

5 TIPS

FOR GETTING A
BETTER ROOF
FOR LESS



INTRODUCTION

Yes, you can get a great roof and save a lot of money. You just have to know how to do it.

I know, there is a reliable saying that “you can have it cheap or you can have it good, but you can’t have it cheap AND good.” That is absolutely true, but you CAN save a lot of money on a good roof by knowing what’s important, what’s not, and how to tell the difference.

Sadly, the real secret to getting a top-quality roof at a great price has little to do with the things a roofer tells you in a “sales” call. In fact, most of the factors that you would hear from a roofer in a typical sales call are not at all important in getting a great roof for a great price.

We wrote this booklet to help you get the best deal you possibly can without fear of getting a bad job. Why is this information so important? Because all too often a cheap roof that looks good great after it is installed will fail long, long before it should... and that only means you will have to spend more on that roof before you ever planned.

I hope this booklet helps you get what you want and helps you avoid the pain of making a big mistake.

Most sincerely,

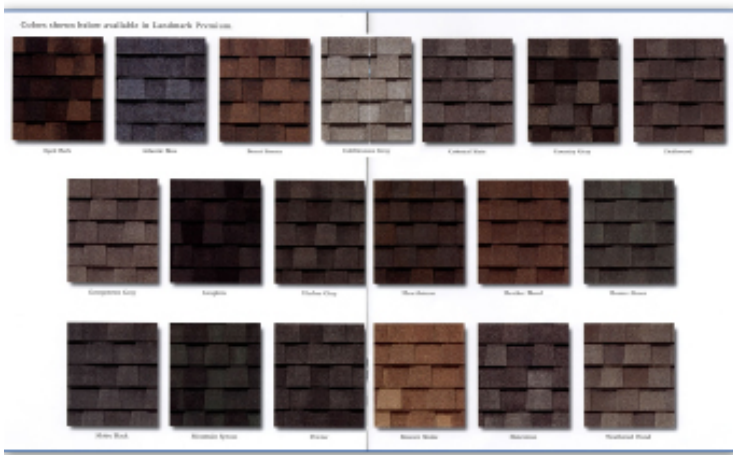
Elmer Glick, owner
Elmer’s Roofing



Tip #1: Know When To Repair Rather Than Replace

Many roofs can be repaired rather than replaced. Some, however, will actually cost you more to repair than to replace. The difference isn't as obvious as you might expect, and you may not get a roofer to tell you the difference.

Some contractors can get away with two or three repairs before the customer realizes that it would have been a lot cheaper to have replaced it than to have chased after a series of repairs.



Let's face it, it's much easier to suggest someone repair their roof rather than replace it. Initially, it will probably cost less to repair, so that always makes the customer feel happier... at least for a while. Then, when the hidden problems that could not be repaired easily start to show themselves again, suddenly the customer isn't as happy any longer.

Typically, here are a few rules for when you can and should repair:

1. The easy repair choice: If the roof is less than 10 years old and is sound everywhere except the affected area, you should repair. A basically sound roof will sometimes have a problem in a small area due to storm damage or other

Tip #1: Know When To Repair Rather Than Replace *(Continued)*

environmental problems. Usually such problems on a young roof are caused by something outside of the house. In rare cases, it could come from inside – for instance, if attic mold was not removed or if rotted wood was not replaced when the new roof was installed.

2. The easy replacement choice:

If the roof is over 15 years old and shows even small problems over half or more of the roof, it is an easy decision: replace it. Small problems can be curling, lifting, leaking (usually only spotted by an attic inspection), and significant loss of “granular” stone on asphalt fiberglass shingles (usually seen in your gutters). Such problems are sure signs of wear that is never going to get better. It is almost always a better idea to replace at this point than it is to repair... even though a repair may seem like a less expensive option. It will certainly cost you a lot more before long. A replacement is the cheapest option.

3. The “option” call: Anything between those two becomes a matter of weighing your options. The most important thing to know is what condition your roof really is in. That

takes more than a stand-in-the-yard-and-look assessment. You need to know from the attic’s point of view how sound that roof really is. You also need to know up close on the roof itself how well the roof is holding down, how much wear there is, if and where it is leaking, how well the flashing is holding up (“flashing” is metal used wherever a vertical surface meets your roof in order to seal out water flowing down that vertical surface). A good rule of thumb is: if the repairs to get it right are more than 45% of the cost of a replacement today, it is probably a better idea to replace than repair. With inflation and the cost of future repairs taken into account, a replacement will save you a lot of money over the next 10 years.

Know when to repair and when to replace. It can save you a bundle.

Tip #2: Check References & Don't Accept The Mess

You really need to check references, because you can learn a lot about how much pride a roofer takes in his work. I know, “it’s just a roof.” Sadly, it is the person who thinks that anyone can do a good job on a roof that finds himself paying dearly later for a bad job.

How can you tell if a roofer takes pride in his work? One thing we have discovered is how he leaves the customer’s yard when the job is done is how he views his work overall. Don’t accept the mess. If you hear a number of their customers saying that they left a mess, then how well do you think they did on the stuff you can’t see?

Sure, a roofer could fake it and clean up better than he installs, but one thing is certain: a roofer who doesn’t clean up certainly doesn’t take any more effort than that on your roof’s installation.

That’s why we guarantee your yard will be clean. You see, it takes a lot more work to go back and clean up the second time than it does to do it right the first time. We feel the same way about our installations: do it

right the first time, so we don’t have to go back and make up for it later.

Ask the right questions of a roofer’s customers, and you could save yourself a lot of heartache and pain later.



Tip #3: Don't Put Your Trust In Cheaper Materials.

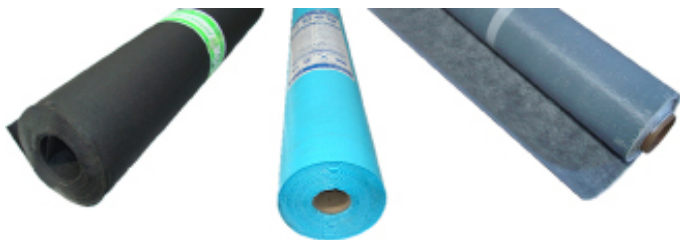
A lot of roofers have found that they can use cheaper materials and their customers won't know the difference. That way they can come up with lower prices (and, hopefully/ get more jobs).

Sadly, roofing materials are like most things: you get what you pay for. The cheaper brands or types of roofing materials don't last as long, and they won't hold up to storms as well. For instance, many roofers use "15 lb. tar paper" or "felt," which is like putting black tissue paper under your roof to protect it from any water that gets under the shingles. Others use "30 lb. tar paper" or "felt," which lasts a bit longer, but still doesn't protect your roof that well. In both cases, these materials degrade, because they are organic. That means they break-down even on your roof, and, therefore, are less effective every year.

Synthetic underlayment, on the other hand, lasts longer and even protects when a roof's shingles blow

completely off in a storm. That simple difference can save you thousands in repairs, yet the added cost of synthetic underlayment is relatively small in an installation.

Even though every roofing manufacturer claims that their material works well, the real-world tests we see every day don't verify that confidence. We only use professional-grade lifetime GAF shingles for shingle installations, heavy-duty .060 EPDM rubber for flat roof installations, and the heaviest gauge metal with a 30-year coating war-



ranty for metal roof installations. If you cut corners here, it will certainly cost you a lot more later.

Cutting corners on material is like trying to drive a car with only three tires. You may make it down the road a few blocks, but as soon as the road throws you any curves, it gets real messy, real fast.

Tip #4: Be Sure To Check Their Insurance.



Yes, every roofer seems to claim that they are “fully insured.” Do you know what that actually means?

Any registered contractor in PA has to guarantee they have at least \$50,000 of insurance coverage. If you think that sounds like enough, think about this: How much would a broken hip cost if someone fell off your roof? How much would it cost if a neighbor happened to walk by and a worker accidentally dropped something on that person and sent him to the hospital?

If you think you would not have to worry about that, you’re wrong. In PA, you are liable for anything that

the contractor’s insurance doesn’t cover. So, how does \$50,000 of insurance coverage sound now?

We carry over \$2 million in insurance to make sure you don’t have to worry in case the unthinkable happens.

The cheapest insurance you can get is to check the insurance coverage of your roofing contractor before you sign on the dotted line. It could save you more than your roof cost.

Tip #5: Interviewing The Roofer... REALLY!

Most roofers interview you. Fact is, you should be interviewing the roofer.

If you allow the roofer to guide the entire conversation and let it just be about what needs to be done and how cheaply can you get it, you are already in big trouble. You certainly need to let him do his job of getting the right information, but you also need to take charge of the decision process and ask him a lot of very pointed questions.

In the four “mistakes” listed above, you have a lot of tips about what you really want to know. Make sure you take the time and get answers for each of those.

Ask him about the real condition of the roof (from the attic point of view as well as the up-close-and-personal point of view up on the roof). Ask him about granular deterioration. Ask him about leaking and where he looked in the attic for that. Ask him if he thinks it is reasonable to repair it and why. Ask him for the difference in cost to repair vs. replace and see if what he thinks is wrong matches up with his assessment of the cost difference.

Then ask him for references. Ask him about what his customers have

typically complained about. (Everyone has something go wrong occasionally, so find out what those things are... then verify his statements with his references.) Especially listen for comments about how clean he leaves his customers’ yards after the job is done.

Ask him what materials he is using and why. If he isn’t using synthetic underlayment, GAF roofing, .060 rubber, or the heaviest gauge steel he can get for you roof, find out why he thinks his material suggestion is “good enough.”

Ask him to show you his insurance coverage. If he doesn’t have enough to handle a major unexpected catastrophe, find out why.

And, finally, interview him to find out how much you believe in him. How much do you trust him to do a great job and stand behind his work? Remember what police have discovered: some of the biggest crooks are “really nice” people. They sound good. They sound honest. But anyone who were to check up on him would discover something very different about him. Use your own skills and the tips we have given you here, and you should have a much better experience with your new roof.

Thank You For Considering
Elmer's Roofing!

Our "No Mess" Guarantee

We promise to do our best to leave nothing behind... no scrap materials, no nails. If we accidentally do miss something (which is extremely rare), we will be back out there within 24 hours of your call and make sure we have removed everything. And we won't leave until you say it is clean.



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