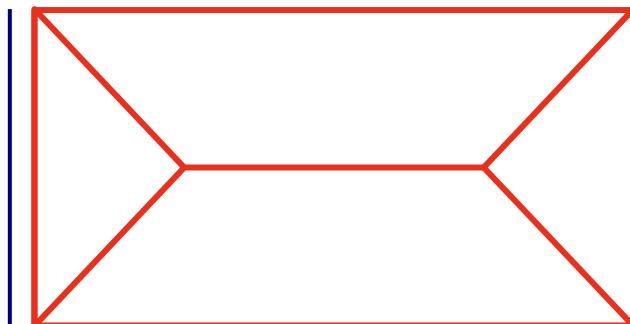
Your commercial building's roof is one of the most important parts to take care of if you want it to last for years. By taking preventative measures now, even minor problems can be avoided in time before they become disastrous or expensive repairs later on. Scheduling regular inspections with your professional team helps ensure that any necessary maintenance tasks are done efficiently without overworking staff members who may not have much experience working on roofs themselves.



Measuring a Roof

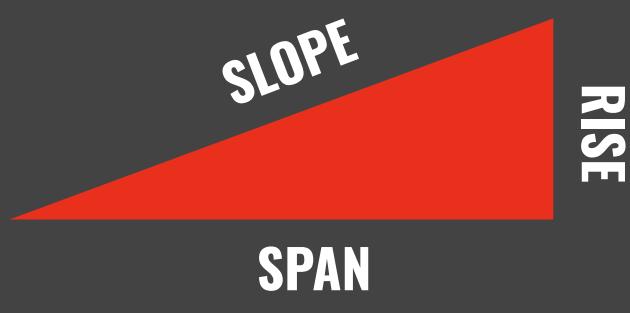
Roof Measurement Methods

Getting correct measurements of the roofing project is vital. Wrong calculations can lead to issues like underbidding the project, ordering too much or too little materials, and more. Every roofer has its approach to roof measurements. Some prefer hand measuring, while some companies invest in digital measuring tools or reports.



Manual Measurements

For years, roofing contractors have trusted the tried-and-true method of getting an accurate measurement by hand. This means that orders are more precise, and waste on jobs will decrease because there's less room for error in measurements taken this way (but calculation mistakes can happen anyway.) The downside is, this is the most time-consuming process.



ROOF PITCH



Digital Measurements

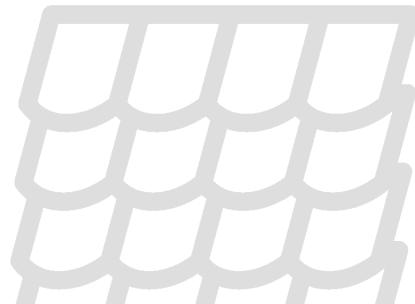
Aerial technology has been available for close to 15 years, and it offers some significant advantages over the traditional ground method. This new 3D modeling system creates accurate measurements with an accuracy rate that can reach 95%.



Types of Roofing Materials

Today, there are many types of resilient and technology products for homes. While asphalt shingles remain the most popular type of roof covering, time-tested materials such as slate, barrelled clay tiles, and cedar shake are popular on high-end residential properties. The newest forms of roofing material include durable composite and rubber roofing, often utilizing recycled elements. Solar roofing, also known as photovoltaic glass tile roofing, is also growing in appeal as it continually is improved and refined to complement architectural aesthetics.

Traditionally, metal roofing is most associated with utilitarian structures such as barns, but it doesn't always take the form of sheets and panels. Metal roof tiles or shingles are standard, as well - a type of roofing material that can be highly durable and attractive.



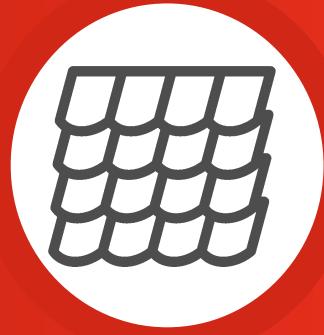
Roof Material Quick View

Material	Cost per SQ	Durability	Aesthetic
Shingle		Low	Medium
Metal		High	High
Tile		Medium	High
Slate		High	High

What Material is Best for Your Area

An area's climate can influence what type of roofing will best perform under unique weather conditions. All forms of residential roofing materials perform well. Asphalt shingles are most prevalent throughout the US.

Types of Roofing Materials



Shingle



Low Cost
Easy to Install and repair
Variety of Colors
Most common roof material
Fire Resistant



Low durability, can only last about 20 years with maintenance and in perfect weather conditions
Easy damage from wind or mildew
Not energy-efficient
Low curb appeal compared to other roofing materials

Shingle Roofing

Shingle roofs provide a versatile and stylish design for your home. They come in a wide range of colors, shapes, and sizes with an affordable and aesthetically pleasing option- siding! Shingle Roofing is efficient, rugged, and easy to install.

They have an underlayment system that helps with insulation; high-quality shingles are essential for staying put in inclement weather conditions like heavy winds or rainstorms that can damage other roof types quickly come off these tiles if not installed right away.



3 Tab Shingles

A 3-tab shingle is distinguished by three uniform cutouts, or tabs, made along the lower edge of the shingles.



Architectural Shingles

Also known as laminated or dimensional shingles, architectural roofing shingles are among the highest-quality roofing products made. Traditionally, they are composed of a heavy fiberglass mat base and ceramic-coated mineral granules tightly embedded in carefully refined, water-resistant asphalt.

Types of Roofing Materials



Metal



Durable and lightweight
Low Maintenance
Energy Efficient and Recyclable
Variety of Colors and Finishes
Can be installed over existing roofs
Fire Resistant



High initial Cost
Maintenance may include Refinishing or Painting
More Complex to Install

Metal Roofing

Metal roofs are durable, environmentally friendly, and efficient. They also happen to be stylish! With so many options for metal styles available these days, it's never been easier or more convenient than now is the time you should invest in your home improvement needs.

The durability and fire resistance of metal roofs are two significant benefits. Not only do they protect your home from structural damages, but they also make it difficult for fires or lightning strikes to spread up the house like normal shingle roofs would.



Standing Seam

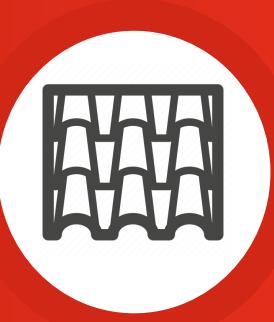
Standing-seam metal roofs are a great way to add character and curb appeal. These flat metal sheets can be installed on homes in just about any shape or size with no need for complex shingles! They come in many different colors, so you'll have plenty of variety.



Stone Coated Steel

The durable stone-coated steel is more than a match for traditional metal roofs, which can dent and ding over time. The benefits are that this quality nearly eliminates maintenance costs of your existing roof while also protecting against gusting winds in heavy rain or hail storms.

Types of Roofing Materials



Concrete and Clay Tile



Attractive and High End
 Concrete version is Durable and lower cost than Clay
 Low Maintenance
 Variety of Colors and Styles



Clay is more susceptible to damage
 Complex to install
 Clay tiles are heavy weight
 Expensive material
 Colors can fade over time

Tile Roofing

Tile Roofing is a durable, long lasting roof that can withstand high winds. The gaps between tiles reduce heat from shining in and help conserve energy costs for those who have it installed on their home or business.

A tile roof is a durable, low-maintenance option that will look great on your house for decades. The durability makes it easy to maintain and protect from the elements like pests or weather damage.



Barrel Tile

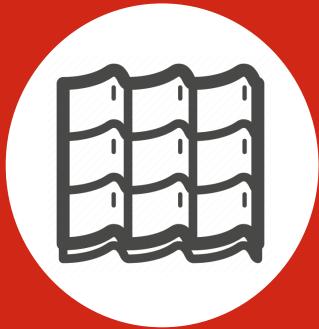
Clay and concrete tiles can outperform many other roofing materials. However, clay is the more durable of the two, with the ability to last well over 100 years instead of concrete tiles that can last 30 to 50 years.



Slate Style

Slate is one of the longest-lasting roofing options available on today's market. Slate shingles can last as long as 200 years in favorable environments. The slate will maintain its composition for decades on end. Shingles composed of challenging slates can last anywhere from 75 to 200 years.

Types of Roofing Materials



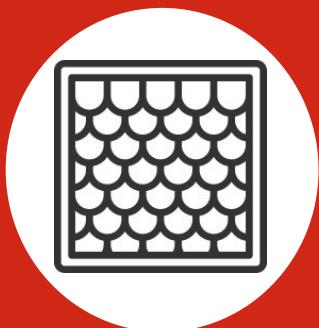
Slate Tile



Long Life Span
Durable, Mold Resistant and Fire Resistant
Increases Home Value



Brittle
Routine Maintenance
Costly
Very Heavy



Shake Tile



Workability
Weather Resistant
Insulating
Aesthetically Pleasing



Poor Longevity
Vulnerable to Pests
Not Mold Resistant
Discolor Quickly
Vulnerable to leaks

Other Roof Systems:

- Rubber Roofing
- Cedar Shake
- Composite Tiles
- Photovoltaic Glass Tiles
- Solar Roof Tiles
- Roof Coatings
 - Polyurethane Spray Foam
 - TPO Roofing
 - PVC Roofing
 - EPDM Single-Ply Roofing
 - Modified Bitumen Roofing
 - BUR Roofing
 - Torch-Down Roofing



Value of a New Roof

The National Association of the Remodeling Industry Research points out that home improvements that enhance a property's curb appeal almost always increase property value. Naturally, buyers get more excited and more confident in a purchase if the property looks well taken care of. But, an investment in a new roof doesn't always pay for itself. Not counting the potential losses one might incur by neglecting the need for roof repairs or replacements. Studies show that the return on a new roof investment is about 60% - meaning that if 10,000 were invested in a new roof, \$6,000 would come back as an increased value upon the sale of the property.



3 Factors that Influence Property Values for Replacement

1

The condition of the roof to be replaced

2

The current, local housing market conditions

3

The type of new roof materials purchased

While a 60% return is a safe bet, some research points to more generous investment returns in a new roof. The NARI's recent remodeling impact report determined that a new roof can bring up over 100% return on investment.

If an existing roof is severely worn or damaged, a new roof can make a more considerable difference in a seller's ROI.

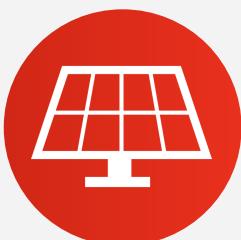
Solar

How Does Solar Work

It all boils down to how many kilowatt-hours you use. The more KWHs, the panels needed, and their cost and your savings for each panel so that if one breaks or needs replacing, it can be done quickly without disrupting service.

Your panels will make more electricity than you need during the day; this is when your solar energy system sends excess power back to the grid. If there is no sun shining at night or on cloudy days, then it's time for a charge-in with some credits stored up.

Benefits of Solar



Clean Energy

- Combats Greenhouse Gas Emissions
- Renewable energy source
- Reduces electricity bills
- Low maintenance costs



Save Money

- On average, families save over \$70,000 over the lifetime of the solar panels
- Energy Independence: No more rate increase!
- Tax credit of 26% of what you paid for it
- Increase Property Value, houses with solar systems sell faster



Low Install Costs

- Electricity Consumption
- Reduce Energy Bills
- Earn Tax Credits



Home Value

- Increase Curb Appeal
- Return on Investment
- Manage Energy Cost



Manufacturers: Shingle



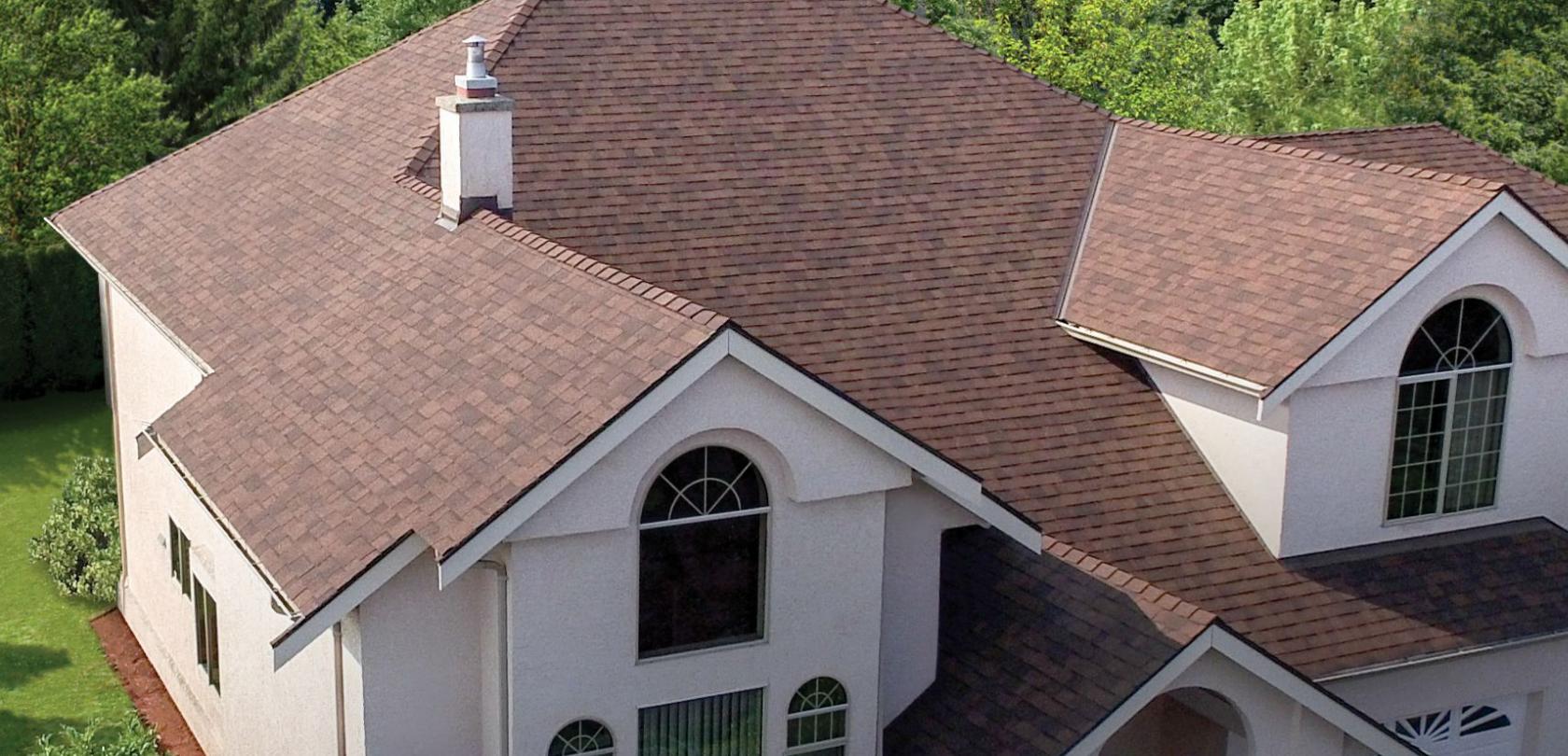
WHY CHOOSE OWENS CORNING? FROM THE MANUFACTURER:

We are proud to be a global building and industrial materials leader. Our three integrated businesses are dedicated to the manufacture and advancement of a broad range of insulation, roofing and fiberglass composite materials. Leveraging the talents of 19,000 employees in 33 countries, Owens Corning provides innovative products, manufacturing technologies, and sustainable solutions that address energy efficiency, product safety, renewable energy, durable infrastructure, and labor productivity.

Owens Corning is more than just a trusted name, we are a market leader in roofing shingles, underlayment and components products. Our systems look better, last longer and offer more choices to perfectly fit your project.

Owens Corning Roofing offers one of the best warranties in the industry. For added peace of mind, we make it fast and easy to learn about and compare our different roofing warranties, so you can find the best coverage option for your home.

Manufacturers: Shingle



WHY CHOOSE MALARKEY? FROM THE MANUFACTURER:

Unlike standard shingles which prematurely become brittle, crack, and lose granules, Malarkey shingles are made of Rubberized Asphalt for superior all-weather resilience, Upcycled Rubber & Plastics to reduce landfill waste, and Smog-Reducing Granules that help clean the air.

Better performance, and better for the environment – that's a Malarkey shingle!

Malarkey is a family business, started in Oregon in 1956. Our goal is simple – build the shingles we want on our own homes – made better to last longer, and more sustainable.

Manufacturers: Shingle



WHY CHOOSE GAF? FROM THE MANUFACTURER:

More homes and businesses in the U.S. are protected by a GAF roof than by any other product. We are the leading roofing manufacturer in North America, with plants strategically located across the U.S. As a Standard Industries company, GAF is part of the largest roofing and waterproofing business in the world.

GAF's Better warranty, available through a GAF certified installer, System Plus covers 100% of material defects for 50 years, 20 years on 3-Tab shingles. It covers 100% of installation labor costs for the lifetime of the roof, 3-Tab shingles are only covered 25-30 years for labor costs. System Plus typically has the contractor providing 100% workmanship coverage for 2 years and also covers misapplication of certain flashings for that same 2 year period. Tear-off costs are covered if the original issue was a material defect.

Manufacturers: Shingle



CertainTeed
SAINT-GOBAIN

WHY CHOOSE CERTAINTEED? FROM THE MANUFACTURER:

Through the responsible development of innovative and sustainable building products, CertainTeed has helped shape the building products industry for more than 110 years. Founded in 1904 as General Roofing Manufacturing Company, today, CertainTeed® is North America's leading brand of exterior and interior building products, including roofing, siding, fence, decking, railing, trim, insulation, gypsum and ceilings.

CertainTeed takes pride in providing the best products to meet today's market needs, but we are also looking ahead to offer our customers innovations for tomorrow. Using our definition of sustainable products, CertainTeed focuses on creating value at the triple bottom line for all stakeholders. This means offering high performing, affordable products that enhance users' comfort and well-being while reducing overall environmental impacts.

Manufacturers: Shingle



WHY CHOOSE ATLAS? FROM THE MANUFACTURER:

Since its founding more than three decades ago, Atlas Roofing Corporation has developed and launched countless innovative, quality roofing products.

We create value for our business partners through the manufacture of high-quality roofing and construction materials. Our products are engineered to precise standards for superior performance and visual appeal, backed with comprehensive service and support.

Atlas Roofing Corporation is not your typical, high-profile shingle manufacturer— instead we strive to be different, unique, innovative, and most importantly, accessible. Atlas roofing products are designed to meet every market segment. Beginning in the early 1980s with a single asphalt shingle manufacturing facility in Meridian, MS, and with its purchase of four additional roofing plants in the mid '90s, Atlas has grown to keep up with the demands of the ever-growing asphalt shingle industry.

Manufacturers: Shingle



WHY CHOOSE IKO? FROM THE MANUFACTURER:

For superior weather protection IKO manufactures asphalt roofing shingles with some of the heaviest-weight fiberglass mats in both North America and Europe.

No matter what their style of home or personal taste, homeowners will find the perfect profile and color blend, along with matching accessory products, to create a stunning roofscape.

IKO plants in North America manufacture three classes of asphalt shingles: traditional 3-tab, architectural laminated and premium designer. IKO also produces a complete line of high-quality accessory products that include ice and water protectors, underlays, starter strips, hip and ridge cap shingles and rigid polyisocyanurate (ISO) insulation board.

Manufacturers: Tile



WHY CHOOSE TILCOR? FROM THE MANUFACTURER:

Roofs are made to last a long time, but not forever. That means homeowners will have to go through the re-roof process at least once when owning a home. If you live in an area where hail, wind and hurricanes are common, it may even be more often than that!

Regardless of the reason why you need a new roof, we are here to make the process as easy as possible. In fact, Tilcor's stone coated steel panels can be installed over existing asphalt shingle roofs – saving time and money!

Regardless of the reason why you need a new roof, we are here to make the process as easy as possible. In fact, Tilcor's stone coated steel panels can be installed over existing asphalt shingle roofs – saving time and money!

Each Tilcor roof is backed by an extensive 50-year warranty so homeowners are not only getting a beautiful, energy efficient and sustainable roof – they are getting true peace of mind, whatever the weather.



Manufacturers: Tile



WHY CHOOSE BORAL?

Boral North America's family of premium brands stands united behind a commitment to developing exceptional architectural solutions that look better, last longer and install faster while providing best-in-class support and safety for all employees, customers and partners. As the North American arm of Boral Limited, Boral North America is in prime position to help builders and other specifiers grow their businesses with the highest quality products from a diverse array of category leaders across brick, stone veneer, roofing, siding, heavy materials, windows, shutters and trim manufacturers.

Boral tiles require little maintenance while providing higher than average longevity for your home. In the end, you save money both short-term and long-term by fitting your roof with a green, durable and cost-effective solution. In addition, your installation is backed by Boral's limited lifetime warranty.



Manufacturers: Tile



WHY CHOOSE DAVINCI?

DaVinci has been the leader in composite roofing for nearly two decades. Our commitment to creating durable, beautiful roofing tiles is unparalleled. You won't find a more realistic or better-performing roofing product anywhere. With DaVinci, you can retain all the character your home was intended to have without worrying about time-consuming and costly maintenance. Whether you're replacing an existing roof or looking for the crowning touch on a new construction project...just leave it to DaVinci.

DaVinci's unique composite construction outperforms both natural slate and cedar shake with a Class A Fire Rating, Class 4 Impact Rating and a 110 mph Wind Rating. But the real genius of a DaVinci roof lies in its ability to provide lasting beauty.

The most standout use of DaVinci Roof Systems is on historical renovations and preservations. The beauty and impact of DaVinci tiles is the reason for its installation on projects like Frank Lloyd Wright's home, and historic churches across the US.

Manufacturers: Tile



WHY CHOOSE EAGLE? FROM THE MANUFACTURER:

An Eagle concrete tile roof is one of the longest lasting roofing products you can buy. Unlike some other roofing materials, it is engineered to last for the life of the structure. Plus, our tile is tested to the highest standards in the industry for impact resistance, fire, high-wind, seismic forces, and freeze-thaw protection.

There is no denying the true craftsmanship behind every piece of Eagle concrete roof tile. The exquisite artistry at work delivers stunning aesthetics and unparalleled durability and protection. Produced through a careful combination of four natural products – sand, cement, water and iron oxide, concrete roof tiles are incredibly resilient withstanding the harshest of weather elements.



Manufacturers: Metal



WHY CHOOSE ENGLERT? FROM THE MANUFACTURER:

Englert Inc. is the gold standard for commercial and residential metal roofing and gutter systems. For over 50 years, we have been a leading metal roofing and gutter manufacturer, consistently innovating and improving the quality of our products to meet the ongoing challenges of a changing world.

Englert has been a top-tier manufacturer of residential metal roofing and gutter systems since 1966.

Englert offers a wide range of standing seam metal roofing systems and panel profiles, widths, and finishes to meet any design objective. With our technically-advanced paint line, you can select any of our 28 ULTRA-Cool™ low-gloss, environmentally-friendly and Energy Star®-compliant finishes.

All of Englert's metal roofing systems are backed by stringent product testing, the best warranties in the industry, and engineering expertise.

Manufacturers: Metal



WHY CHOOSE MCELROY? FROM THE MANUFACTURER:

Installing a metal roof on your home is a wise investment. A metal roof not only provides a long service life, but also adds curb appeal and benefits like durability, weather-resistance and reduced utility expense. Selecting good partners for your metal roofing journey is an important part of the process.]

McElroy Metal is one of the nation's leading manufacturers of residential roofing systems. With over 55 years of experience, we're committed to delivering superior quality and outstanding service backed up by a values-oriented, customer-focused philosophy you can trust.

Roofing Trends

Popular Roofing Material Trends

Mixed Materials - Combining different slopes, colors and materials are gaining traction in 2021. Hybrid materials are projected to be in demand this year.

Sleek & Simple Roof Lines - Low-pitched roofs are in style. Their low maintenance paired with the high visual appeal is a significant selling point. They are easily upgraded (solar/green roofing), safer, and more accessible.

Cool Roofs - Global warming has become a big issue in recent times. Cool roofs are becoming a viral response to these issues in 2021. The energy-reflecting/ absorbing material cools a building, lowers bills and air pollution.



Metal Roofing

Metal Roofing used to be exclusive to industrial, but now with pricing for metal roofing getting more competitive, it is becoming a popular choice for homeowners.

Solar Roofing

More solar options are now available than ever before—rapidly growing popularity each year with special offers & perks to homeowners.

Green Roofing

Eco-friendly roofing is swiftly becoming a big contender roofing material trend. Huge energy bill saver prevents street floods, curb appeal enhancements (roof garden).

Roofing Services

Training Worksheet

Every company is different in their roofing approach. During training, take the time to fill out this worksheet with the specific products, systems, and more that your company uses.

Do we offer repairs, replacements, or both?

What is our minimum repair price?

What is our average replacement price?

Do we install Residential, Commercial, or both?

What is the typical age of roofs in our area?

What is the average roof shape in our area?

What Material Types do we install? (Shingle, Metal, Tile, etc)

What Manufacturers do we use?

Notes

Training Worksheet

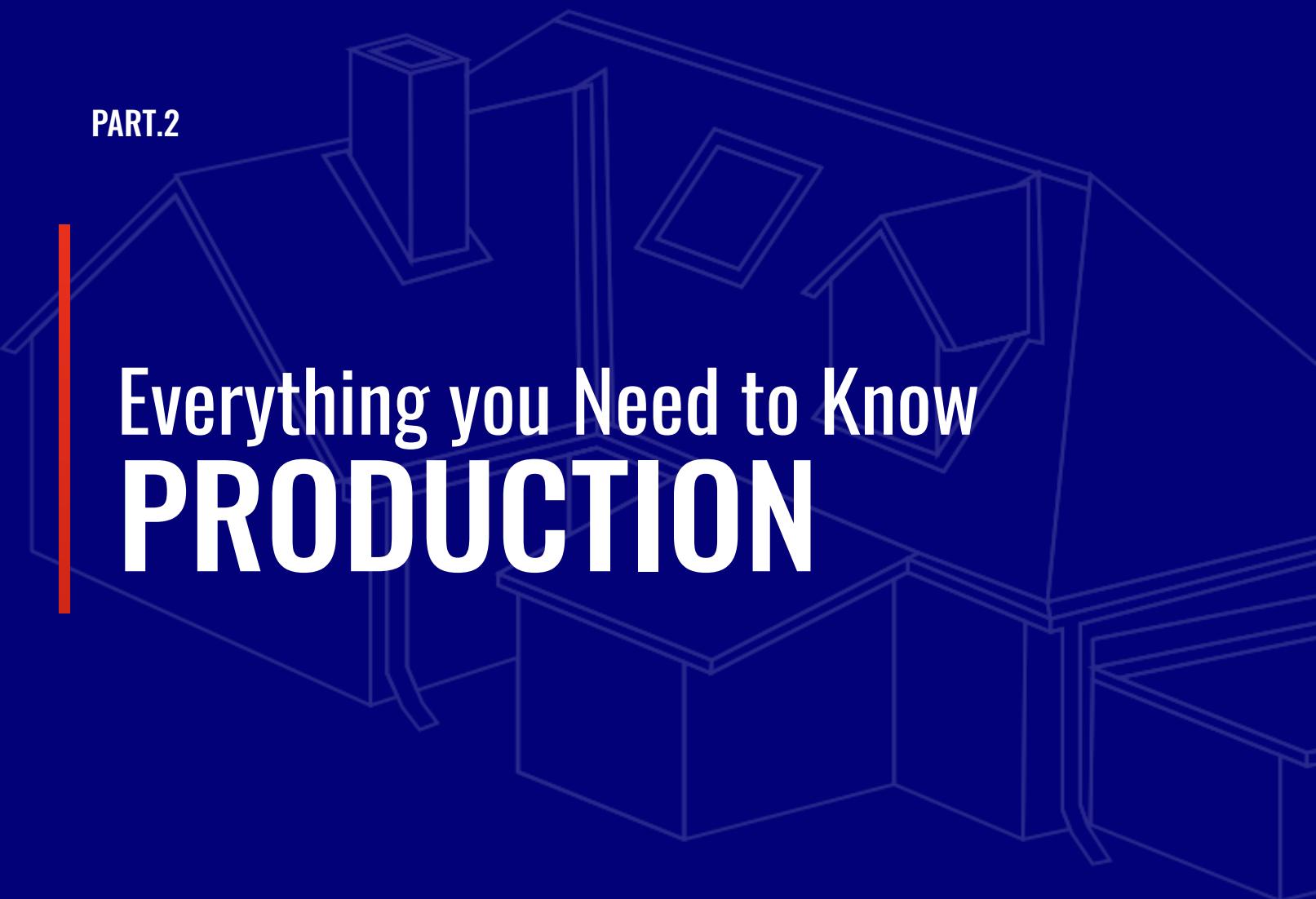
Every company is different in their roofing approach. During training, take the time to fill out this worksheet with the specific products, systems, and more that your company uses.

RESIDENTIAL ROOFING



Let the Roofing Revolution Begin!

PART.2

A faint, wireframe-style 3D rendering of a house's exterior is visible against a dark blue background. It shows the roofline, windows, and a chimney. A thick red vertical bar is positioned on the left side of the page, aligned with the "PART.2" text.

Everything you Need to Know **PRODUCTION**

Roof Build Basics: Shingle

As a roofing professional, it's essential to understand the basic steps of building a roof. Every company has its own additional steps and

approach to roofing depending on location and client, but we will look at a typical shingle roof replacement in this example.

1 Decking

The wooden boards make up the framing of your roof. These boards are what your shingles and other roofing components are installed on. There are two types of wood roof decking: plank decking and sheet decking

2 Drip Edge

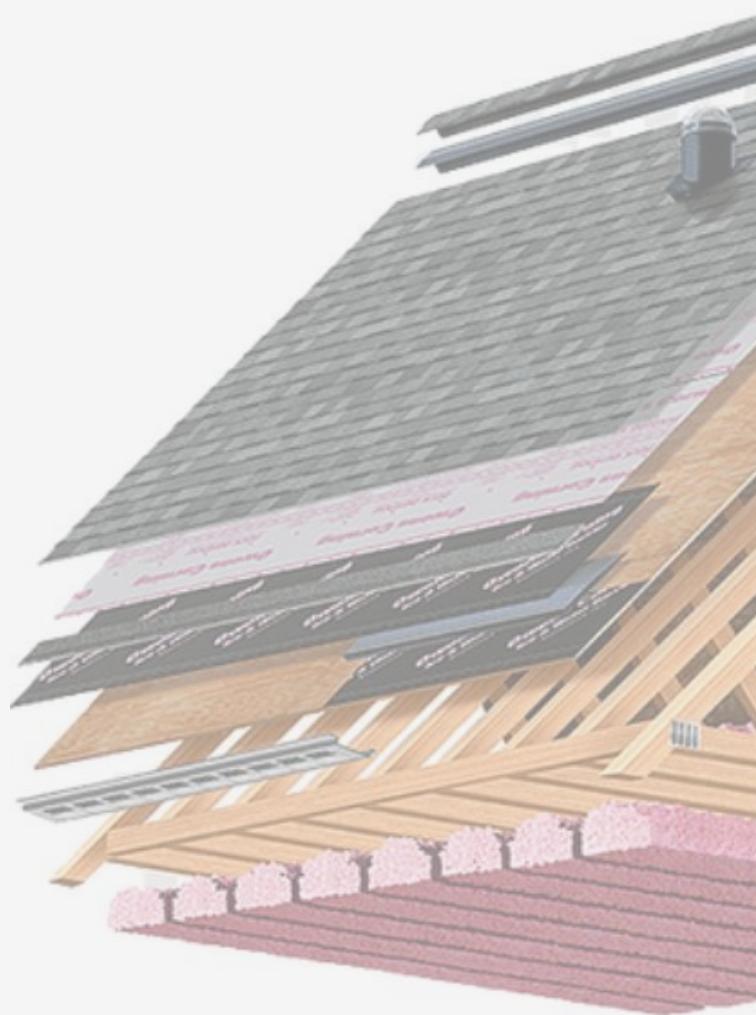
Drip edge is metal flashing installed at the roof's edges to keep water away from your fascia and from getting underneath your roofing components. If your roof doesn't have a drip edge, water gets behind your gutters and rots out both your fascia board and roof decking

3 Underlayment

Underlayment lies between the shingles and the roof sheathing, or roof deck, typically either plywood or OSB. It's installed directly on the roof deck and provides a secondary layer of protection from the elements, including rain, snow, and wind.

4 Ice & Water

Ice and water shield is used on eaves to help protect the decking and interior of the home from damage caused by ice dams that may occur due to the freeze/thaw during the winter months.



5 Shingles + Ridge

Ridge cap shingles are like regular shingles in that they use the same material and offer the same look in terms of color. Still, they are different in that they are specially designed to cover the ridges of the roof, which are high-stress areas that need more protection

Roof Build Basics: Solar

Solar panels and the sun's energy can be harnessed to offset your monthly electricity bill. This is because higher bills are correlated with higher fossil fuel use, so switching out could save you money.

1 Evaluate

First, we evaluate your property, roof, and electrical to ensure your home benefits from a solar roof. We document the entire site evaluation.

2 Survey

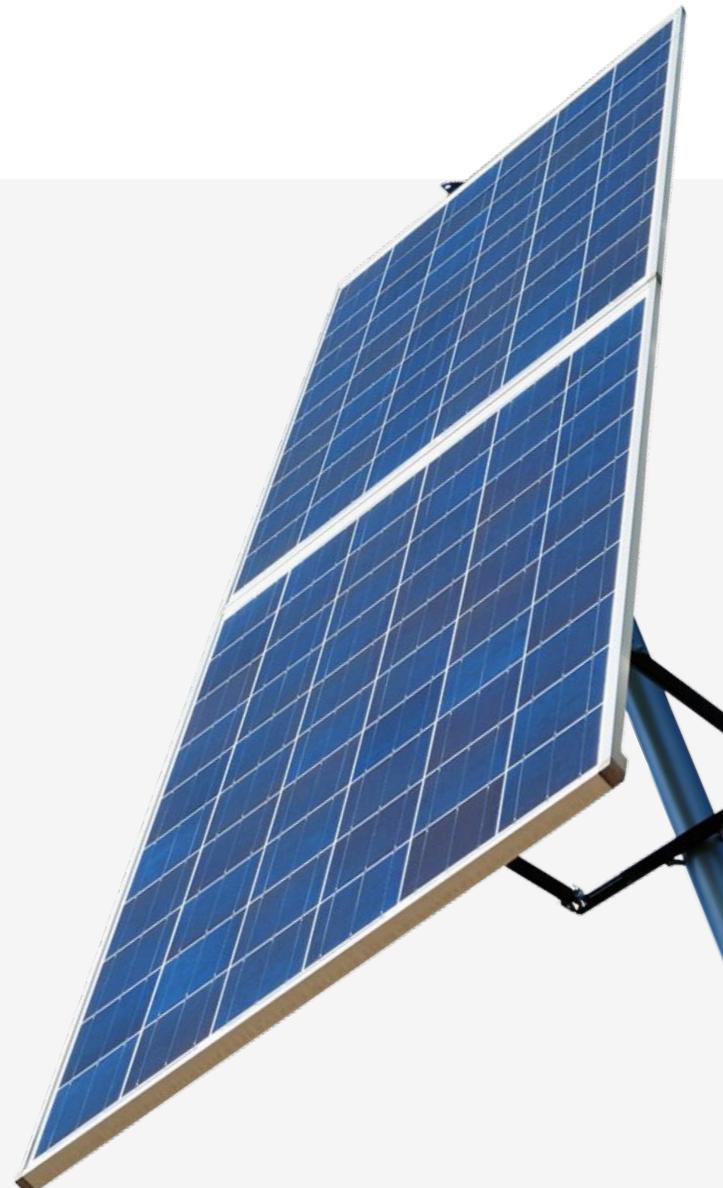
Next, we complete a site survey to ensure all necessary information is gathered and then we design an optimized, custom system, perfect for your business or home!

3 Permits

The speedy permits process starts with a quick review. A team of experienced permit officers will check for errors and update regulations as needed before issuing you an approval or denial on your request for solar installation.

4 Install

Now we can install the panels to your home using quality, clean, ethical workmanship practice. You'll start seeing the energy savings in the first month.



5 Maintenance

For best results on your solar panels, it's recommended to give them a mild cleaning. This can be as mild as spraying them with a hose from ground level or having a professional come out and do a deeper cleaning for you.

Our installation Process

Training Worksheet

Every company is different in their roofing approach. During training, take the time to fill out this worksheet with the specific products, systems, and more that your company uses.

What is different about our installation process?

Do we offer warranties?

Do we have Good, Better, and Best systems?

Good

Better

Best

Our installation Process

Training Worksheet

Every company is different in their roofing approach. During training, take the time to fill out this worksheet with the specific products, systems, and more that your company uses.

Installation Process for _____

Installation Process for _____

Installation Process for _____

Notes

Training Worksheet

Every company is different in their roofing approach. During training, take the time to fill out this worksheet with the specific products, systems, and more that your company uses.

Notes

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Every company is different in their roofing approach. During training, take the time to fill out this worksheet with the specific products, systems, and more that your company uses.

RESIDENTIAL ROOFING



Let the Roofing Revolution Begin!

PART.3



Everything you Need to Know **ROOFING SERVICES**

Introduction to Roofing Services

A new roof is one of the most significant ticket purchases you have to make. It needs to withstand decades of blazing sun, pounding rains, and

gusting winds while protecting your home from everything nature can throw at it—all while looking good on the street.

Inspections

Roof inspections are vital to perform on any roof job. Giving the customer a thorough inspection and photo documentation builds trust and makes sure everything is addressed in the estimate. Educating the customer helps with upselling them to more extensive repairs or a better roof system.

Estimates

The roofer will write and estimate how much the job costs. The outline includes some or all of the services that will be provided, deadlines for completion, materials needed such as shingles and tarps. Customers can easily compare prices from different vendors before making decisions, so it's important to have your proposal and experience stand out.

Roof Repairs

Repairing the roof will be the most cost-effective way of taking care of most problems homeowners are having. These repairs can extend the life of the roof, until it's time for an eventual full replacement.

Roof Replacements

Roofs are exposed to a lot of external wear and tear throughout each passing year. The sun's harsh rays, snow accumulation from winter storms, or strong winds can all take their toll on the material that protects the home, meaning it's time for a full replacement of the system.

Emergency Services

A roof tarp can provide an extra layer of protection for home's vulnerable after a storm. When properly installed, they prevent rain from soaking through and repairing existing leaks and prevent future damage due to new storms or heavy snowfall.

Siding

Siding is a versatile material that is used to protect the sides of the home from the elements. It does this by adding insulation, water resistance, or fireproofing depending on its type and function in the structure's design.

Gutters

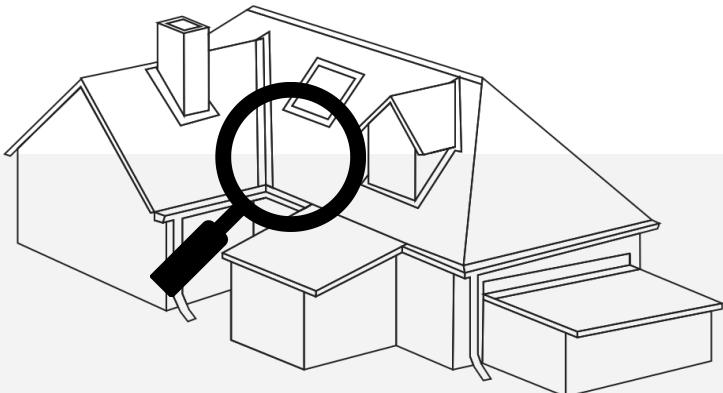
Gutters are essential for protecting homes, foundations, and landscaping. They prevent erosion that can cause flooding in basements or settlement of foundation walls; they also ensure exterior paint isn't damaged by rainwater runoff with staining protection against mold/mildew growth.

Exteriors

Many roofing companies extend their services to full exteriors and sometimes interior remodeling as well. Additional services may include windows, doors, garage doors, skylights, and even solar.

Roof Inspections

A roof inspection report should be a detailed document that includes photographic evidence of all roof conditions. Advice is provided to our customers on any issues that need repaired in the short term and what the property owner should look out for in the near future.



A roof inspection report includes:

- Accurate measurements and diagrams of the roof
- Description of the roofing material used on the property
- Photos of roof conditions, pointing out specific damage
- A thorough explanation of the roof conditions observed by a professionally trained crew
- Recommendations on actions to be taken, including repair or replacement

During the inspection it's important to try to determine the age of the roof, the shape, the current system, and areas of damage outside and in the attic. Checking the interior ceiling of the home for leaks is also a vital step.



Purpose of a roof inspection report:

- A roof inspection report informs the client about the structural and cosmetic issues related to their roof
- The report recommends the course of action needed to restore a roof or preserve its existing condition - if in good shape
- A roof inspection report includes cost estimates
- The report projects a timeline for the roof replacement or repair

Roof Inspections using Drones

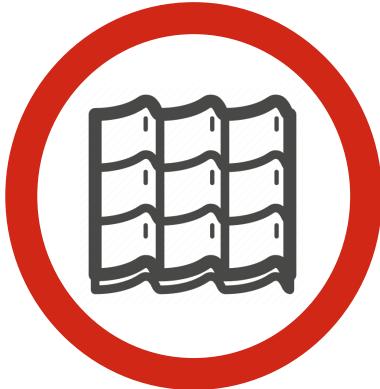
Drones have come a long way in the last ten years. Today, drones are more affordable and more accessible to use than ever before. Drones carry a fantastic payload of HD digital cameras and video hardware, too. Certain types of roof inspection software are compatible with drones.



Performing an Inspection

A roof inspection is the best way to ensure your home's most crucial asset continues functioning correctly. A professional will assess its condition, look for any problems and gauge how long it'll take before water seeps through again.

Inspectors will walk on the roof and look for weakened areas that indicate rot or leaks. The materials used to build your roof will be assessed on when it was constructed and the last replacement and their nature of deterioration.



Roofing Material

The exterior roofing material is what takes the most abuse from the elements. The inspection report describes the material... whether it's ceramic tile, asphalt shingle, slate, cedar shake, etc.

- Are there missing, broken, or poorly aligned shingles?
- Are all parts of the roofing are secured in place?
- Are all seams are well-insulated?
- Is flashing and caulking around sidewalls and chimneys intact and sealed?



Drainage

Over 70% of construction litigation has to do with water leakage and moisture damage. Poor drainage can lead to many costly repairs, including mold removal or an entire re-roofing procedure.

If the drainage is not directing water away from the building correctly, it may also cause problems with its foundation and basement areas.

- Are drain pipes directing the water away from the building's foundation?
- Is there rust, holes, and other signs of wear and tear?
- Is there trash and debris blocking drainpipes and gutters?
- Are drain pipes securely attached to the gutters and the walls?

Continuing Inspections are Important

A homeowner should not just inspect their roof after a storm or if they notice a leak. We want our clients to be more proactive about their roofs health and have inspections done yearly.

Annual inspections are great because we get to identify damage areas sooner and document the roof so if there is damage down the line, we have evidence to report to insurance if necessary.

Performing an Inspection

Home inspectors need to pay close attention to the state of air ducts and dryer vents, as they could become a safety hazard in the future.

If these are not appropriately inspected, an obstruction may occur, which would have been otherwise unknown.



Ventilation

Chimneys, vents, and air ducts are vulnerable components of a roof system, as they penetrate the roofing and insulation materials. If these contact points are not insulated well, the building may be subject to water leaks and poor thermal efficiency.

- Check to see if vents are obstructed and ensure that air flows freely through them
- Ensure that all ventilation structures are fitted with storm caps
- Ensure that the flashing around the protruding structures fits well



Attic

A roofing inspection examines the roof's underside — the attic. Thoroughly inspecting the attic provides a complete picture of the roof's condition. Sometimes, leaks and other damage might not be visible on the exterior but can be identified inside.

- Check for dark spots or swelling on wooden beams, signifying moisture penetration
- If the roof beams are steel, check for rust or bending
- Check for mold or condensation
- Check for signs of rodents, insects, or birds
- Ensure that pipes, ventilation elements, and wiring are well-insulated

Additional Inspection Areas

Gutters and downspouts are essential to the home's drainage system. They have the dual responsibility of directing rainwater from your roof to be absorbed into the soil or help reduce runoff.

They also play an essential role in maintaining integrity for other parts within a structure. These are crucial parts of the roof to inspect to ensure the safety of your home.

Checking for Storm Damage

We want homeowners to understand how essential it is to inspect their roofs after a storm. There are many ways to detect damage even from the ground level that we can educate them on.



Checklist

Identify all hail, storm, or wind damage on the property to support a claim being made on this property.

- Signs of Hail on Elevations
- Paint Chips
- Window Cladding
- Window Screens
- Siding & Siding Type
- Existing Damage on Siding and Property

- Damage to Downspouts and Gutters
- AC Unit Check
- Other Area with Hail Damage with photo documentation to support
- Decking and Decking Damage Documented
- Fence and Additional Property Damage
- Furniture Damage
- Garage Doors
- Broken Glass
- Mailbox Damage

Roofing Inspection

- Measure Gutter at the top of the ladder with photo
- Measurement of the soffit with photo
- Shingle Gauge on the shingle and identify the type of shingle
- Gutter Fastening Options: Gutter Nails Gutter Screws Gutter Clips Screws into gutters
Install Details (notes area here) Check if Detach and Reset: (check box here)
- Felt type : Is there felt? y/n if y/ what type? Add notes here: Make sure to take a photo here.
- Starter Shingle : Is it an actual starter shingle? If y/ take a photo.
- Overview photos of the system: Ridge to Ridge Photos all the way around in a 360 of the system.
- Roof Component Checklist:
Replace Pipe Boots, Replace Ventilation, Replace Turbines, Replace box vents, Chimney Damage, Replace Skylights, Additional Accessories Quantity and Damage.



Estimates

Every roofing estimate should include basic information about the company and the timeline of the project. This includes:

- Contact information such as phone numbers and email address
- An outline of who's responsible for what (Who's overseeing the day-to-day? Where do you send payment?)
- Estimated start and completion date
- Payment terms



The Overview

As a roofing professional it's important to spell out the costs associated with the project so the homeowner knows what to expect. A minimum listing should include:

- Labor
- Permits
- Materials
- Cleanup
- Removal of construction debris

This list should be detailed, so don't just focus on the flat cost of replacing a worn-out section. Instead, look at all associated costs—like how much it'll cost to tear out your old Roof and install an underlayment; then add new shingles or flashing as well as repairs for gutters if necessary following this project's completion.


1
Good

This is the most basic level of a roof replacement that covers all the standard roofing needs. Many homeowners will pick this choice because it's the cheapest option.

2
Better

The Better System is a more built out system that includes some extra options to increase their home value with a stronger roof system. This roof system is built to last.

3
Best

The best option should be the ultimate system that goes above and beyond the essential replacement. It usually involves replacing the entire roof with one manufacturer's material and entire system, which comes with a type of lifetime warranty. A durable solution worth investing in for homes that value beauty as well!

As a roofing professional it's key to help homeowners understand the value of each package and identify which one will be best for their property, ensuring that the homeowner gets an accurate estimate and the best fit for them.

Roof Repair vs Replacement

It's not always easy for homeowners to tell when they need a new roof or urgent roof repairs. It's important to note these key indications that suggest roof repairs are required.

If the roof is 10+ years old, you may need to question whether the roof needs to be totally replaced with the homeowner and educate them on that process.

Visually inspect the roof for cracked, torn, bald, or missing shingles

1



Scan the roof for loose materials or wear around chimneys, vents, pipes, etc.

2

Look out for excessive shingle granules in gutters. This is an indicator of advanced wear

3

Examine drainage, ensure gutters and downspouts are secured. Ensure drains are open and allow water to flow and gutters and downspouts are free of obstructions.

4

Other Signs of Damage

- Tiles or shingles that are missing, loose or worn
- Excessive rust or gaps in metal roof seams
- Worn coatings or membranes on commercial roofs
- Granules from shingles collecting in gutters
- Loose or missing flashing, especially around chimneys or vents
- Inadequate or blocked ventilation
- Discoloration of roofing shingles or panels
- Mold growth
- Punctures or tears
- Stains on exterior walls
- Stains on the underside of the roof decking
- Loose, gapped or leaking gutters
- Blocked downspouts

Storm Damage

Precipitation has always been a factor in challenging the strength and condition of a roof. Often, poor installation is the reason for leaks and compromises to the decking underneath the roof covering. But, there are other causes of damage from water, including clogged or misaligned gutters. Moisture trapped or contained on a roof can result in algae built up, too.

Hail can cause surface damage to asphalt tiles, reducing the lifespan of the material. Strong winds can lift shingles off the roof decking. Even the loss of one shingle can lead to extensive damage sooner or later. Wind can also compromise the underlayment, which is key to a roof's water-shedding capability.

Snow Storms	Tornados	Hail Storms
Snow Storms average 20-40 inches of snowfall in Northern states. With a high of 120+ inches.	Tornadoes can get up to 379 MPH, with an average of 158-206mph	Hail Storm: Hailstones can be destructive to homes especially the larger stones
Time of year it's common		
November-March in most states	March-June in the Central States.	March-October in most of the US but usually in the Spring.
Example of Damage		
<ul style="list-style-type: none"> ➢ Roof and structural damage ➢ Damage to fascia ➢ Damage to exterior pipes, and siding ➢ Leaks ➢ Mold Growth ➢ Blockage in the sump pump 	<ul style="list-style-type: none"> ➢ Shingles blowing off ➢ Flying debris can hit the roof ➢ Can cause the roof to completely tear-off 	<ul style="list-style-type: none"> ➢ Bruise/ Cracking shingles ➢ Water damage inside your home
Signs of Damage		
<ul style="list-style-type: none"> ➢ Missing or cracked shingles ➢ Leaking Fluids in the home or attic ➢ Fallen tree branches ➢ Loss of Granules ➢ Broken down gutters ➢ Water pooling in areas 	<ul style="list-style-type: none"> ➢ Dents in gutter or flashing ➢ Leaks in roof ➢ Broken Tile ➢ Dented asphalt shingles ➢ Missing shingles 	<ul style="list-style-type: none"> ➢ Random damage ➢ Hail hits that are black ➢ The roof may appear shiny ➢ Hail hits are soft to touch

Other Common Damage

Addressing damage quickly is the key to preventing additional property loss, moisture-impacted ceilings, walls, and objects inside a home or business.



Aging

When gutters appear to contain a lot of shingle granules, it's an obvious sign that the roof material is losing its protective surface particles. The granules on most asphalt roof shingles are there to give the material added weight and deflect the sun's ultraviolet rays.

Excessive sunlight

Nature's elements can be harsh. Even the warm sunshine we find so pleasant is destructive when confronted every day for years and years. rooftops are continuously bombarded with ultraviolet rays – a form of radiation. Eventually, roof damage occurs in thermal splitting, cracking, blistering, curling, and cupping of shingles.

Rust

Eventually, metal rusts. It may take years for rust to compromise the integrity of a metal roof seriously, but corrosion is always a factor to pay attention to in a metal roof inspection. Over time, severe rust can cause pinholes in the metal panels allowing water to leak in.

Damaged flashing

Sometimes flashing can pull apart, promoting water infiltration underneath the metal roofing. Any moisture that penetrates the roof decking can cause buckling or even rotting. Water underneath the metal roofing can corrode the underside of the roof panels, too.

Improper installation

Flashing is the main culprit in roof damages due to poor installation. A drip edge is a flashing material that contractors install along the edge of a roof. A missing drip edge flashing can cause many issues, including promoting insect infestation, encroachment of wind-driven moisture under the roof edges, and the promotion of soffit and fascia rot.

The poor installation comes in other forms, too. Improper shingle overhangs at eaves, careless nail placement or use of nails prone to rusting, and improper application of the starter strip can cause water infiltration and vulnerability to shingle loss in windy conditions.



Roof Repair

Small area roof repairs involve locating a leak(s) and correctly sealing it. While some property owners wish to take the task on themselves, only a roofing professional can address the problem for a proper and long-lasting repair.

Locate Problem Areas

Water stains often evidence leak location on the ceiling. On the roof, we'll look for any curled, cracked, or missing shingles. Leaks can occur at any point where shingles butt or where caulking and flashing have been compromised. End caps and ridge shingles can also be the source of leaks.

Secure Damaged Shingles

It's crucial to re-secure curled shingles using a coating of asphalt roofing cement, ensuring that edges and corners are secured. It would be best if you replace damaged or missing shingles. If shingles are cracked, missing, or worn, replace them with new shingles and fasten them into place with galvanized roofing nails.

Secure Damaged Flashing

We repair leaks caused by metal flashing around chimneys and dormers. If there are problems with sealant at joints, you should apply a new coat of cement to it.



HAIL BRUISING



SHINGLE CURLING



MISSING SHINGLES



Roof Replacement



Roof Tear-Off

A roof tear-off is performed to remove failing components of a roof system, including shingles or tiles, flashing, and underlayment. In a normal tear-off process, the roof is stripped down to the wooden roof deck. The process usually takes around a day to perform, depending on the type and size of the roof.

Why Is It Done?

Best practices in a significant roof repair or replacement involve a tear-off. This complete removal measure is necessary when roof leaks cause water damage to the wood decking. Damaged boards must be replaced, or the new roofing can not be installed properly to ensure reliable performance.

How Is It Done?

Scheduling the tear-off process is the first step in a roof replacement. It's essential to plan a tear-off when there is no rain in the weather forecast—protecting all vulnerable landscaping features with a tarp so that falling debris won't harm bushes and flower beds.

Once the property is protected, tear off begins at the roof ridge and works down toward the eaves. After shingles/tiles and flashing are clear, the old waterproofing layer is removed, exposing the roof deck. It's essential to inspect the roof's structural integrity to ensure a solid base layer on which the new roofing system will be installed. All debris from the tear-off is collected and disposed of properly.



Roof Replacement



Damaged Roof Decking

There are many reasons that decks may need repair, and deck repair costs vary depending on the extent of the damage and the building material. During sealing or replacing a deck board, other issues may become apparent based on the age of the home or building.

Deck material is a significant factor in determining what repairs are needed, the cost, and the time it will take to make the repairs. For example, composite decks cost more than wood.



Underlayment

The lifespan of roof underlayment varies depending on what it's made of and the conditions it's exposed to. Extreme heat or cold, pests, or physical damage from falling debris can significantly affect the lifespan of the roof underlayment.

Asphalt felt is the most common type of underlayment. Newer synthetic or rubberized asphalt underlays are more durable than asphalt felt and can offer better moisture protection. We recommend that roof underlayment inspection take place every 3-5 years or after any damage is detected.



Underlayment Replacement

Estimates for underlayment replacement depends on these factors:

- The condition of the underlayment
- The complexity of the roof
- The number of tiles/shingles that need to be replaced in the process

Emergency Repairs

Severe weather can cause damage to clients' homes and buildings, creating the need for urgent roof repair. Roofing professionals must perform a complete inspection of the property's storm damage, meet with the insurance adjuster, and get the roof system repaired or installed following code requirements and manufacturer specs.

- Fast, on-site inspection
- Quick ordering of new roofing materials
- Expert help with property insurance claims
- Skilled restoration services performed
- Halt damage due to moisture intrusions
- Adherence to code requirements and manufacturer specifications
- Fair, transparent pricing



Roof Tarping

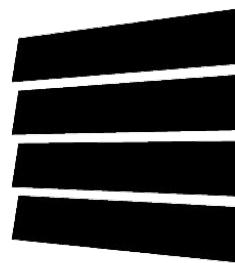
Wet, cold weather is common in the colder months, and it's especially prevalent from December to February. Fast remediation of moisture intrusion is critical, especially when the risks run high during extreme weather periods. That's why waterproof roof tarps can be an indispensable stop-gap solution before or after an episode of harsh winds and rain.

A weak point, such as a crack in a shingle; a corroded pinhole in metal roofing; or a tear in the roof underlayment, can allow water to find its way into an attic. Rain combined with straight-line winds can cause water damage.

The first step in mitigating further damage to your roof and potential water intrusion to a home or building's interior is to cover it up. Tarping a roof is a short-term necessity, but it gives the property owner time to deal with a more permanent roof repair or replacement.

Siding

The benefits of siding are endless. It can be used to protect your home from storms. Siding can be affordable and durable, but depending on what material you choose you may have to replace it over time. Siding comes in many different styles. Siding is essential to protect homes and should be checked regularly for cracks and dents, especially after wind or hail storms.



Wood Siding

Wood is a sustainable, renewable resource that can last for decades if maintained properly. The variety of wood siding styles in the market are endless to match any design preference or home décor need.

Metal Siding

The metal siding industry has provided homeowners with an appealing material that is durable and low maintenance. Annual inspections are all the homeowner needs for this type of product.

Vinyl Siding

Vinyl siding is the most popular type because it's versatile and durable. You can find hundreds of colors and textures to match your home or business needs with varying degrees to protect against weather conditions like moisture that will rot or corrode other materials over time.

Fiber Cement Siding

The top siding chosen by homeowners in the United States is Fiber Cement. It's durable, low maintenance, and has a unique feature that makes it energy efficient to increase the value of your home.



Gutters

Rain gutters are the long, hollow device attached to the roof edges. Their primary purpose is to catch rainwater and direct it away from your foundation. For a house to be complete, it needs a gutter system to function properly. Gutters serve different functions to protect your home and household.

Damage Check

Different key signs let a property owner know if they need a new gutter. Take a look at some of them below so you can be proactive, not reactive in your gutter's health.

- A big number of cracks, holes, or rusted sections
- Sagging Gutters
- Nails or screws on the ground
- Separated gutters
- Peeling exterior paint
- Pooling water or dirt
- Eroded landscaping
- Flooded basements



Benefits of a Strong Gutter system

Protect Your Home

Rain gutters have one main job – divert water away from your home in a smart and effective way. Heavy rains can cause a lot of drainage issues and havoc on your home. If the water is not directed away it can degrade your weatherproofing on windows, wood foundation, and more.

Protect Fascia and Soffits

It's essential to have a clean and proper gutter system that is free of cracks or holes. If the gutters are pulling away from your home, then it could mean they're clogged up with debris.

Soil Erosion

Rain gutters can prevent problems like soil erosion, making your foundation settle unevenly and leading to cracked walls. It also prevents basement flooding if rotting siding prevents water from reaching the house through rain run-off.

Gutter Maintenance is often overlooked by homeowners, as a roofing professional its essential to educate and emphasize the importance of a good gutter system.

Our Services

Training Worksheet

Every company is different in their roofing approach. During training, take the time to fill out this worksheet with the specific products, systems, and more that your company uses.

What is our Roof Inspection Process like?

What storm damage is common in our area?

What are our Good, Better, and Best Systems?

Do we perform emergency roof services?

Our Services

Training Worksheet

Every company is different in their roofing approach. During training, take the time to fill out this worksheet with the specific products, systems, and more that your company uses.

Exterior Service _____

Exterior Service _____

Exterior Service _____

Our Services

Training Worksheet

Every company is different in their roofing approach. During training, take the time to fill out this worksheet with the specific products, systems, and more that your company uses.

Interior Service _____

Interior Service _____

Interior Service _____

Notes

Training Worksheet

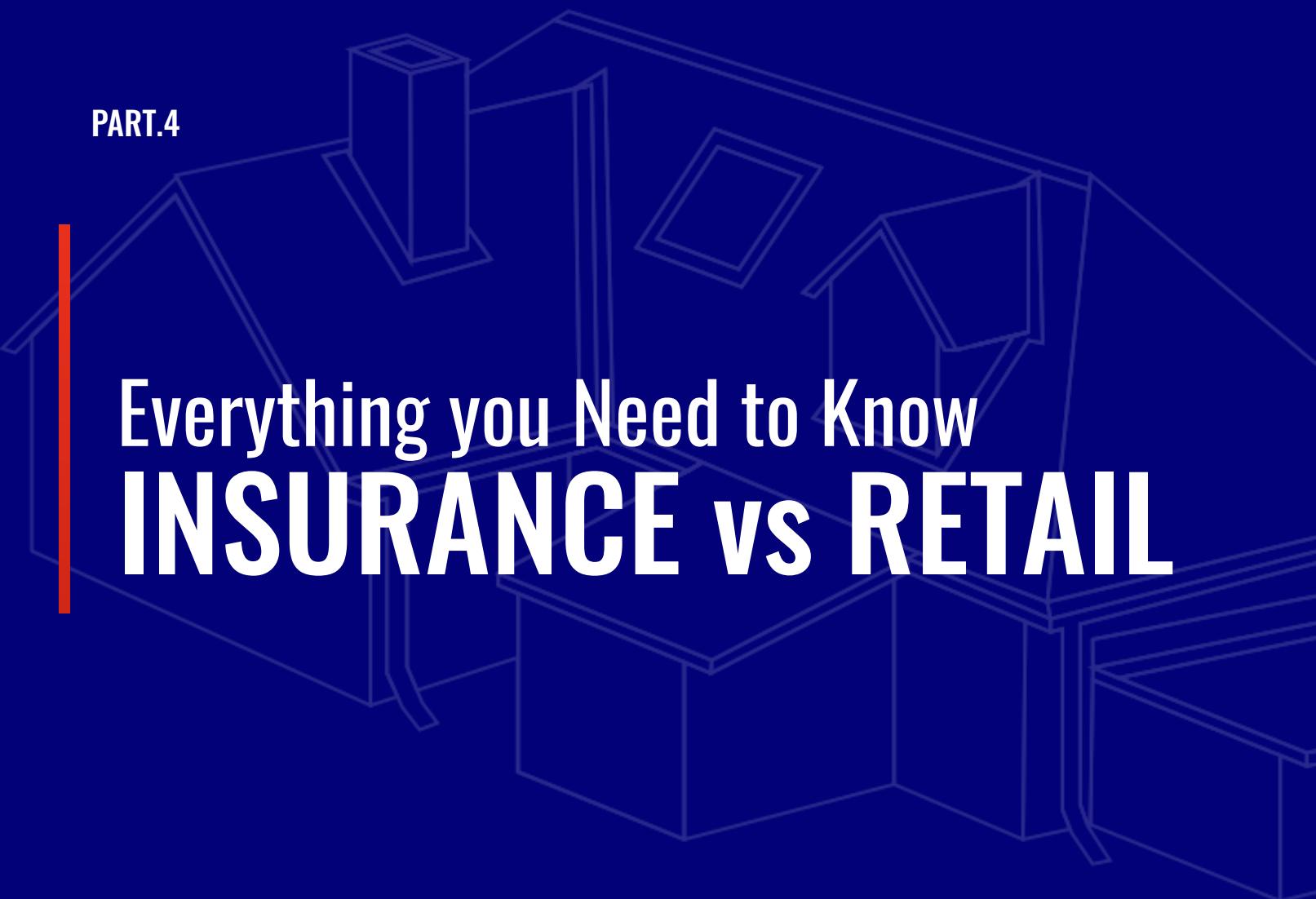
Every company is different in their roofing approach. During training, take the time to fill out this worksheet with the specific products, systems, and more that your company uses.

RESIDENTIAL ROOFING



Let the Roofing Revolution Begin!

PART.4



Everything you Need to Know **INSURANCE vs RETAIL**

Insurance vs Retail

Insurance adjusters are in charge of negotiating with insurance companies and other parties, such as contractors or victims. They help navigate the complexities that come up when an unexpected event impacts property.



Insurance Jobs

Insurance jobs are typically damage caused by a recent storm or natural disaster. If the homeowner has a good home insurance plan this damage should be covered by the insurance if documented and reported correctly. It's important to note that in recent years it's been more difficult to get claims fully covered. That's why the documentation and reporting is so important for the contractor and adjuster.

Property owners and roofing contractors can be easily intimidated by the claims process and the clout of a huge insurance company. Insurance Adjusters are at your service to ensure claims are thoroughly investigated and adequately paid.



Retail Jobs

Retail jobs are typically roof repairs and replacements that are typically cause of general wear and tear of the roof over the years. This type of damage is usually not covered by insurance and is required to be paid by the homeowner. Most homeowners will choose to finance the roof so it's important to present them with different payment options.

Selling Key Points

- Specialize in insurance claims process
- Professional Negotiation with Insurance Carriers
- Analyzing market projections and keeping industry building standards /code compliance
- Claim Auditing
 - Analyze Missing Line Items
 - Code Upgrades Covered
 - Measurement Accuracy
 - Price List Accuracy
- Professional Installation
- Code Compliant Building Materials
- Product Specialist
- Labor Management and Installation Trained Regularly
- Project Management Team
 - On Site at all times
 - Senior Team + Junior Team
 - Onsite Clean-up

Insurance Claims Glossary

Basic insurance terminology can be difficult for those who are not familiar with it. This makes understanding what kinds of coverage one needs when purchasing a policy hard, especially if they don't know the difference between business and consumer policies!



ACV Check

Insurance companies are expected to pay for the damaged items and cover costs to replace the roof. They will take the roof's age into factor and give the homeowner an initial check for the ACV(Actual Cash Value) to replace the damaged roof. Actual Cash Value = Replacement Cost – Depreciation.

Deductible

This is the portion of your insurance claim that the homeowner is responsible for assuring representation and quality assurance through the claims filing and management process.

Supplementing

You can request supplemental damages to make up for any additional expenses. The repair work must be related and due to the same event that triggered your initial claim, however.

Desk Adjuster

They estimate and settle simple claims such as theft, vandalism, or minor fire and water damage over the phone, allowing field adjusters to focus on larger, more complex claims.

RCV Check

Replacement cost value (RCV) is the amount it costs to replace your property with a new property without deducting for depreciation. If the homeowner has an RCV policy, they can get an additional check for the difference between the ACV and RCV check.

Insurance Claim

The insurance claim is a way for your insurance company to pay for the problems you've had and make sure everything's covered.

Xactimate

Xactimate is a software system for estimating the cost of repairs and reconstruction for residential and small commercial structures.

Insurance Adjuster

Adjusters inspect property damage or personal injury claims to determine how much the insurance company should pay for the loss.

Insurance Claims Glossary

Public Adjuster

The Public Adjusters main responsibility is to protect you and your interests in claims against a loss with the Insurance Company.

Insurance Coverage

Certification of Insurance Coverage is a statement of coverage issued by the company that insures your business. Usually no more than one page, a COI provides a summary of your business coverage. It serves as verification that your business is indeed insured

Depreciation

The term depreciation refers to an accounting method used to allocate the cost of a tangible or physical asset over its useful life or life expectancy. Depreciation value is often determined by the Property Loss Research Bureau, a third-party organization that performs all research related to insurance claims and loss. Typically, insurance companies follow their standards.

Roof condition

The better condition a roof is in, the less cost in homeowners insurance. Insurance companies might overlook 15–20-year-old roofs in excellent condition and show few visible signs of wear and tear.

Scope of work

A construction project scope of work, sometimes called a statement of work, is like a playbook for every project. The scope of work tells a story. It includes the work to be done on a project, how the workers should complete the job, and who on the team is responsible for completing the different tasks on the project.

Mortgage Company

A lender specializing in originating home loans. Some mortgage lenders offer creative and out-of-the-box loan offerings, such as no origination fees or offering loans to those with less than stellar credit.

Roof age

A home with a newer roof earns property owners lower rates and discounts. Roofs which are 20 years old or older may be difficult to get insured.

Roof type

Insurance companies also consider roof materials when setting rates. Metal roofs are the most stable, so insurance coverage is cheaper. On the other hand, Cedar shake roofs are known to be riskier since they're not fire-resistant. Insurance providers in fire-prone areas may refuse to cover them.

Roof Shape

Roof shape can also impact insurance rates. Gable roofs and hip roofs are the most common shapes. Gables are generally more at risk for wind damage and cost more to insure than hip roofs. Homes with flat roofs are typically the most expensive to insure.

Insurance Jobs

Insurance Reports are detailed, accurate roof inspections and repair or replacement estimates, ensuring faster approval by a client's insurance provider. We'll help our customers through the insurance claims process and get a good payout from their insurance company.

Insurance policy cost discounts

On average, insurance providers may discount a policy by 20% for completely replacing a roof. That can save property owners hundreds of dollars a year.

Although insurance options for homes with bad roofs, coverage is generally lower quality and more expensive.

Insurance companies place a lot of importance on the condition of your roof, and upgrading a roof saves homeowners money on their monthly insurance costs.



Benefits extend beyond insurance savings.

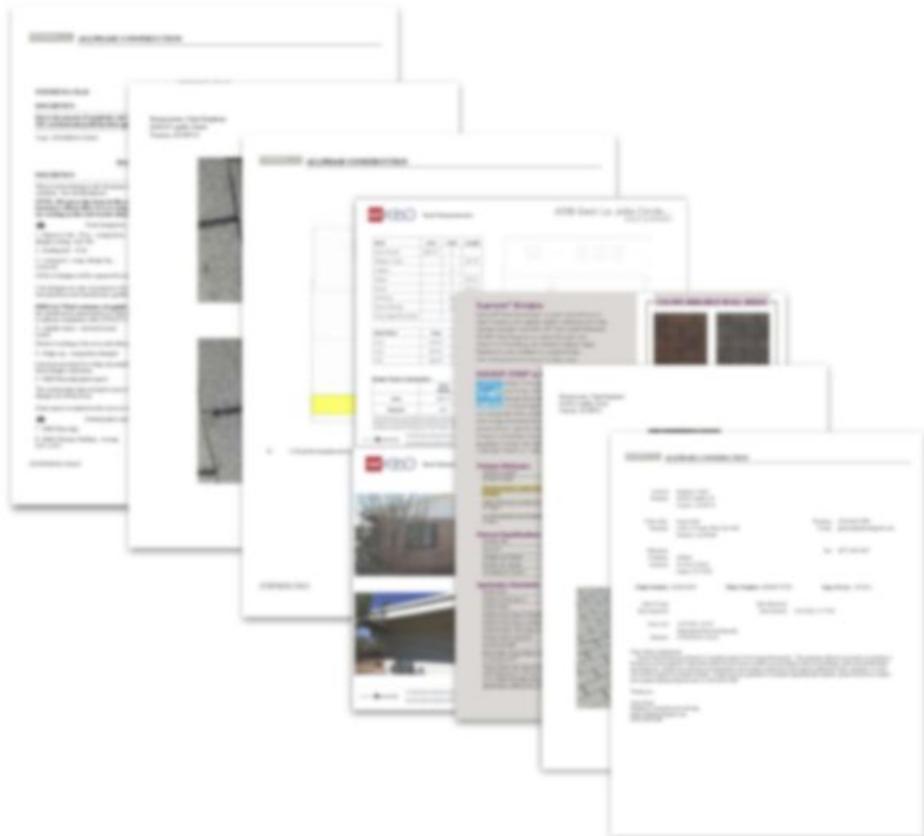
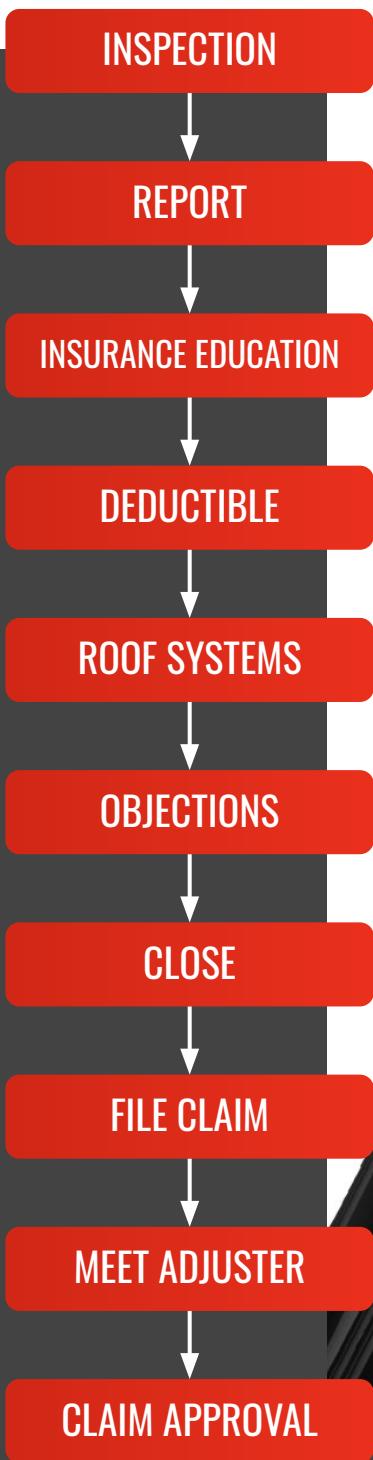
More importantly, replacing a roof doesn't just translate to lower insurance rates. It provides better protection against unexpected conditions, such as severe weather, that can destroy an older roof in minutes.



Selling Insurance Claims

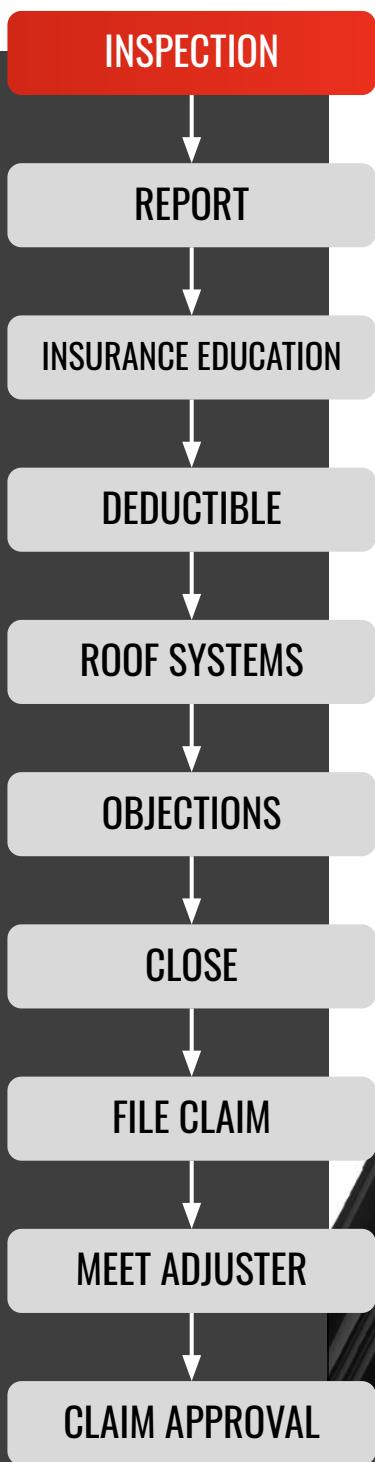
Perform detailed, accurate roof inspections and repair and replacement estimates, ensuring faster approval by a client's insurance provider.

We'll help our customers through the insurance claims process and get a good payout from their insurance company.



Insurance Process: Inspection

The initial inspection is performed by the roofing contractor. Follow our full guide in the Roofing Services section of this manual.



Inspection Highlights

1 Photos. Photos. Photos.

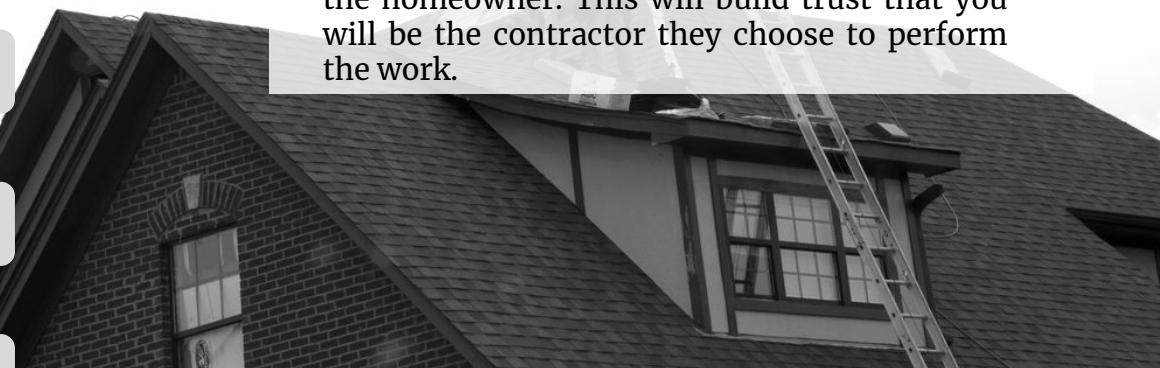
Document everything you see. There is no such thing as too much evidence when it comes to insurance claims.

2 Gather information

At this stage get as much information from the homeowner as you can. This should include their insurance company, details and history of the roof, their contact info, and the mortgage company information.

3 Educate

This is the first step of what can be a long and involved process for you and the homeowner. It's important to understand the insurance process and explain the next steps to the homeowner. This will build trust that you will be the contractor they choose to perform the work.



Insurance Process: Report

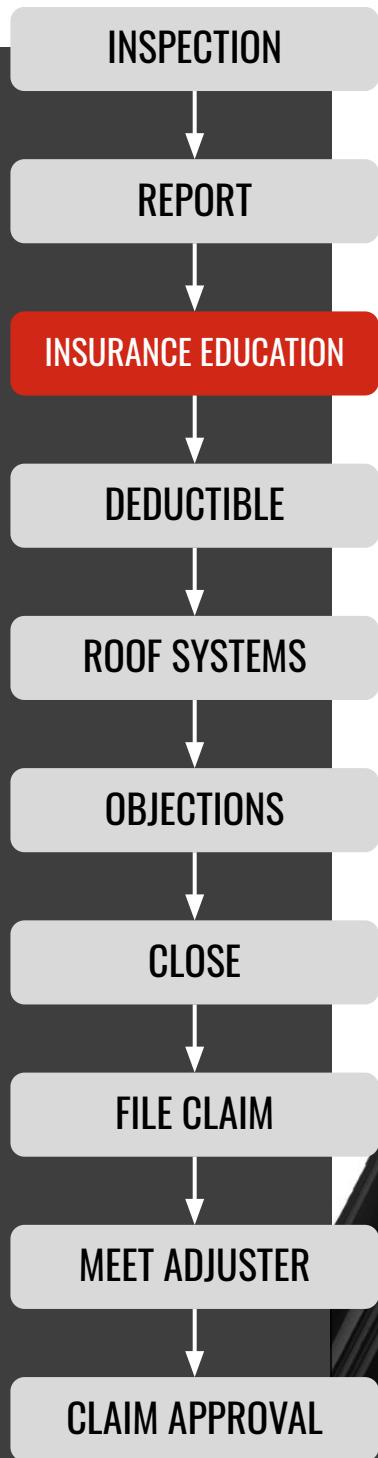
With the photos and information gathered so far, it's time to start building the report. Every company is different but below is a standard report structure.



Insurance Process: Education

Now that we have built the majority of the report, we will present it to the homeowner and educate them further on the insurance process and how to get the most out of their claim.

Education Highlights



1

Present the report

This is the best tool for educating the homeowner. It goes over all your recommendations and builds trust between you and the client. Now they understand the importance of getting the work done and see you as the expert.

2

Next steps

Guide the homeowner through the insurance process.

Scope & Documentation: This is the scope of work the homeowner will receive from the insurance company based on the report. The homeowner needs to know that it is vital to send this to the project manager. This is INTEGRAL information for us to be able to move forward with replacing and upgrading your roof system to manufacturer specifications.

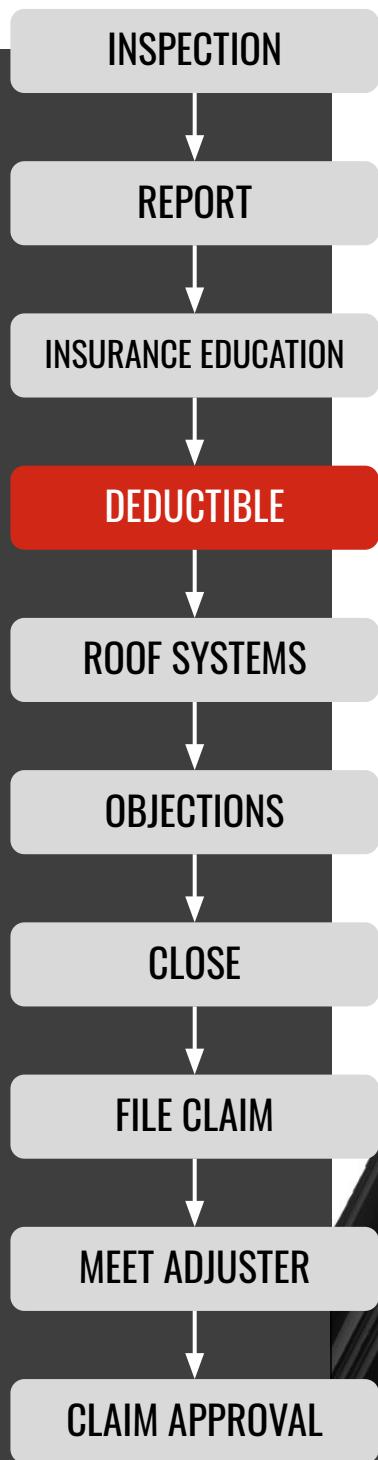
Mortgage company. If there is a mortgage company on the check, we will need to get permission to speak with the mortgage company on the customer's behalf in regards to this claim ONLY. This can significantly delay getting paid on the job depending on the process if the customer is not properly informed by you as the project manager on what we need from them.



Insurance Process: Deductible

The next education point is discussing the deductible. This is the portion of the insurance claim that the homeowner is responsible for.

Deductible Highlights



Some important points to hit when discussing the deductible. These points can be adjusted depending on the customer and how you read them.

- Their contract with the insurance company: the policy type will reflect how much their deductible is.
- It's the only part of the insurance claim they are responsible for paying and their only investment into a full roof replacement. (And a good deal!)
- If they don't move forward with filing a claim, the damage could expire on their policy and they will eventually have to pay for a full replacement out of pocket.
- Compliance and Fraud Protection.

Educate the customer on why we can't waive the deductible. Trying to keep the industry standards and raise them. Words that you may have to explain to the customer:

- Depreciation
- Deductible
- ACV
- RCV

Reference our insurance glossary.



Insurance Process: Roof Systems

Now that we have educated them on the insurance side, let's talk about the roof replacement. The report can be helpful at this time too to go over specific systems we recommend and how they will be a good investment for the homeowner.

Systems Highlights

INSPECTION

REPORT

INSURANCE EDUCATION

DEDUCTIBLE

ROOF SYSTEMS

OBJECTIONS

CLOSE

FILE CLAIM

MEET ADJUSTER

CLAIM APPROVAL

- Make sure the client knows that you install the best and premium roof systems for your customers when working on their claims and replacing their roof systems.
- Install the best roofing system available for the price your insurance company will cover.
- Often the insurance company is trying to give you the minimum and compromise quality on the installation. That's why we document which system is the best in the report so that the client gets the best outcome.
- The goal is to work with clients to help their insurance company see the value in protecting your home correctly.

Internally

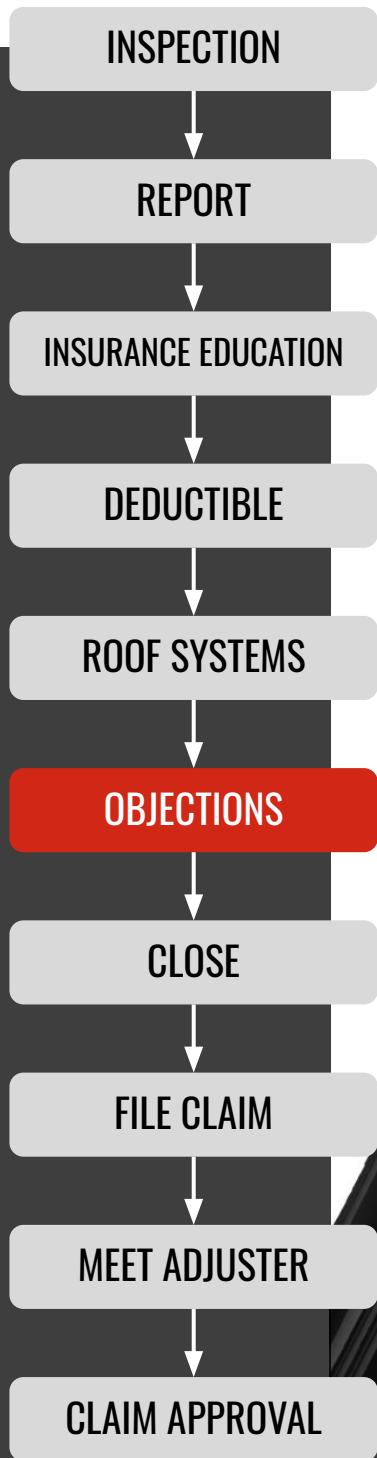
- Make sure you know what system they currently have and document that well in the report.
- Supplementing: Check the system thoroughly to understand the system requirements for a replacement and upgrade. This is where the customer gets paid for what they deserve. They have invested for years into their premium and deserve to have their property restored to pre-storm damage.



Insurance Process: Objections

Now that the customer is educated, they are a smarter buyer. When they speak to the insurance company, they will probably recommend that the homeowner gets multiple bids on the project.

Objections Highlights



How to coach the customer on not getting 3 bids.

1. Why is the insurance company asking for three bids?
 - Saving them money. The insurance company will want to go with the lowest bid.
 - Not in your best interest. The lowest bid is lower because its most likely using subpar products and installation methods. The lower the bid, the less you get.
 - You have been paying a high premium for years, and they want to cut corners on the replacement cost.
2. We can still provide 3 bids
 - Good, Better, Best Estimating: We can provide three replacement estimates that are all fair to you as a customer and fair to the insurance company.

How to get the project rolling faster:

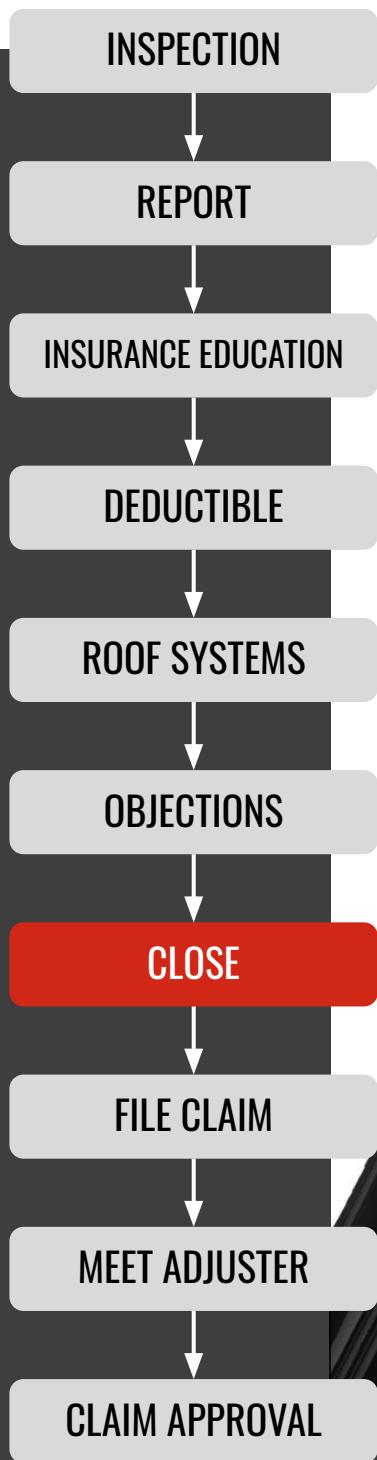
- Have the customer sell you to the insurance company and have them on your side.
- You are the contractor they are choosing. Ask them if they have this in writing on their policy - that it is a requirement IF the insurance company pushes back on not getting 3 bids.
- They need to choose a contractor they trust, not the cheapest.



Insurance Process: Close

Wrap everything up. It's time to go over our unique selling points and handle any last objections.

Close Highlights



Close steps:

1. You want them to acknowledge the issues and agree that everything makes sense.
 - a. If they say no, we need to take a step back and explain the actions we need to follow again.
 - b. Once we have reached an agreement, then we may continue to the next steps.
2. May share referrals from here to re-establish confidence and influence the customer to go with you—third-party validation.
3. Go over Contract Terms.

What we recommend contractors get signed at this step:

- Consulting Agreement / Contingency Agreement
- Establishes us as their representative
- Not a high risk for them if they are not approved.

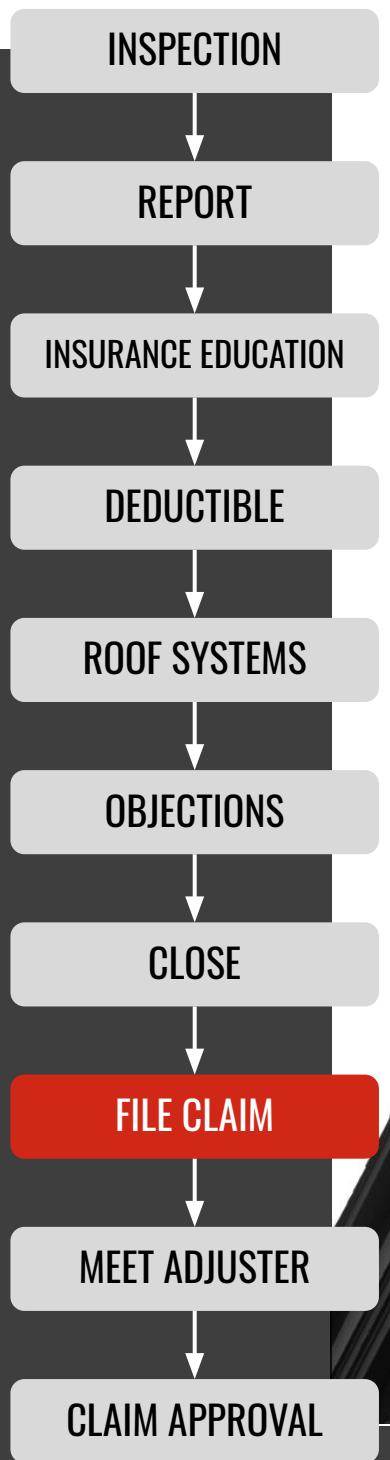
Collect Insurance Paperwork

- Estimate on the spot if possible
- File a claim on the spot if possible (BEST OPTION)
- Or come back to the office and do either or if necessary.



Insurance Process: File Claim

Now that we have secured the project, it's time to file a claim.



Filing a Claim

Step 1: Ask them for their insurance docs.

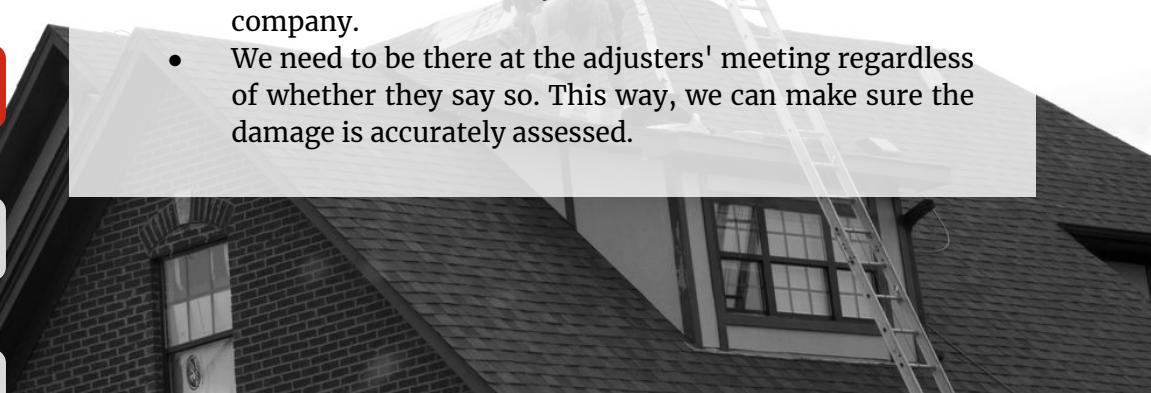
- Policy
- Verify Coverage
 - Declarations Page
- Deductible
 - Can they pay for the deductible?
- Financing Options
- Best Options for the customer based on the insurance coverage.

Step 2: Call the Insurance Company

- Is this a new claim? / Automated System
- Verify Information
- Who you are and what you will be doing with the HO
- Insurance will need to speak to the HO at this point
 - Put on speaker
- Damage & Storm Date
 - Emergency Repairs can be addressed here
- Claim Number - Write it down & make sure the HO has the info as well.
- The adjuster will reach out in about a week from there.

Step 3: Coach the HO on informing you when the adjuster will be out.

- Or when there is any contact from the insurance company.
- We need to be there at the adjusters' meeting regardless of whether they say so. This way, we can make sure the damage is accurately assessed.



Insurance Process: Meet Adjuster

General tips on handling the adjuster meeting.

Meeting Highlights

INSPECTION

- Always show up early 15-20 mins
- Be professional at all times
- Offer to Assist
- Build Rapport with them
- Provide adjuster with your business card
- Differentiate yourself from other contractors by respecting the adjuster and providing support if needed.

REPORT

INSURANCE EDUCATION

DEDUCTIBLE

ROOF SYSTEMS

OBJECTIONS

CLOSE

FILE CLAIM

MEET ADJUSTER

CLAIM APPROVAL

Adjuster Checklist:

- Documented approved damage in CRM
- Verified code upgrade coverage
- Get adjusters biz card/contact info
- Was the claim approved
- Is a supplement needed
- Is a re-inspection needed
- Was the roof chalked

Side Notes: Can become a referral source in the long term. If you are confident the claim will be approved in advance - prepare a specialty estimate ahead of time to help you adjust. Have gutter measurements and estimate prepared, measures prepared. Any codes required can also be designed ahead of time, especially for decking, crickets, chimneys / etc.



Claim Approval



Fully Approved

1. Unredacted copy of insurance documents.
2. Make sure all paperwork is uploaded.
3. All specialty estimates ordered or received.
4. Discuss with client potential supplements on the claim.
 - a. Explain the process of supplementing and prepare them for additional funds from insurance company - they are fully covered.
5. Ask if they have a mortgage company - if so prepare them for the process of distribution through mortgage company.
 - a. Documents we need to complete from mortgage company.
 - b. Mortgage Companies sometimes may delay process for payments significantly.

Partial Approval/Denial

This is dependent on the homeowner's sense of urgency of wanting to get their claim. If they really want to fight it we can push for re-inspection.

1. Request HO to call insurance and get a second adjuster out.
2. Have HO call Insurance Agent to complain.
3. Follow - up in 2-3 days to make sure the IA has responded and been scheduled / check process updates.
4. Follow - up in 3-4 days if you haven't heard anything back from HO.
5. Meet with second adjuster.

If denied again:

We can request a third adjuster to come out. Homeowner can take action we can't such as hiring a public adjuster, lawyer, etc.



Our Services

Training Worksheet

Every company is different in their roofing approach. During training, take the time to fill out this worksheet with the specific products, systems, and more that your company uses.

Do we handle more insurance work or retail? Why?

What is our Insurance Claims Process?

Do we offer Financing or Deductible Funding?

Notes

Training Worksheet

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RESIDENTIAL ROOFING



Let the Roofing Revolution Begin!

PART.5



Everything you Need to Know **ROOFING PROCESS**

Business Procedure

The Importance of “Process”

The most successful businesses adhere to a highly or at least moderately structured “process,” which sometimes begins with the initial engagement of a prospect.

Lead Generation

Investment in marketing generates responses from potential prospects. The costs for securing a qualified lead can be expensive. To obtain qualified lead can cost upwards to \$50-\$100 or higher, so it's imperative for contractors to handle each lead in a determined way.

Appointment Setting

Timely responses to interested prospects, in order to establish an initial dialogue with them, is extremely important. Outreach by email or phone to set an appointment accomplishes the next required step toward a sale. It's also smart to use appointment forms on your company's website or in digital advertising units, if possible.

Inspections

In most cases, the next step is to personally assess the customers property conditions before moving on to the estimating stage. In-home inspections and manual measurements can serve to effectively establish a good relationship with a customer, while technology-driven approaches using drones or roof measurement/inspection software can impress property owners and demonstrate professionalism at another level.

Payment Methods

Contractors may offer a variety of payment methods, including checks, credit cards, mobile payment services, as well as, financing options through specialty lenders like Enhacify, Hearth, GreenSky and others.

Building and roofing contractors work in a highly competitive environment, so lead response and nurturing is critical to the end goal of converting the prospect to a paying customer and perhaps to a repeat customer in the future.

Estimating

Details are critical when it comes to producing honest and accurate estimates. The contractor examines every aspect of the repair or replacement work required; documents all conditions thoroughly, and creates a fair estimate based on recommended products, roof system complexity, and labor.

Proposal

The proposal is designed to take the property owner through the documentation of conditions in order to justify the material costs, labor, and equipment needed to execute the job properly. A clearly stated and illustrated proposal can be done with modern software applications or in more traditional ways, but thoroughness and detail will better ensure closing a sale.

Signed Contracts

Contracts clarify the costs and conditions surrounding the scope of work so that the customer understands the legal constructs of the work agreement. Work commences after the contract is signed, and the customer and contractor are protected under the clear terms of the agreement.

Documentation and Review

Transparency on the part of contractors involves thorough communication with customers to avoid misunderstandings and build trust. Careful documentation of job progress and review of completed work reinforces professionalism.

Roofing Process Map

The most successful businesses adhere to a high or at least moderately structured “process,” which sometimes begins with the initial engagement.

Building and roofing contractors work in a highly competitive environment, so lead response and nurturing are critical to the end goal of converting the prospect to a paying customer and perhaps to a repeat customer in the future.



Our Process

Training Worksheet

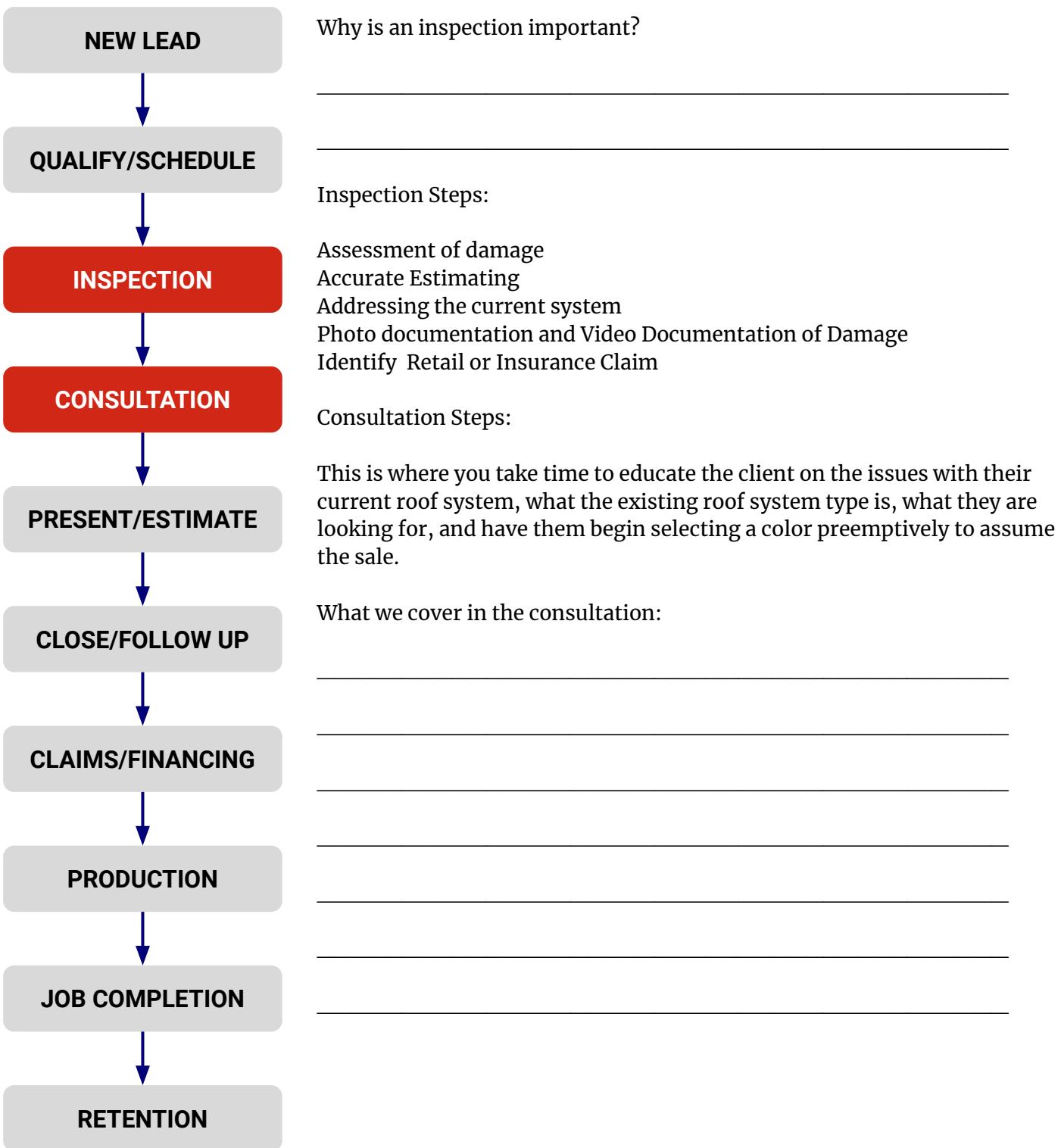
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Our Process

Training Worksheet

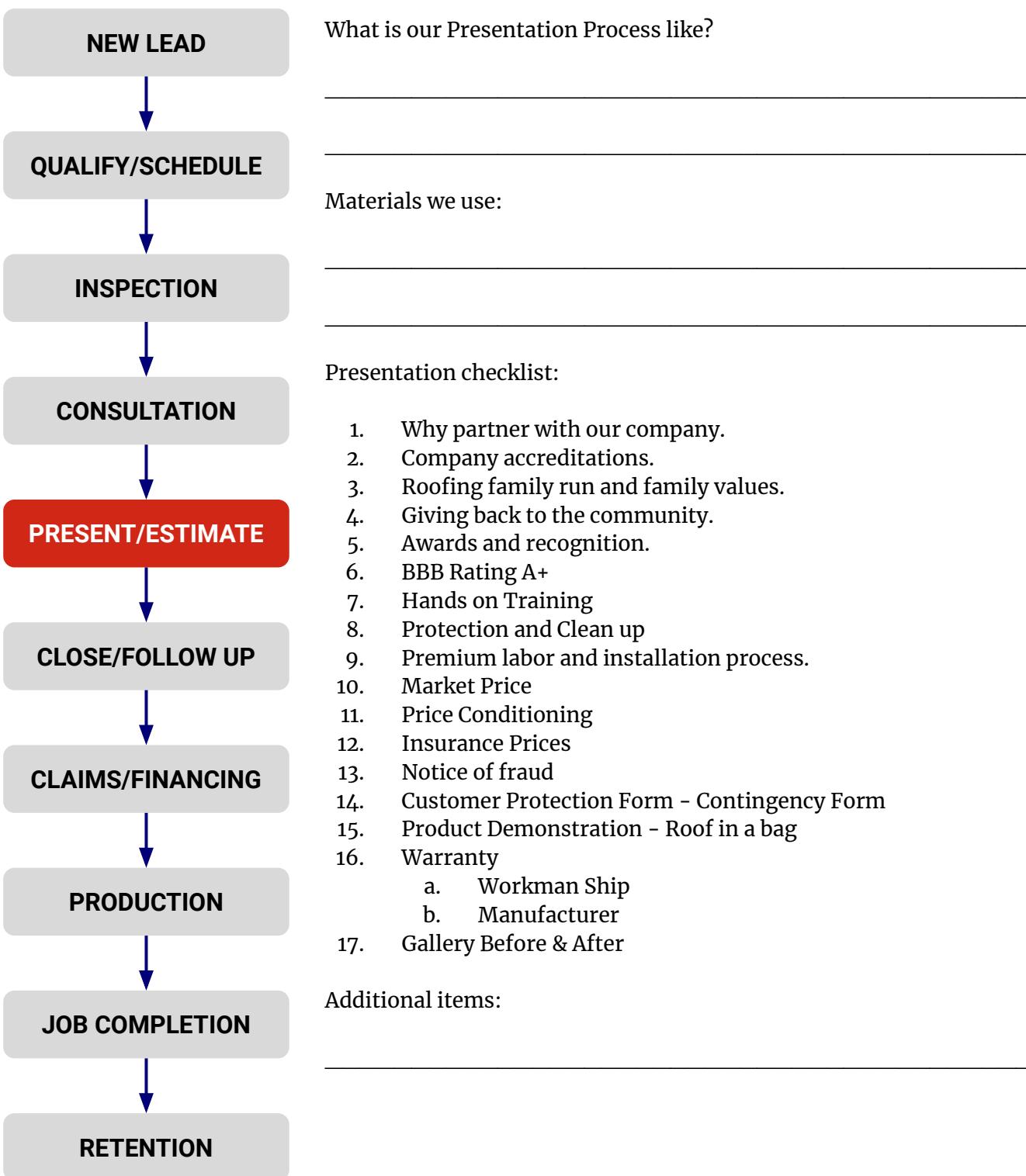
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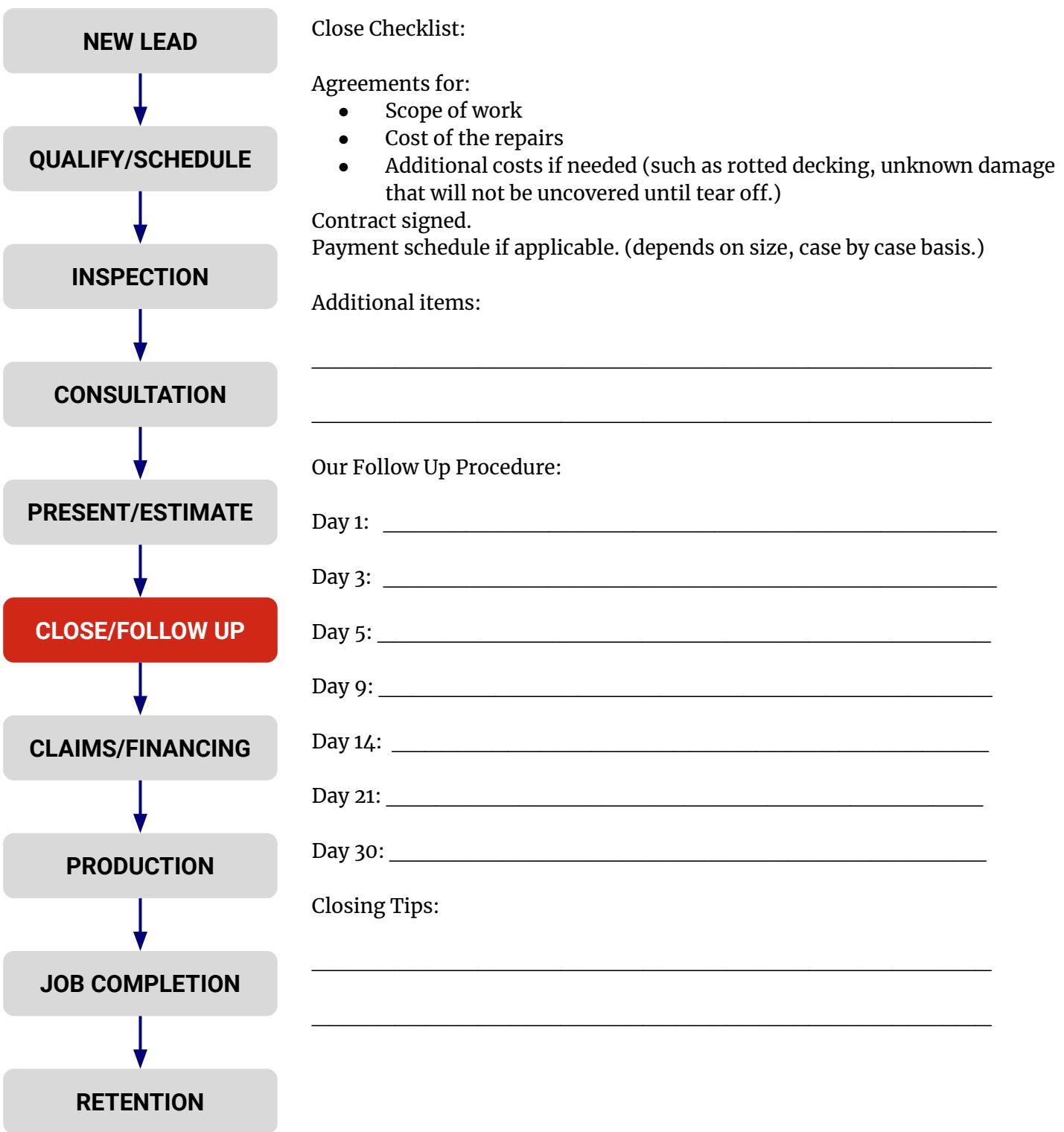
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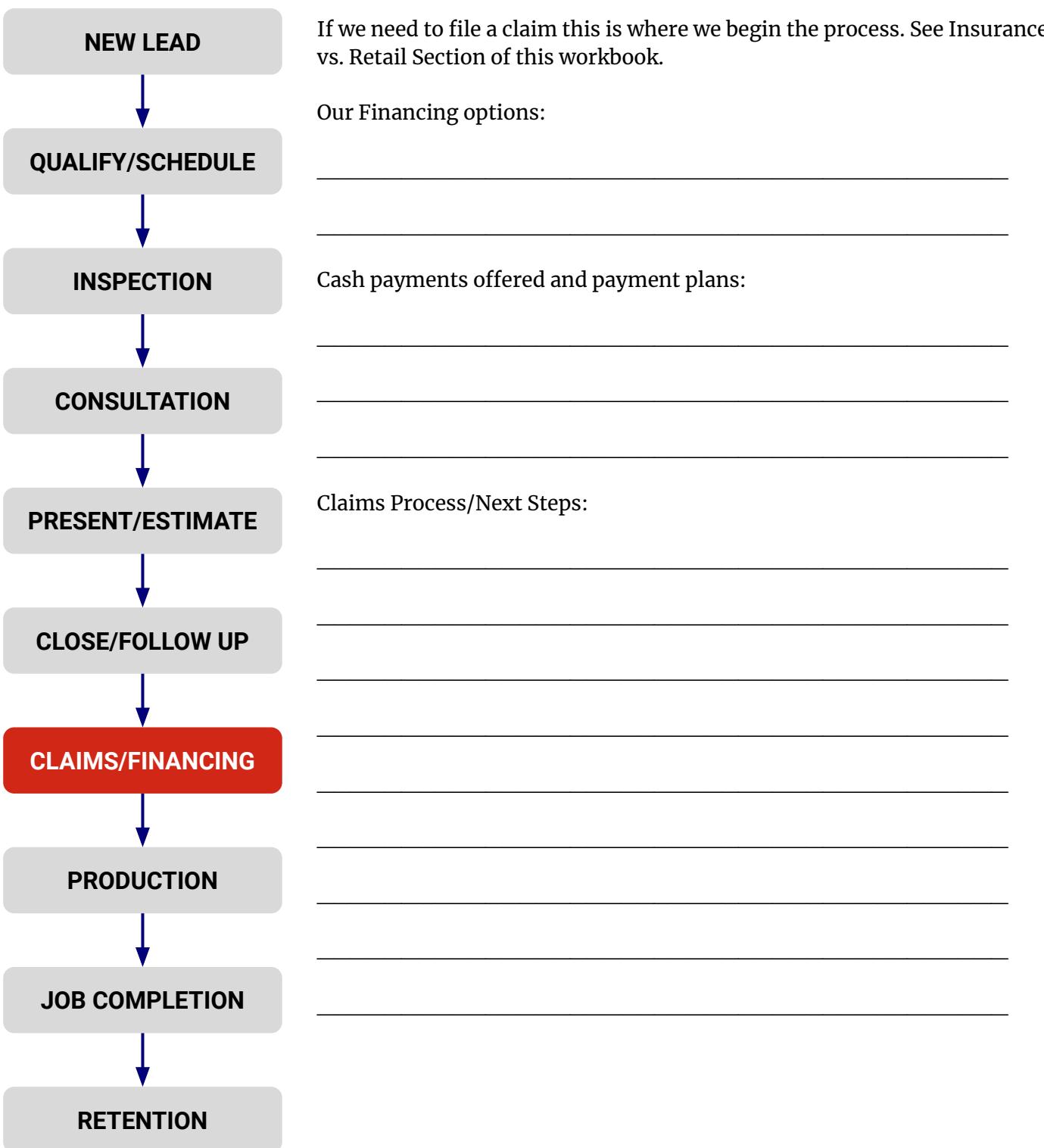
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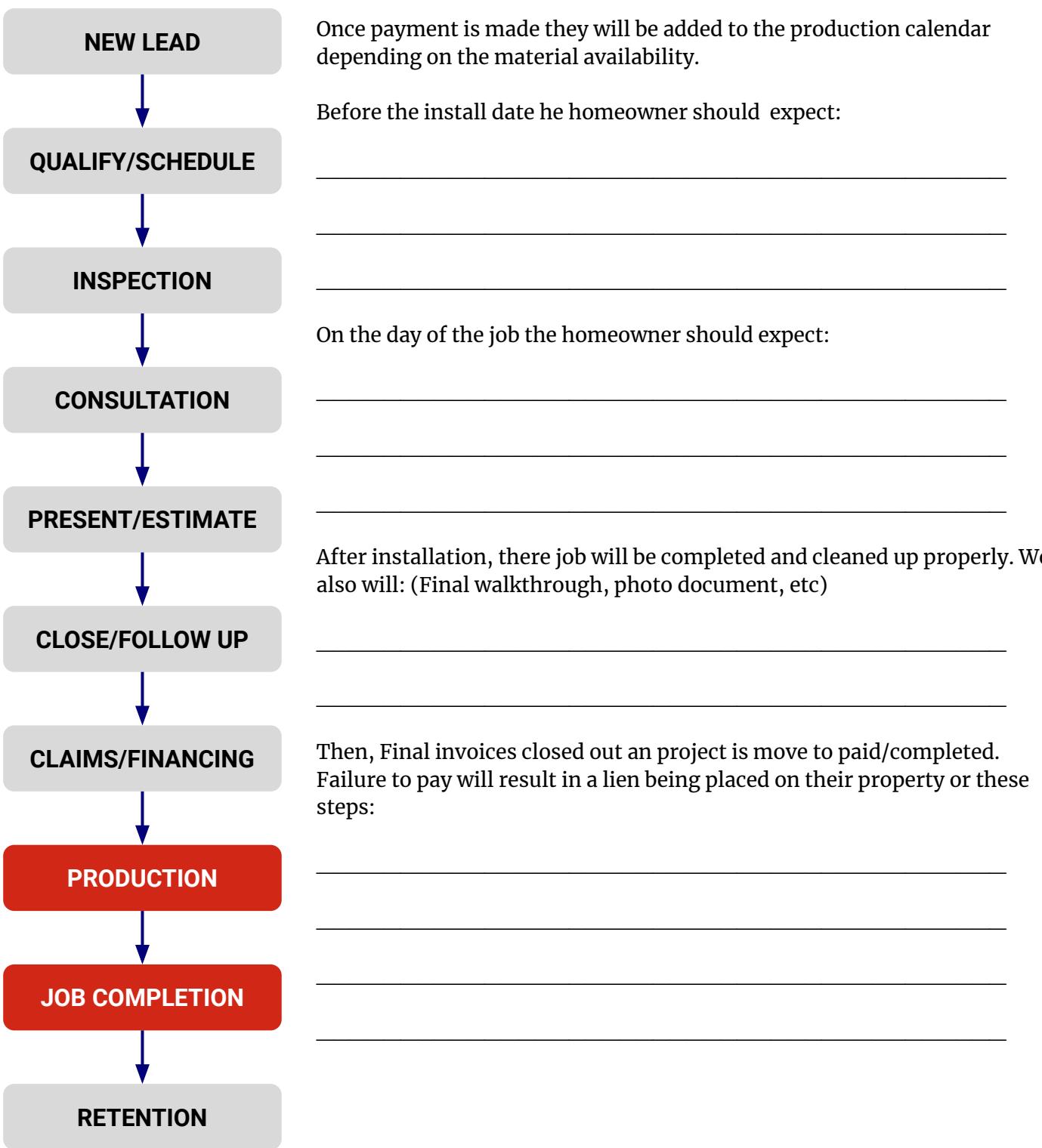
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RESIDENTIAL ROOFING



Let the Roofing Revolution Begin!

PART.6

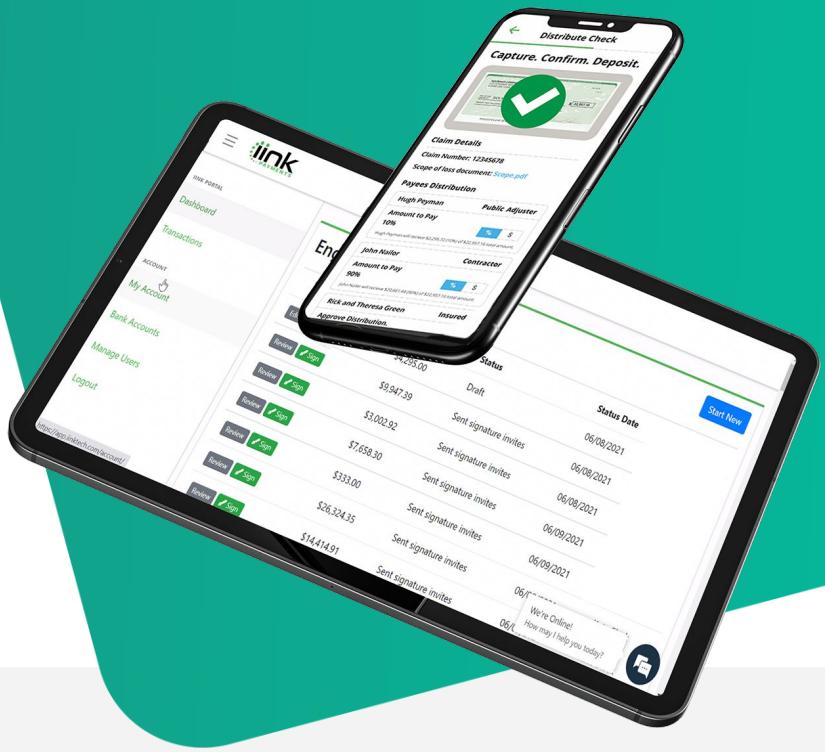


Everything you Need to Know **ROOFING INNOVATION**



Better Payments. Faster Restoration.

Eliminate insurance check headaches and holds while gaining rewards to maximize your cash flow. Get verified, get paid, and get your customers restored faster than anyone else.



iink For Contractors

Contractors are out in the field, trying to restore a homeowner's property. They frequently lose time and money waiting for insurance funds to be dispersed. The reason why every day more and more contractors are joining iink™ every is a no-brainer.

- Restoration jobs are no longer are paused waiting for mortgage endorsements.

- Eliminates contractors having to float resources on materials so they can invest in their business growth instead.
- Digitally endorse without having to waste your sales rep selling hours on getting a signature.
- Have your team work on bringing in new business instead of chasing insurance checks.



Get iink Verified today at
app.iinktech.com/signup

YOUR VIRTUAL ADJUSTER

WHO WE WORK WITH

We partner with roofing contractors across the country to help their customers with filing, estimating, negotiating, and settling their property damage insurance claims!

WHAT WE DO

We've created a claims processing system that makes it easier than ever for contractors to refer their customers to Your Virtual Adjuster and for them to keep track of all their referrals. Communication plays an essential role in our claims process, which is why we update you and your customers weekly with where their claim is holding and what the next steps will be.

WHERE WE WORK

We are licensed in 43 states across the country and have an office full of claims specialists ready to handle your customer's next claim!

We specialize in residential insurance claims \$50k or less

HOW WE DO IT

We believe in the power of technology and its ability to help streamline the insurance claims process. We've worked with roofers to develop an EASY TO USE app that will allow your team to scope a property with just a few simple clicks. By using our app, we can gather all the information necessary to build an aggressive claim binder filled with a comprehensive estimate, picture report, aerials, local & state codes, manufacturer specifications, and xactimate definitions. This extensive report allows us to get your customer claim started virtually without ever being on-site at the loss!

GET STARTED TODAY

YourVirtualAdjuster.com

855-775-7550



Business 411: Branding

At Business 411, we have unique intel and experience with the Roofing Industry. Over the last six years, our CEO Elizabeth Calzadilla has worked with thousands of roofing companies on implementing technology and studying their business systems globally.

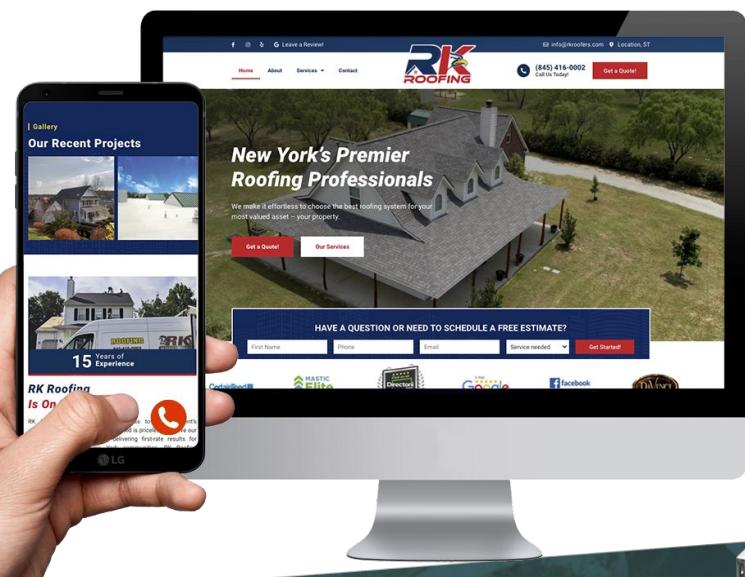
Our Process

Over the last few years, Business 411 has made a name for itself by creating unique and memorable brands in the roofing industry. When working with a roofing company, our primary goal is to create a brand they will use for the next 20 years. We listen to the vision the client has and collaborate with them using our creative expertise. Together we build strong logos and branding that we can carry over to their company materials, website, and truck wraps.

We are the Business Development Center for the roofing community. Our passion is working with roofing business owners closely as a team to help each other grow.

Why is Branding Important?

Your brand is your reputation. In the current environment, your online brand matters more than ever. This is how your customers perceive you. Distinguish yourself from the competition and make a memorable impression with a strong brand at all angles.



Our Services

- Logo Design
- Website Builds
- Presentation Folders
- Company Slogans
- Business Cards
- Estimate Flyers
- Social Banners
- Yard Signs
- Truck Wraps
- Trailer Wraps
- Equipter Wraps
- Billboards
- Door Hangers
- Magazines
- Brochures
- Thank You Cards
- Printing
- Home Show Booths
- Proposal Design
- & More!

Business 411: Consulting

Business 411 starts with the basics, and ends with your business's sustainable future. Planning the pace of your growth and making sure quality doesn't suffer in the process is critical to your company's success. We know you don't always have the time, nor are you comfortable putting together a business plan.

Business 411 was born to assist small and mid-size roofing and building-related firms implement sound and effective marketing programs and business operation plans.

What is your Why?

Why did you start your company? How do you articulate your mission? Your vision for success is the blueprint upon which Business 411 constructs customized marketing and operations plans that promise to take your business to the next level.

Why is Planning Important?

A formal business plan is critical to show employees, partners, lenders, and yourself, that you're committed to the growth and success of your business. Creating a plan itemizes the needed strategies that will propel your company forward. A solid plan contains short-term and long-term milestones which provide you and your team targets to strive toward and accomplish.

IT'S GROW TIME

The Plan Includes

- Group Coaching
- Company Roles
- Mission Statement
- Sales Structure
- Business Process
- Lead Gen Plan
- Market Research
- Marketing Structure
- Marketing Plan
- Video Scripts
- Checklists
- Procedures
- & More!



Marketing 411

Why is Marketing Important?

It's important that your business maintains a long-lasting and ongoing relationship with your audience because every business thrives on the acquisition of both new customers and repeat business. If you successfully educate and engage customers, create a strong reputation, and smartly sell through marketing, your business will flourish.

Case Study

With our PPC Management strategy, we were able to build and optimize a roofing company in a competitive market. The goals were to generate more calls and leads from Google.

We start by conducting research centralized around the company brand and its core specialities such as location, demographic, primary services offered, budget and more.

We saw the following results after 90 days:

89%	Increase in Month-over-Month conversions compared to previous year
\$9.20	Decrease in cost per conversion compared to previous year
4.83%	Increase in the conversion rate of ad clicks compared to previous year



KEYWORD	START RANK	CURRENT	MONTH
RESTORATION CONTRACTORS	N/A	1 ↑	MONTH 2
ROOFING LOGANVILLE GA	22	3 ↑	MONTH 4
ROOF REPAIR	N/A	1 ↑	MONTH 3
ROOFING CONTRACTORS	N/A	1 ↑	MONTH 3
METAL ROOFING EXPERTS	N/A	2 ↑	MONTH 2

Our Services

- Google PPC
- Google My Business
- Search Engine Optimization
- Social Media Management
- Social Media Advertising
- Call Tracking
- Scheduled Blogs
- Landing Pages
- Call Answering
- & More!



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Let the Roofing Revolution Begin!

RESIDENTIAL ROOFING

EVERYTHING YOU NEED TO KNOW

ROOFING MANUAL VOL.1

Thank You

Thank you for taking the time to better yourself and your company by reading this education manual. We created this manual to enrich the roofing industry and set a higher standard for ourselves in how we approach roofing and homeowners.