



WHO We ARE

Doing Business in Arkansas for over 25 Years

We are a Company grounded in the **Christian Values** of humility, honesty, integrity, kindness, and a sense of community responsibility.

We strive to create eternal value by honoring **God** in all we do. This is reflected in how we do business and how we care for our Customers & Employees.

Our Greatest Assets

RICHIE WILLIS

- Founder & Owner: **Willis & Son Roofing**
- Founder & Pastor: **Highland Street Revival**
- Founder & Operator: **Solomon's Porch for Men**

- Custom Seamless Gutters !
- Hail / Storm Damage Specialists
- Metal Roofing & TPO Roofing
- FINANCING

Call Inspection & Sales Today !

Richie Willis	501-617-9215
Seth Gideon	501-520-9791
Timmy Tague	501-359-0777



FINANCING by **PowerPay**

Karli's Home & Solomon's Porch are both Faith Based Housing & Discipleship programs that serve to help men and women with life control Issues to transition back into society.

*Highland Street Revival is 501c3 Organization
Solomon's Porch is part of "Karli's Home" a 501c3 Organization*



Contact Information

Willis & Son Roofing + Seamless Gutters
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Hot Springs , AR 71901

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Richie Willis: 501 - 547- 6233

E-Mail: andora@willisandsonroofing.com



FREE ROOF INSPECTIONS

FREE INSPECTION

What Are the Benefits of a Roof Inspection?

Routine Roof Inspections Offer A Variety of Benefits For Homeowners:

- Opportunity to detect and address minor issues before they become significant problems
- Substantial reduction of long-term ownership costs by avoiding major repairs and premature replacements
- Longer lifespan — regular inspections could add several years to the life of your roof by helping it stay in peak condition
- Detailed inspection reports streamline the filing and processing of insurance claims by providing an established maintenance history
- Peace of mind knowing you don't have to worry about the condition of your home's roof

Why Partner With Us for Residential Roof Inspections?

At Willis & Son Roofing + Seamless Gutters, you can trust us to do a thorough job and find any potential issues. We're a fully licensed roofing contractor with 23+ years of experience — we know what to look for and what it takes to address any roofing problem. We can also work with the insurance companies during claims situations, removing the burden from your shoulders.

As a family-owned company, our focus on delivering first-rate customer service makes us stand out from other roofing companies near you.



Request a free inspection today !



OUR HAIL DAMAGE TEAM

Our Hail Damage Team Provides Expert Advice & Service...

If your house was hit by a windstorm or hail storm, what do you do? Take it from our 22+ years in Central AR, Damaged roofs need professionals to insure long-lasting results. That's why we are often asked by insurance companies to step in when a major storm hits anywhere in Central Arkansas.

Having a functional roof is a necessity. This main part of your home or commercial building is responsible for keeping family, friends and coworkers safe. For those in our service area, Willis & Son Roofing is a trusted name in storm damage insurance claims, and replacement efforts. Count on us to help you get back to your routine in a timely manner.



We Perform Hail Damage Roof Inspections...

Before the professionals at Willis & Son Roofing can replace your roof, a hail damage roof inspection must take place. It only takes moments for hail to impact shingles, shakes and tiles, so teaming up with our team is a great way to learn more about the condition of your investment. We proudly offer free inspections for residential and commercial customers.

Hail damage roof inspections allow us to see any imperfections across your roof line. From missing shingles to cracks in slate, we get the data we need to make an informed decision for repairs. Our hail damage roofing team has the knowledge to provide accuracy in insurance claims.

We look beyond just the condition of shingles. The inspection process involves reviewing all components of your roofing system, such as flashing, ventilation, chimneys, gutters and more, to address small issues before they get a chance to develop.

“ Industry statistics tell us that the average roofing company is in business for 2 ½ or fewer years. “

Willis & Son Roofing has been in Business over 23 years

Request a free inspection today !

Tips For A Hail Damaged Roof

Willis & Son Roofing is your Premier Roofing Company in Hot Springs & Central Arkansas. We Put Together the Following Guide to Ensure you're Satisfied With the Final Results:

Don't make big decisions in a hurry.

If you have a leak, act quickly to get it repaired, but if your roof, siding or windows are not leaking there is no reason to make hasty decisions. Most hail damage does not present an immediate emergency and most insurance companies allow their clients one year to make necessary repairs or replacements. Willis & Son is happy to make emergency repairs if needed—and to provide you with a thorough inspection and proposal to get your home back in top shape. We can get the process started even before an insurance adjuster gets to you!

Turn in a claim to your insurance company immediately.

Your insurance company will be getting a lot of calls, so be patient with them. But be sure to get your name on the list. In large hail storms, it is not uncommon for it to take an adjuster two weeks or longer to get out to your roof due to their call volume. Waiting too long, however, can sometimes cause the roof to deteriorate and cover up signs of hail damage. This, in turn, could cause your damaged roof to be turned down by your insurance carrier. We'll work with you to make the insurance process and work completion a seamless and easy task. Willis & Son Roofing has a great deal of experience in working with its customers and their insurance companies to ensure that the coverage and exceptional service customers deserve is provided. If we see any discrepancies between our estimate and the insurance allowance, we will get in contact with your adjuster to resolve it and ensure your best interests are taken into account.

Get an estimate that feels right to you—and look at more than the price.

While insurance companies may suggest two or three estimates, one may be enough in storm conditions. Just be sure that you don't pay more than your deductible plus any extras or upgrades (i.e. new skylights, added ventilation, higher grade roofing)—and that your estimate is from a local reputable company. Insurance companies spend hundreds of millions of dollars on storm claims; they know what roofing and structure repairs and replacements cost to do properly. If you're tempted, but uneasy about accepting a low bid or a "too good to be true" discount, look closer. Hail storms bring out people and companies that run the gamut from inexperienced and uninsured, to those that are out right deceptive or unscrupulous. Be absolutely sure that everything the estimator or salesperson says is clearly written into the proposal, that they have thoroughly examined your structure or roof, and that they have a long-standing history and reputation in the community. Unfortunately, not every roofing company is reputable. If problems arise with your contract and the company that offered it, will they be able to follow through on any promises or warranties on the roof repair they've done.

Willis & Son Roofing is rarely the cheapest bid, but you will find that we are the most thorough.

We don't believe in taking short cuts that diminish the look or quality of your home's roof and we will help you negotiate your settlement if we believe it isn't sufficient to get your job done right. We're more than a Hot Springs roofing company: we are also owned and operated by a local community family that is passionate about quality and customer service. We carry insurance, have an office where you can find us if you need us, and a friendly and experienced staff to ensure that both you and your job get the attention they deserve. We have talented, well-paid employees, carry insurance, honor our warranties, have 23+ years of referrals to offer you—***and we WON'T illegally pay your deductible or falsify invoices or documents.***

Request a free inspection today !

Truth About Estimates

A Must Read !

Willis & Son Roofing wants to Help You Better Understand the Estimate Process

When someone is shopping around to find a contractor for a home improvement project such as bathroom remodeling, painting, or roofing, the first step is usually to get estimates. An estimate can range anywhere from cousin Joe saying something like “I could do that for five hundred bucks!” to a professional spending a considerable amount of time measuring and calculating costs in order to provide you with a competitive yet profitable “bid.” In the retail remodeling and building business this is standard practice, and when we do retail work we often provide estimates or bids. This is to ensure you are getting the most for your money and is the best way to do business as an informed buyer.

However, the situation is different with insurance claims, and I hope the following information will explain why getting estimates for an insurance replacement is clearly not in your best interest, and is in fact a waste of your time and potentially, money! To begin with, it is generally the insurance adjuster, agent, or claims department that asks a homeowner to get estimates for the repair or replacement after storm damage. Many times for car repairs or small home repairs this is sufficient for the company to approve payment, and they will send you a check based on the estimate you provide to get the needed work done. Not so with major damage to roof, siding, and gutters from a hailstorm or tornado, the cost is considerably more, many times in the 10,000 dollar plus range. We understand the insurance company’s need to send someone out to inspect the damage and make sure it is sufficient according to company policies and state laws to warrant replacement. Most of the insurance company’s adjusters are very fair and more than willing to pay for damage to your home, they simply need to document legitimate damage, and come up with a fair price to pay for the work. However, many of these adjusters, especially in a big storm when they call on many part time subcontractors, are inexperienced with what actual damage is. As a result, they will often under pay or deny a claim out of inexperience. It is our job as experienced contractors who are familiar with insurance protocol to make them aware of actual damage they may not see, and inform them of current replacement costs. Most of the time adjusters are reasonable and glad to work with us.

“ It is our job as experienced contractors who are familiar with insurance protocol to make them aware of actual damage they may not see, and inform them of current replacement costs. “

Occasionally however, an insurance company will ask you to get more estimates. This is a hope that one of the estimates will be lower, and that is who you will choose out of habit, thus saving the insurance company money. When the adjuster comes to see your house and agrees with a contractor on a price, they generally hold back about 30 % (called depreciation) of the payout until the work is actually done and a bill is submitted. They do this to insure that you DO NOT find someone to do the job for less than the competitive market cost, or even worse not do the work at all and then attempt to profit or “pocket” the payment. They will require documentation that you actually are being billed the full amount before they will actually release all the funds they agreed to pay. Once they come up with the final estimate, say 10,000 dollars, they will generally only pay you about 7,000 dollars initially until the work is complete. So, if you do not use a contractor that uses the whole 10,000 dollars, they will only send you what the contractor uses and is noted on the contract. In other words if you get Cousin Joe’s roofing company to do the job for the 7,000 dollars from the first check, **THEY WILL NOT SEND YOU ANY MORE MONEY!!** They will only send you the amount actually listed by the contractor in his billing. If on the other hand you get 3 estimates and the contractor you want to use is bidding the work for MORE than the insurance company’s adjuster – do you think they will agree to give you more? Not usually. They will instead expect YOU to pay the difference. you time, money, and headaches!

“ Getting estimates for an insurance replacement is clearly not in your best interest. “

Truth About Estimates

Understanding the Estimate Process - Continued

So then to be clear, if you did take your time to meet with multiple contractors, explain everything 3 or more times, have 3 inspections, and listen to 3 sales pitches, ultimately the only estimate that really even matters is the insurance adjusters. The insurance adjusters set the price they are willing to pay, and other than any real mistakes he may have made, or items he missed, that is what they are willing to pay, unless you can help them find them someone cheaper to do it! Generally if someone is considerably cheaper on their estimate, they are either fly by night, uninsured, or part time handymen with no warranty. Usually they didn't know what they were doing with their estimate and got in over their head, so in being eager to get your job, they bid much lower. Once they realize that the job is taking longer and the materials are running low earlier...what do they do? Unfortunately the answer is they usually “cut corners” and again, you, by saving the insurance company money, hurt your own investment. So as you can see, there is no need for you to get estimates, only to find a qualified contractor who is licensed, insured, has references, and carries a comprehensive warranty. But most importantly, you need to find a construction or roofing company that is qualified and experienced in handling insurance claims and dealing with insurance adjusters. Why? Because no matter how good they are at doing the roofing and siding work, that doesn't really matter if they are unable to get everything you deserve to have replaced documented and paid for – with no cost to you! I hope this was informative, and we look forward to handling YOUR claim from start to finish saving you time, money, and headaches!

“ The insurance company sets the price they are willing to pay, unless you can help them find someone cheaper to do it. “

We Work With The Major Insurance Companies Every Day





SEAMLESS GUTTERS



We Install Seamless Aluminum Gutters in Any Length

The term “seamless” explains the major advantage with this type of gutter: it can be custom-made to any length required, eliminating the need for seams. The magic of making seamless gutters occurs inside a gutter machine. The flat aluminum sheet that enters one end of the machine comes out the opposite end formed into the finished gutter profile. The most popular profile for seamless gutters is a “K” style gutter with a curved front edge for a more stylish appearance.

Installing Seamless Aluminum Gutters & Downspouts

Gutter companies manufacture these attractive and highly functional gutters using the four-step process described below. Willis & Son installs seamless gutters that can be custom-made to any length required.

- 1. From flat to formed.** This K-profile gutter starts out as a flat sheet of aluminum. The gutter machine forms the profile, enabling the crew to create seamless gutters of any length. After the machine trims the gutter to the required length, workers attach end caps, then crimp and seal the caps to make the gutter watertight.
- 2. Brackets add strength.** These cross braces are installed every 36 inches or so to stiffen the gutter. The brackets also provide attachment points for screwing the gutter to the fascia board during gutter installation.
- 3. Fastened to the fascia.** Driving a screw through each gutter bracket and into the fascia board anchors the gutter in place. Each gutter section is pitched so that water can drain toward the drop outlet for the downspout.
- 4. Down the Drain.** Downspouts are assembled from elbows and straight sections, then screwed to the gutter drop outlets and to the wall of the house.

Speak to Us About Gutter Guards

Willis & Son will take your seamless gutter repair or installation to the next level with options for gutter guards. Our technicians visit your home or business to determine which attachments will work for your configuration with the goal of blocking leaves, twigs, tree bark, nests and granules from interfering with the flow of water.

Our gutter experts want to save you from the frustration of clogs, so we ensure our gutter guard upgrades fit properly and complement your aluminum system aesthetically. We Recommend Gutterglove Premier Gutter Guards.



Request a free inspection today !



References

Hot Springs

Mary Loy

Client

501-844-7767

Kevin Neavin

SRS Building Products

501-847-3332

Nick Smalley

ABC Supply

501-520-852

Darby Herborn

143 Jackpot Ln.

501-463-9730

Mike Veecher

Bumblebee Trail

501-209-1515

Malvern

Mayor Brenda Weldon

Mayor of Malvern, AR

501-332-3638

Chief of Police Donny Taber

Chief of Police Malvern AR

501-304-2512

Hot Springs Village

Becky Cole

104 Santistaban Way, HSV

870-270-2213

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870-302-9045

Chief of Police Jim Kuchenbecker

Chief of Police, Bull Shoals AR

870-445-4775

Nathan Reilly

192 Bayridge Rd, Lakeview AR

870-405-8706



Request a free inspection today !



References

Hot Springs

Mary Loy

Client

501-844-7767

Clay Combs

State Farm Insurance

501-617-3331

Raymond Wright

Client

501-802-0029

Chaplain McPhearson

ADC

479-857-4549

Bobby Thornton

Client

501-282-6929

Malvern

Mayor Brenda Weldon

Mayor of Malvern, AR

501-332-3638

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Request a free inspection today !



501-617-9215



Recognition



WILLIS & SON ROOFING
501-617-9215

FREE INSPECTION



Request a free inspection today !



501-617-9215



Credentials



License No. 0288200821 ID #34887

Residential Home Improvement License

Limited (Projects Less than \$50,000)

RICHARD L. WILLIS, JR., D/B/A WILLIS & SON ROOFING
601 W. GRAND AVE.
HOT SPRINGS, AR 71901

This is to Certify That RICHARD L. WILLIS, JR., D/B/A WILLIS & SON ROOFING

is duly licensed under the provisions of Act 1208 of 2011 Acts and is entitled to practice Home Improvement Contracting in the State of Arkansas within the following RESIDENTIAL specialties:

SPECIALTY
Roofing, Roof Decks, Roofing Sheet Metal

ACORD. CERTIFICATE OF LIABILITY INSURANCE

PRODUCER: **CHUCK JORDAN** Chuck Jordan Insurance Agency
811 Airport Road
Hot Springs, AR 71913

INSURER: **WILLIS & SON ROOFING** Willis & Son Roofing LLC
601 W. Grand Ave.
Hot Springs, AR 71901

INSURERS AFFORDING COVERAGE: **ROCKINGHAM SPECIALTY**

INSURER A: Jan Moore
INSURER B: 501-624-4105 - Phone
INSURER C: 501-623-1528 - Phone
INSURER D: moorej@gtmail.com

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW.

CITY OF HOT SPRINGS

OCCUPATION TAX LICENSE

ORDINANCE NO. 3836

ISSUED TO:

Willis & Son Roofing
601 W. Grand Ave.
Roofing, Siding, and Sheet Metal Contractors

WILLIS & SON ROOFING
RICHARD WILLIS JR.
601 W GRAND AVE
HOT SPRINGS, AR 71913

Business ID#: 5358
Amount Paid: \$75.00

DATE ISSUED: 01/01/2021
EXP. DATE: 12/31/2021

FINANCE DIRECTOR / TREASURER

LICENSE MUST BE DISPLAYED

CUSTOMER COPY

TYPE OF INSURANCE	POLICY NUMBER	POLICY EFFECTIVE DATE (MM/DD/YYYY)	POLICY EXPIRATION DATE (MM/DD/YYYY)	LIMITS
GENERAL LIABILITY COMMERCIAL GENERAL LIABILITY <input checked="" type="checkbox"/> CLAIMS MADE <input type="checkbox"/> OCCUR AGGREGATE LIMIT APPLIES PER: POLICY <input type="checkbox"/> PROD. <input type="checkbox"/> LOC.		05/28/2020	05/28/2121	EACH OCCURRENCE \$ 500,000 PREMISES \$ 500,000 MED EXP (Per Occurrence) \$ 500,000 PERSONAL & AUTO INJURY \$ 500,000 GENERAL AGGREGATE \$ 500,000 PRODUCTS-COMP/OP AGG \$ 500,000
AUTOMOBILE LIABILITY ANY AUTO ALL OWNED AUTOS SCHEDULED AUTOS HIRED AUTOS NON-OWNED AUTOS				COMBINED SINGLE LIMIT (Per accident) \$ BODILY INJURY (Per person) \$ BODILY INJURY (Per accident) \$ PROPERTY DAMAGE (Per accident) \$ AUTO ONLY - EA ACCIDENT \$ OTHER THAN AUTO ONLY: EA ACC \$ AGG \$
EXCESS/UMBRELLA LIABILITY <input type="checkbox"/> OCCUR <input type="checkbox"/> CLAIMS MADE DEDUCTIBLE \$ RETENTION \$				WORKERS COMPENSATION AND EMPLOYERS' LIABILITY ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/OWNER EXCLUDED? IF YES, INDICATE UNDER SPECIAL PROVISIONS below OTHER \$
DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES / EXCLUSIONS ADDED BY ENDORSEMENT / SPECIAL PROVISIONS				

Request a free inspection today !



501-617-9215



FINANCING

POWERPAY

Receive instant approval on up to a \$100,000 home improvement loan with no hidden fees, credit cards or prepayment penalties. With a **PowerPay** home improvement loan you can purchase the Roof you've always wanted. Get the materials and installation you need and pay for it over time through low, fixed rates and at low, fixed monthly payments. It's easy to apply for a loan online and get approved in seconds!

- Rates starting at 8.99% *(Can be lower depending on Credit Score)*
- Up to 15-year terms
- Borrow up to \$100K
- No prepayment penalties or hidden costs
- No Credit Card

Fair, Reasonable & Lowest Payment Possible !

PowerPay is a digital lending platform for the home improvement financing industry. Our fully automated technology offers near-instant approvals on loans up to \$100,000, helping homeowners translate expensive home improvement projects into low, fixed monthly fees that can be paid over time.

Unlike other digital lending platforms, **PowerPay** is a fully independent company that is committed to delivering loans with no hidden fees, credit cards or prepayment penalties in order to offer the lowest monthly payment possible to our customers. After all, the more affordable the loan, the bigger the possibilities for your home.

If Approved by PowerPay a \$99 Application Fee Applies



Request a free inspection today !



Job Day Instructions

IN AN EFFORT TO MAKE “JOB-DAY” RUN AS SMOOTHLY AS POSSIBLE WE REQUEST THE FOLLOWING:

1. Please ensure that all cars are removed from the driveway prior to the crew arriving to start work. Typically our crews begin work between 7:00-7:30 in the morning.
2. Depending on the day the job is done and the time the job is completed it may be necessary to leave the dump trailer overnight.
3. For the safety of our workers and your pets, please make sure that all pets remain inside or away from the house as the roof is being installed.
4. Please make sure that the lawn is cut short prior to the installation of the roof. Long grass may affect the ability of our magnets to pick up roofing nails during the cleanup process.
5. Please make sure that power is available for our crew to use. If an outlet is not available outside, please make sure an extension cord is available if you must leave during the day. Our crews routinely need power to cut ridge vent and replace damaged decking.
6. Whenever possible take a look at the shingles upon delivery and confirm that they are the correct color.
7. If the weather forecast is unfavorable, we will contact you to reschedule the work. Typically we will not start a job if the chance of rain is greater than 40%, but in some circumstances (complex roofs, re-sheeting jobs, etc.) we may feel a need to reschedule if the chance of rain is lower.
8. During the course of installation your satellite service may be interrupted. Please note that we are not responsible for satellite retuning, as it is often impossible to work around a satellite dish without some disturbance of the alignment. Currently most Satellite companies will only remount their satellite dishes on a pole on the ground and not back on the roof.



Workmanship Warranty

Willis & Son Roofing + Seamless Gutters, In the event of any problems due to a workmanship issue, Willis & Son Roofing will repair the responsible area of the roof and/or gutter for a period of 3 years and, if there is damage to the interior, make necessary repairs to the areas immediately affected. A workmanship issue is, in our definition, an issue caused by the improper installation of the roofing or gutter system or other component of the roof. It is important to note that not all leaks are the result of workmanship issues and may not be covered under the warranty. In the result of a warranty claim Willis & Son Roofing will give precedence to customers under warranty and previous customers over other service calls.

Exclusions From Coverage

This warranty only covers issues resulting from improper installation of our products - Willis & Son Roofing will not be responsible for:

1. **Extreme Weather Events:** Willis & Son Roofing will not be held liable for leaks or damages from extreme weather events such as high winds (in excess of the amount the shingle is rated for by the manufacturer warranty), hail storms, ice dams, tree damage, tornadoes, etc. Ice damming or any water intrusion as a result of it is not covered under our workmanship warranty; it is the result of ice freezing at the edges of the roof and blocking (creating a dam) water from draining off of the roof.
2. **Failure of Other Systems:** Willis & Son Roofing will not be held responsible for the failure of other items on and related to the roof including gutter back ups and skylight leakage (unless the skylight was installed by our company and is still within the workmanship warranty period)
3. **Work By Other Contractors:** Willis & Son Roofing will not be held responsible for leaks as the result of work performed by other contractors. This includes faulty installation of gutter guards, carpentry work, HVAC work to units on the roof, and satellite dish installation, etc.
4. **Material Defects:** Willis & Son Roofing will not be held responsible for defects in materials used on the roof. All such claims would be made until the material warranty from the manufacturer.
5. **Neglect:** Willis & Son Roofing will not be held responsible for major interior damages that are the result of issues that were not reported in a timely fashion. Please report all issues immediately to Willis & Son Roofing at 501-617-9215.

Date: ___/___/___ **Willis & Son Roofing Representative:** _____



Request a free inspection today !

