

The Consumer Guide



Veteran Roofing and Construction



The Consumer Guide

to re-roofing your home

Veteran Roofing and Construction

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Dear homeowner,

Choosing a contractor to replace your roof isn't easy. Replacing your roof is one of the most important home investments you may ever make on your home. With this fact-filled booklet, you can make an informed, intelligent decision about the contractor you hire.

How to avoid roof replacement rip-off

Fly-by-night Roofer

A roofing contractor who works under the radar. They want to get as much money as possible upfront, because they do not plan on finishing your roof or even starting it!

Since they have received so much of a deposit up front, there is very little motivation to complete the job, in a timely manner. Among other inconveniences, this could leave your home open to weather, putting your home at risk of interior damage.

Protect yourself

It is very common for roofing contractors to ask for 50% of a down payment, and the rest upon completion.

The best way to protect your self, is to do some research on the roofer you are interested in. Make sure they are established, fully insured and has a good reputation. You should always read the company's online reviews.

How to avoid roof replacement rip-off

Bait-and-switch

Increasing the price after you're locked in.

This is a method employed by less-than-ethical companies. They will give you a great low-price estimate, that seems too good to pass up. In the beginning, everything will seem great. Once the roofer begins, trivial things will keep coming up that bump the price higher; such as: materials and other items are no longer available. You'll then get sold a higher priced product with high-pressure sales tactics.

The end result, you'll end up with a low quality roof, that costs thousands more than the other estimates you got in the first place.

Protect yourself

Always get the roofing contract in writing!

A contract needs to explain, in detail, the materials that will be used, scope of work and the payment terms. The contract is usually more than one page long. Never assume that the unlisted items will be included.

Never hire a contractor that will only give you a spoken estimate or contract.

How to avoid roof replacement rip-off

International building code

In America, home remodeling and construction is regulated by the International Building Code. This code states the standards that all construction projects must adhere to.

Contractors that are unaware of the up-to-date building code requirements could result in mistakes. Even worse, your homeowners insurance will not pay for damages that resulted from workmanship or manufacturer defects. A roof improperly installed will end up costing you thousands more.

Protect yourself

Have a knowledgeable contractor!

Be sure the contractor you hired, is up-to-date on building codes. If your contractor does not seem knowledgeable in his industry, they may not know what they're doing.

How to avoid roof replacement rip-off

Materials

Some contractors will sell you premium shingles, then use a different brand or a different grade.

Some contractors will even use second-hand material.

Protect yourself

The last thing you want, is to have to micromanage the job!

Only deal with contractors that you trust. If anything seems off with their integrity or the way they do business, don't risk it. When having your roof installed, make sure that all material is packaged and the same color.

Common misconceptions

Waiting to replace your roof

Why replace your roof if it could last another three years?

This is a very popular misconception because it seems very logical. I would agree, there is no reason to replace your roof early, if you know it will last that much longer. The only problem is, it's impossible to tell exactly how long your roof will last. Older roofs are much more vulnerable to big storms. If your roof starts to leak, it could be weeks, months or even years before you notice it on the inside of your home. If you wait too long to replace your roof, you may cause more costly repairs.

Common misconceptions

A Layover

A layover is a common roofing practice, where you get a new roof installed over your existing roof. This is legal, if you only have one existing layer on your home. Even though, it is a legal practice to perform, I do not recommend it for several reasons.

Without removing your existing roof, you are unable to know what damage is underneath it. Adding a second layer, can cause your roof to look lumpy and wavy instead of smooth and flat, add extra weight to your roof, and also may not last as long.

Even though it may save you money, a layover will cost you big bucks down the road. A new roof is a big investment already, so it will be well worth it to spend a little extra to ensure it's done right the first time. This will guarantee you a roof that looks great and protects your home far into the future.

Common misconceptions

Hiring people you know to save money

If you know someone who's roofed a few houses before, a friend's kid, it can be very tempting to hire them to re-roof your home and save you money. I highly advise against it!

It is important that your installer knows exactly what they are doing. Having a professional roofing contractor, ensures that your roof will meet code requirements, receive a workmanship and manufacturer warranty and will meet all requirements for your homeowner insurance.

Common misconceptions

Any contractor can do the job

It can be very tempting to hire the first roofing contractor you find. However there are different roofing systems. It requires a separate knowledge base and technical skill. For example, you wouldn't want to hire a roofer that only does asphalt roofing on new construction for an older home. They are use to brand new home and do not deal with any of the unforeseen problems older homes tend to have. Even if it cost a little extra, only hire a roofing contractor that specializes in the specific work that you need done. You'll get more bang for your buck and have more peace of mind with the finished product.

Get the most out of your money

Price is what you pay, value is what you get.

Your home could be the largest investment you have. Your roof is the first line of protection your home has against the weather. A solid roof keeps your home and everything in it safe from the rain, sleet, snow, hail and high winds.

Your roof can account for up to 40% of your homes curb appeal, which will affect your homes value.

Compare estimates side-by-side, try hard to keep a long term perspective. Try not to focus solely on the price.

Wanting a roof as fast as possible, using the cheapest quality materials and workmanship, then price will be a good indicator for you. However, if you want high quality materials, your roof install by a competent professional, ensures everything will be installed correctly, price may be your worst enemy.

What to look for in an estimate

Ice and water shield: This is required by building code to be installed from the eave up to 24" inside the exterior wall of home

Felt paper: a minimum of synthetic 15lbs replacement paper should be used.

Starter shingle: a specialized starter shingle with a tar strap, should be installed around the entire perimeter of the roof.

Shingle: a minimum of architectural, double layered shingle with a limited lifetime warranty.

Fastening: all shingles are required by the manufacture to be fastened with at least four roofing nails each.

Drip edge: This metal, will protect your fascia board from getting wet and run.

Valleys: if your roof has valleys on it, they must be installed correctly.

Flashing: pipe flashing must be replaced when a new roof is installed.

Ventilation: roofing vents should never be reused.

Ridge cap: A specialized ridge cap shingles, with a tar struck should be used, no regular shingles that are cut up into pieces.

Ridge vent: choosing ridge vents are a superior way to ventilating your attic.

Workmanship warranty: this covers the work done by the contractor.

Manufacturers Warranty: This warranty covers the materials installed on your roof.

Mistakes to avoid when hiring

Meeting face to face

This is a critical step, it may be tempting to accept a bid that looks good without talking to the contractor face-to-face first.

While this may work out for you okay, there is a chance you may find he's lacking integrity or maybe you just don't like him. If a problem or issue comes up during installation, will he be easy to deal with.

If he cannot find the time to meet you before you ever hire him, how well do you think he will serve you after he's been paid?

Mistakes to avoid when hiring

Fully understand

Signing a contract without fully understanding the terms, can be as dangerous as not signing any contract at all. Some sneaky contractors know a bit of legalese and can trap you and force you into paying more for things you didn't even want, or maybe you didn't even know about.

Don't risk getting stuck in a legal binding agreement, that commits you to things you don't know about.

Mistakes to avoid when hiring

Get more than one opinion

There are many companies out there that employ high-pressure sales tactics during the first meeting.

You should always get more than one estimate. Do not go overboard though, this will only overwhelm you. Make sure you are finding a quality contractor you can trust.

Mistakes to avoid when hiring

Get a clear timeline

One of the most frustrating experiences a homeowner has with a contractor is, the contractor gets started and then he disappears for days on end.

Many contractors have multiple jobs going on. Some contractors may think, showing up here and there will keep their customers happy. This shows lack of organization and management skills.

Ask how long the roof will take. If it starts going over the time promised, make sure you hold him to it. A little pressure may help him prioritize, getting your job done in a timely manner.

100% No-risk guarantee

How to be confident you'll get the highest quality roof.

Hiring a roofing contractor is stressful enough. The last thing on your mind should be doubts whether they can do the job like they said.

A properly install roof system, should be free of leaks!

Having a roofer with years experience, can confidently give you 100% no-risk guarantee.

Don't settle for a contractor that won't stand behind their work!

After all, if a roofing company won't guarantee to keep water out of your home, why are they even in business? That's the whole reason they exist.



Veteran Roofing and Construction

100% No-Risk Guarantee

If you ever have a problem with your roof, we will investigate the problem for free.

If a defect or problem is found with the work we have done, we will fix it ASAP. You pay nothing, no materials, no labor, no drive time, nothing.

If there's a problem with the materials or any other aspect of the roof, we will help you find the problem and assist you in fixing it.

5-year Workmanship Warranty

Our team takes pride in quality craftsmanship and customer service. We guarantee that we will stand behind our work year after year. As part of our workmanship warranty, we perform a quality control audit on the anniversary of your roof install. We add value to our warranty and it gives our customers peace of mind.

“Excellence in all we do - service before self - always putting our customer's needs above our own.”

4 simple steps

Make a commitment to act

Putting a new roof on your home, can seem like a daunting task. By being proactive, you will have less interior damage. Get the ball rolling!

Once you have picked the contractor and signed the contract, it will be time to choose a color and install your new roof.

4 simple steps

Get a roof inspection

Before you get an estimate and definitely before any work is done, you need to get a thorough roof inspection. This will let the contractor know more about the damage on your roof, allowing him to give you a more accurate estimate.

4 simple steps

Interview and ask questions

Build your confidence in the contractor by asking lots of questions. If anything is unclear about what he will do and how things will work, ask! You are not expected to know everything about this business.

4 simple steps

You're ready to hire!

Once you find a company you trust, hire them!

Schedule for your install before they are to booked.
You don't want it to get pushed out longer than it
needs to.

You're almost done at this point!

Who we are

We are veteran and family owned and operated, fully insured, BBB accredited, NTRCA accredited and RoofPro certified.

What we offer

- ❖ Free upgrade to an architectural laminated shingle
- ❖ Free roof inspection
- ❖ Free roof estimate
- ❖ We work with all insurance
- ❖ We use a Catch-All system to protect your landscape and home
- ❖ 5-year Workmanship warranty
- ❖ We work with your insurance directly
- ❖ Referral program



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& Construction**

Call for your **FREE** inspection!

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