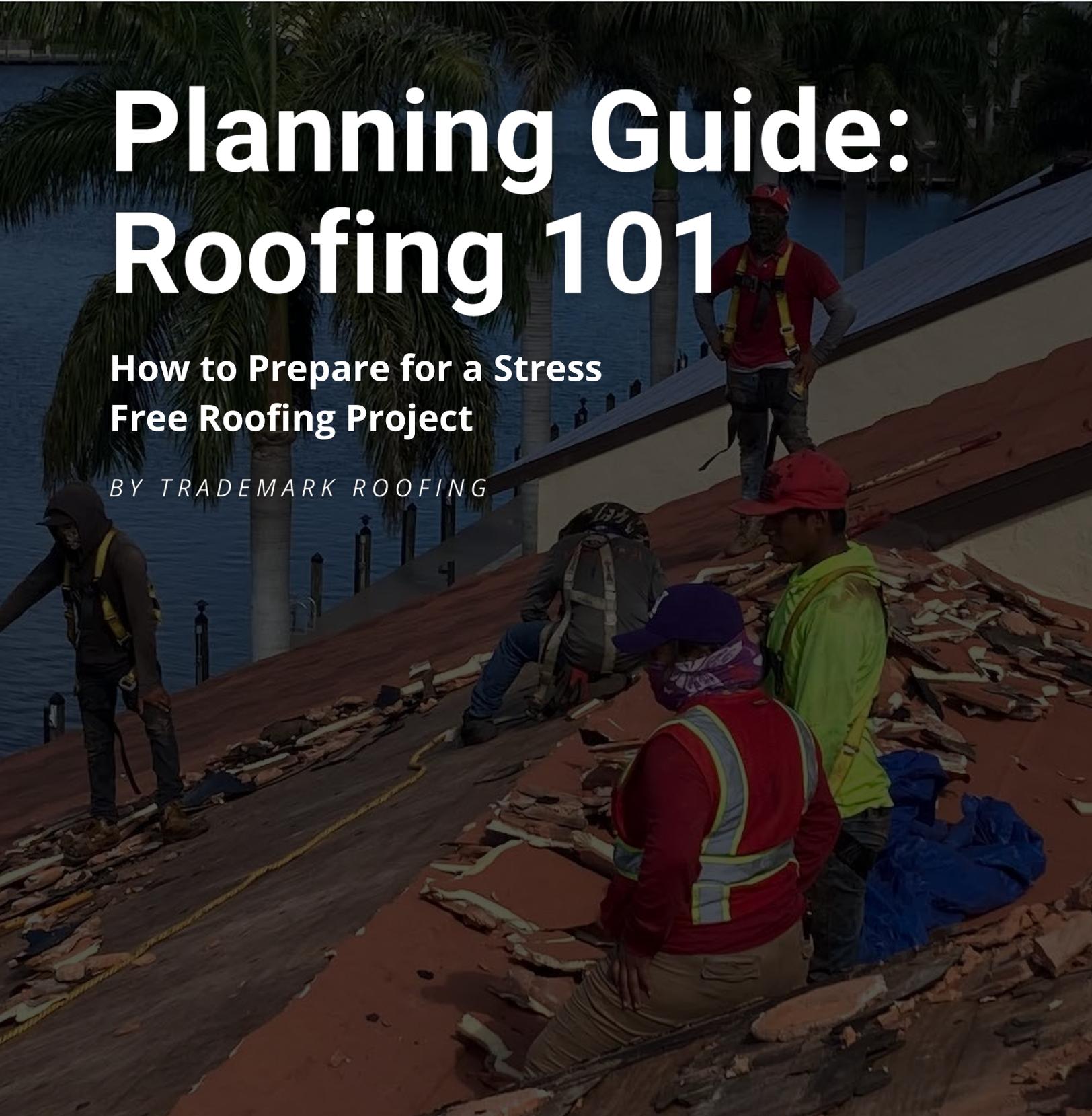




# Planning Guide: Roofing 101

How to Prepare for a Stress  
Free Roofing Project

*BY TRADEMARK ROOFING*



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## **IF YOU WANT TO BE SURE THAT YOUR NEXT ROOF INSTALLATION IS THE PERFECT EXPERIENCE,**

then you're going to love our handy guide. This was written not to sell you anything in particular or to promote a certain roofing company or product.

Instead, this was written specifically for you, the homeowner, or business owner to help you make sure you get exactly what you want, no matter how knowledgeable you are, or how slick a company presentation is.

This guide is meant to give you an overview so you can be better prepared to see through the fluff and get down to the solution you truly need. It's also not meant to be a hidden sales pitch by us, just helpful information to get you up to speed.



# 10 STEPS TOWARDS YOUR NEXT ROOF INSTALLMENT

Turn your roofing experience into an investment rather than an expense. While you are planning for the installation of your new roof, there are key aspects that require close attention to ensure you're getting what you want.

## 1. Ask about the basics of the company's structure.

Do they subcontract any of their work? Does this concern you with regard to the potentially uneven quality of work as a possible result? Have you weighed options of companies that do subcontract with those who keep everything in house and considered the pricing pros and cons, if any?

## 2. Consider the material you will use.

The three most popular types of roofing materials available today are asphalt, tile, and metal.

**Asphalt:** Asphalt shingle roofing is the most common and most affordable option.

**Tile:** Tile roofs perform better than asphalt and are more beautiful to look at than many other roofing materials.

**Metal:** Metal roofs have many distinct advantages over other roofing materials. They are durable, lightweight, provides a sleek look, and are fireproof.

## 3. Get quotes for a range of project styles or "portfolios."

Focus on a conversation that highlights the elementary options to limit the selections, and narrow down the best roof for your scenario.

## 4. Assess your roofing needs in conjunction with the climate and weather surrounding your home.

For example, do you live in a place where the weather is quite mild year round, meaning that asphalt or tile shingles are your solution? Or do you live in a place where high winds are common at least once per year, increasing the risk of lifted shingles or downed branches, and your home may be better protected by metal roofing?



## 5. What are you looking for aesthetically in your roof?

This is especially relevant for homes that have a tile roof or a roof that is visibly prominent in some other way. Homeowners often may choose a roof based on practicality and price alone, but it's important to view the installation of a new roof as an opportunity to dramatically increase curb appeal.

## 6. Map out the budget for the roof's future as well as the current project.

This includes maintenance costs as well as partial and full replacement for the years you will be in the home. For example, roofs made of shingle may need to be replaced every 15 years depending on the climate and weather, whereas metal roofs may need repair over their lifetime but will never need a full replacement. If you anticipate living in the home long enough to avoid a life-cycle replacement of an asphalt roof by purchasing metal, over time you will generally save more than the initial difference in cost over shingles.

## 7. Plan for fire safety when selecting your roofing material.

If the company you are working with does not have information about the fire safety of their materials readily available on their website or other information resources, be sure to ask that this information be included in your quote.

## 8. Plan for the acoustics of your new roof.

Though it is an external component of your house, what will it sound like from the inside? Will you hear the rain more or less than you do with your current roof? Your contractor or roofing company should be able to provide you with this information.

## 9. Ask about payment plans and pricing structures.

Many companies provide financing options through various third-party sources. Often these are done as unsecured loans so you don't need to tap the equity in your home. This can help with the higher price that may be associated with a longer term investment in high quality materials. Look for fixed rates and programs with no pre-payment penalties.

## 10. Make a plan for ongoing maintenance.

Will you clean your own roof periodically after the installation, or will you hire someone to clean your roof for you? Either way, think about (and ask about) basic logistical factors such as the weight bearing qualities of the roof (can it withstand people walking on it for extended periods of time?). Also, consider the weatherproofing and waterproofness of the roofing materials across other potential weather events such as lightning storms and hail.



# AS THE SAYING GOES...

a picture is worth a thousand words! With that in mind, we wanted to share some great images of our team and our work so you can let your imagination run wild and envision what investing in a new roof can be like! So, here are “a few thousand words” for you to enjoy!



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# 10 QUESTIONS TO ASK WHEN PLANNING FOR A NEW ROOF

A staple of most companies is to provide a Frequently Asked Questions page to go through some of the most common questions.

Unfortunately, the problem is that from company to company, these FAQs remain pretty much the same.

We went ahead and put together some FAQs and even a few SAQs, SHOULD ask questions, to help you save some time and energy.

There's no sense in reading the same thing over and over, so here is a great list for you to help you while you search for the right company!



- 1 What types of roofing materials do I have to choose from?
- 2 What types of roofs do you specialize in?
- 3 Do you offer multiple options or packages as part of the quote process?
- 4 Will your quote take into account individual factors of my home (such as the presence of many tall trees)?
- 5 What will the ongoing maintenance of this roof look like?
- 6 How often will this roof have to be fully or partially replaced?
- 7 Does my old roof require removal before installation for this type of roof?
- 8 How will this type of roof withstand weather events such as wind, rain, hail & snow?
- 9 Are all of your materials fireproof?
- 10 Do you offer payment plans?



# COMMON MYTHS

As with every industry, product, or service, there can be a lot of false information out there, especially if you're doing some research on the internet.

As we all know, there's no shortage of misinformation which can lead to you spending a lot of time trying to figure out what's true and what isn't!

With that in mind, we wanted to provide you with some common myths that you might find during your search and what the reality of those myths are!





### **MYTH #1**

I'm planning on selling my home within the next year, so a roof isn't a good investment for me.

### **REALITY**

A new roof can actually add major resale value to the home, especially a longer lasting roof that provides the new owner with long term security.

### **MYTH #2**

Metal roofs can greatly increase the amount of noise heard inside the home when it is raining.

### **REALITY**

This all depends on the type of metal and the structure of the new roof. A textured metal roof will disperse the "pinging" of raindrops so that they are not acoustically disturbing within the home.

### **MYTH #3**

I have to have my current roof removed if I want a new roof.

### **REALITY**

This ultimately depends on the material you choose. For instance, metal roofs can often be installed over top of asphalt shingles.





### MYTH #4

No matter what type of roof I get, I am going to have to spend a lot of time, energy, and money on cleaning and maintenance.

### REALITY

Tile roofs will typically require ongoing maintenance, whereas metal roofs are less susceptible to minor damages and require no specific ongoing maintenance.

### MYTH #5

I can't afford a new roof.

### REALITY

Your local bank may offer home improvement loans, utilizing your home's equity at the lowest possible rates. The company you choose may also offer financing. Multiple financing companies can offer a wide range of options to best fit your financial situation. From long-term fixed rates to low rates, there are companies who want to help find you a solution.

Click Here  
**GET A FREE ESTIMATE**



## Southwest Florida's Leading Roofing Contractor

At Trademark Roofing, our reputation is our most valued asset. We take great pride in the experience, expertise, quality of work, and customer service that we provide to our customers. From beginning to end of each project, our #1 goal is to provide excellent workmanship and complete customer satisfaction. Our reputation is based on service, safety and quality, regardless of how large or small the job.

## Our Accreditations

Trademark Roofing is a 5 star rated Cape Coral Roofing Contractor on Google, Facebook, & HomeAdvisor with hundreds of reviews. We have an A+ rating with the Better Business Bureau.

We are an Owens Corning Preferred Contractor, HomeAdvisor Top Rated Professional, Authorized DuroLast Installer, Member of the Cape Coral Chamber of Commerce, Cape Coral Construction Industry Association (CCCIA), and a proud Board Member of the Southwest Florida Roofing Contractors Association.



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