



307 Imperial Roofing

CRUZ MORENO, CEO

307 Imperial Roofing is a premier roofing and metal siding company serving Jackson Hole since 2015, with over 60 employees specializing in residential and commercial projects. As owner, Cruz Moreno manages everything from leak inspections to new construction supervision, estimates, and team coordination. His leadership philosophy is simple: take care of your people, and everything else falls into place. By strategically building crews and supporting employees both professionally and personally, 307 Imperial Roofing delivers exceptional craftsmanship backed by industry certifications and a commitment to continuous training.



WHAT SERVICES DO YOU OFFER?

We specialize in installation for residential and commercial properties throughout Jackson Hole. Our core expertise lies in premium roofing systems of all types—synthetic shakes, standing seam metal, commercial membranes, and asphalt shingles as well as metal siding installation. Beyond new installations, we provide expert roof replacements, leak repair, and construction services. We also offer services including snow removal and roof inspection.

WHAT GEOGRAPHIC AREAS DO YOU SERVE?

At 307 Imperial Roofing, we proudly serve customers in the Jackson area, Alpine, and Teton County, Idaho. Whether you're within our core areas or beyond, we're ready to go the extra mile (literally!) to meet your needs.

DO YOU HAVE ANY SPECIAL CERTIFICATIONS?

We are proud to be a designated Brava Preferred Contractor with Level III Installation certification—the highest level achievable—which requires extensive training and demonstrated mastery

of their premium roofing systems. We've also earned our Master Craftsmanship Certification with CertainTeed, a distinction that recognizes our superior installation skills and commitment to quality. Additionally, we're ranked as a Preferred Contractor with Mule Hide and hold certifications with other leading manufacturers including Malarkey, Carlisle, and DaVinci. We invest heavily in training our crews, requiring them to attend yearly educational programs where they learn new and innovative roofing techniques, installation methods, and best practices. This commitment to ongoing education ensures that every member of our team stays current with the latest advancements in roofing technology and safety standards.

WHAT IS YOUR PROFESSIONAL BACKGROUND?

Our company was founded in 2015 and has grown to over 60 dedicated employees. We bring more than 15 years of combined roofing experience to every project, with expertise in all roofing types and a deep understanding of the unique challenges presented by our specific climate.

HOW DO YOU SEE YOUR FIELD CHANGING IN THE NEXT FIVE TO TEN YEARS?

With Teton County's recent ban on wood shake roofs due to fire hazard, we're seeing a significant shift toward synthetic and fire-resistant roofing materials. The industry is evolving to balance modern safety requirements with the natural, rustic aesthetic that defines mountain communities. We expect continued innovation in materials that offer high fire ratings while maintaining the authentic look homeowners love, not just in the synthetic shake field but surrounding materials as well.

WHAT PROJECTS ARE YOU MOST EXCITED ABOUT?

Right now, I'm excited about expanding our commercial roofing portfolio. While we've built our reputation on exceptional residential work throughout Jackson Hole, we're diving deeper into the commercial market because they present a whole different set of challenges and opportunities—larger scale, more complex logistics, different material systems, and working alongside other companies. Each commercial job teaches us something new.

WHAT TRICKS OF TRADE HAVE YOU LEARNED OVER THE YEARS THAT YOU'D BE WILLING TO SHARE?

Success in mountain roofing comes down to understanding the climate. You need materials specifically designed for extreme conditions and installers who understand how snow, ice, and intense sun affect different roofing systems. We pay a lot of attention to what materials we are recommending and using for each home and how each layer will add protection.

WHAT DO YOU ENJOY MOST ABOUT YOUR WORK?

Knowing we're protecting families and their most valuable investment in one of the most challenging climates in the country. There's deep satisfaction in delivering quality craftsmanship that will stand up to everything this crazy climate throws at us. We appreciate all our homeowners who have trusted us with their homes and therefore want to show our support to our community by providing excellent workmanship and professional customer service.

FAVORITE SEASON? WHY?

My favorite season is winter because everything starts

to slow down. I love being busy, but the winter allows me to spend more time with my family and friends outside of work.

WHAT DO YOU ENJOY ABOUT LIVING HERE?

One of the things I love most about living and working in Jackson is that there's always more land to explore and more to learn. This area is constantly evolving, with new construction popping up in different areas of the valley, and I enjoy getting to see how other people are building their homes to spark my own ideas—what creative solutions they're coming up with, what architectural styles people are choosing, and how they're adapting their new roof system to our unique terrain.

Being in this industry here means I'm constantly discovering new technology, new materials, and new options that we can bring to our clients. Living in Jackson, Wyoming, presents challenges you don't face elsewhere—the extreme weather, wildfire risk, the intense UV exposure at altitude, the heavy snow loads—and those challenges push manufacturers to innovate and push us to stay on top of the new technology being produced. ■



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