

Roofing Replacement Guide



Prepared by



Kearns Brothers Incorporated

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Finding a Roofing Contractor

Old school: Open the yellow pages and look for the biggest ad

New School: Internet: The amount of information available to homeowners is mind-boggling.

Not so new or old school: Referral.

When making the investment to replace your roof, it is wise to do homework and research to find a selection of reputable companies using quality products. According to a Harvard University study, 70% of new roofing companies are out of business within the first three years.

The internet can provide names of and information regarding Roofing Contractors. Search professional trade associations' websites such as the National Roofing Contractor Association (www.nrca.net). The NRCA website is an excellent site which provides in depth and an unbiased guide to all things roofing. The NRCA has set standards and a code of ethics for professional roofing contractors.

Manufacturers' websites such as www.gaf.com or www.certainteed.com provide valuable information about their products, roofing systems, warranties and certified contractors.

Your neighborhood association may have a website with referrals.

The strongest source to find a reputable company is the referral or reference from someone you trust (or respect). This is an excellent way to find the name of a company. Other sources that generate referrals can be; family, neighbors, friends, coworkers, and building supply companies. Referrals provide real world information about the company and their day-to-day business and installation practices. We all have that coworker or neighbor who does copious amount of research before buying... that could be a good source.

The interview

From all your research you have probably selected 2-3 companies. Now what?

The interview process. The interview should develop into a conversation that builds trust and educates you about the company and their roofing practices. It should also address your needs, your concerns and your understanding of the roofing procedure.

What are your needs? Do you have a leak, a storm damaged roof, poorly manufactured shingles that did not last their warranty period, or just a plain old roof? Are you buying a roof for the short term or the long haul... is there a difference? A professionally installed roof with a strong warranty is a great feature and provides added value when selling your house. And prior to that, it protects your structure from the elements, your home's contents and provides a safe and dry shelter for you and your family.

Trust is a real concern. Trust is earned by delivering on expectations and promises. Trust is built by references from prior clients and suppliers. Trust is reinforced with proof of insurance, Building License, and membership in the BBB and professional trade organizations.

Understanding the roofing procedure. The roofing procedure should be presented to you using clear and concise terms that help you to understand the roofing job. Your professional roofing consultant should be prepared with a checklist to review and measure your roof, review your property and landscaping for roofing tear-off preparation and take notes about your needs and concerns.

To help educate you about differences in roofing procedures and products, the roofing consultant should have a presentation book showing the job site progression and actual samples of roofing components that are part of the roofing system. Parts are not just parts.



Roofing Material

All shingles are asphalt. The most critical factor of a shingle is the strength of the reinforcing mat and the quality of the asphalt. Asphalt base shingles differ by the matting used; old school organic fiber base (paper mat) and today's technology the fiberglass base matted asphalt shingle. Fiberglass reinforced matted shingles are superior due to the tensile strength or plainly put, they are harder to tear, rip or break.

Asphalt based shingles account for more than 75% of all installed roofs and 85% of all residential re-roofing. Codes, standards and competition have increased the quality of this time proven roofing product. Shingle differentiation is found in the matting, the number of laminated layers (dimensional or architectural shingles), the actual weight per square (100 square feet), the wind warranty (which is determined by a combination of shingle weight and sealant strips), the length of warranty in years (determined primarily by weight), and the colorization or shadow line of the shingles using ceramic chips (preferred) or by painting (not so).

Metal roofing products are still in their infancy. According to *F. W. Dodge Reports* the market share for metal roofing was only 7% in 2006. Metal roofs have enjoyed success in commercial applications because of their standardized appearance. Installation is a bit trickier so hiring a contractor new to metal roof installation could lead to trouble down the line. The balance of roofing material in the marketplace is clay and concrete tiles (predominantly seen in Florida, California and southwestern states), natural slate, and wood shingles.

Great Variety of looks: The good news with fiberglass matted asphalt shingles in the marketplace today is the variety of looks available. Color, texture and warranty options bode well for the homeowner. Picking a particular shingle still involves work.

If you have chosen a knowledgeable contractor, that has the experience installing the many different styles of shingles and understands your needs, your reward will be a beautiful roof that will compliment your home and protect you, your family and your belongings for many years.

Roofing Systems and Warranties



Parts are not just parts. Using products designed to work together and a systematic approach to installing your roof results in guaranteed product performance. Only the best roofing product manufacturers have developed integrated roofing systems.

A roofing system is a marriage of roofing components working together to guarantee watertight integrity. Simply put: using a single company's products on your roof creates a system that can result in a better warranty. Installation by a company certified installer might increase the warranty even more.

The roofing system consists of 7 specific components



Smart Choice[®] ROOF SYSTEM SOLUTION

"Your Best And Safest Choice...Quality You Can Trust Since 1886!"

Leak Barrier

Weather Watch[®] and **StormGuard[®]** provide exceptional protection against leaks caused by roof settling and extreme weather. Ideal upgrade at all vulnerable areas (including at the eaves in the North*).

Roof Deck Protection

"Breathable" Deck-Armor[®] allows moisture to escape from your attic while providing an exceptionally strong layer of protection against wind-driven rain. It also lays flatter for a better-looking roof. **Shingle-Mate[®]** and **Leatherback[®]** (available regionally) also provide great protection for your roof.

Quality Shingles

Choosing the right shingle can increase the value of your home. GAF-Elk offers you many great shingle choices, including **Timberline[®]**, the #1-selling architectural shingles in North America.

Effective Attic Ventilation

Cobra[®] and **Master Flow[®]** vents help remove excess heat and moisture from your attic that can raise your energy bills, cause premature peeling of paint and wallpaper, and even affect your health.

Distinctive Ridge Cap Shingles

Similar to the way that a distinctive frame enhances a painting, **Timbertex[®]** and **Ridglass[®]** can enhance the beauty and value of your home—while guarding against leaks at the hips and ridges.



Reliable Low-Slope Membranes

Liberty[®] and **Freedom[®]** commercial-grade self-adhering roofing systems are exceptionally dependable! They're safer too, because no open torches or hot asphalt are used.

Pre-Cut Starter Strip Shingles

WeatherBlocker[®] and **Pro-Start[®]** pre-cut starter strip shingles provide an upgrade that can save time, eliminate waste, and reduce the risk of blow-off by tightly locking your first course of shingles in place.

Roof Accessory Paint

ShingleMatch[®] premium roof accessory paint is a great option to help you "hide" unsightly roof accessories by making them blend in with the color of your shingles... for a better-looking finished roof.

Premium Skylights

HeavenScope[®] premium skylights add the beauty of natural light to the interior of your home...with quality construction and protection you can trust.



GAF-Elk is a U.S.-Owned Corporation



The GAF-Elk Smart Choice[®] Roof System Solutions are used for residential Good Housekeeping Seal, which means that Good Housekeeping Institute tested the products in the system which met Good Housekeeping Institute's performance standards.

1- Leak barrier (or ice and water shield), this component is critical for watertight integrity at critical roofing areas. The leak barrier is installed a minimum of 6 feet up your roofline from the edge of the roof at gutter/eaves (which is code), down valleys (where two roofing planes intersect), around the chimney, at the intersection of a roof plane and a vertical wall, and around any penetration through the roofline (soil stacks, vents, fans, skylights, etc).

2- Underlayment, more commonly known as felt paper is installed on all exposed roof decking. There have been technological advances (and now options) that have upgraded this component resulting in greater strength and breathe-ability (which prolongs the service life of wood decking).

3- Starter strips, another critical component. The starter strip is specifically manufactured for installation at all edges of your roofline to prevent wind and water intrusion under shingles.

4- Shingles, should have a third party endorsement such as the Good Housekeeping Seal of Approval.

5- Ventilation, all components are critical but this area is the single most important component of the roofing system. Proper ventilation provides longevity to your wood decking and every other roofing component. Even more critical than this, proper ventilation helps to provide for a healthy home.

6- Shingle cap, an overlooked area. This special shingle is manufactured specifically for different grade of shingles. It covers the peaks of your roof, enhances the roof's look and validates the system's warranty.

7- The Warranty is only as good as the company behind it. Warranty options available in the marketplace vary widely. **NDL** (no dollar limit) warranties are the best available because the manufacturer pays for labor and material at no diminished value.



As good as the roofing system's components are, installation is always the most critical. Look for certification and awards presented to your prospective roofing contractor by the manufacturer for excellence in installation.

Professional roofers earn real awards and recognition from trade associations or manufacturers. If he has them, a roofing contractor will brag about the awards or other recognitions he has earned for best practices. He doesn't have to settle for platitudes like "we're the best!" or "voted #1". The easiest way to be sure of getting a top quality job is to get someone who can brag about winning real rewards working on your home.

The key to a great roof: hire a company that uses well known products, a proven roofing system and uses manufacturer-certified installation crews. Look for a company with longevity in the market that has earned your consideration through past performance.

Contract

A written contract should be easily readable in terms understandable to the homeowner. Terms, conditions, oral promises and all agreements regarding your roofing project must be written down. This is a safeguard for both parties to be held to the agreement.

At a minimum the contract should include:

A preprinted letterhead with the company's name, address, and phone number

A thorough description of work to be performed, specifying all materials to be used in terms of quality, color, brand name, and manufacturer

A thorough description of the installation procedure of the products, in terms of quantity and location on the roof

A description of potential additional costs such as wood replacement and related pricing

Total pricing including explanation and cost of any required permits and all applicable taxes

Payment schedule

A modest down payment is understandable especially if the contractor has not done business with you in the past.)

The preferred method; no down payment and payment in full upon completion

Proof of insurance should be sent by letter direct from the underwriter to the homeowner



The Weather Stopper® 3-Part Roof Protection System Is Your Safest Choice!

THE BEST SYSTEM, THE BEST CONTRACTOR, AND THE BEST WARRANTY!

Part 1: The Best Roofing System

Premium Quality Shingles Roof Deck Protection Premium Quality Skylights Waterproof Leak Barrier Roof Accessory Paint Effective Attic Ventilation Distinctive Ridge Cap Shingles



The Weather Stopper® Roofing System has earned the prestigious Good Housekeeping Seal, which means that Good Housekeeping stands behind the products in this system. (Part 1 is Best Housekeeping Choice for its maximum protection policy.)



GAF-Elk is a U.S.-Owned Corporation

Quality Low-Slope Membranes™

*See Golden Pledge® Ltd. Warranty Addendum For Low-Slope Roofs for complete coverage and restrictions.

Part 2: The Best Contractor

Less than 3 out of 100 roofing contractors have been awarded GAF-Elk's Master Elite™ status! They are truly the "best of the best" because they are:

- *Local*
- *Financially Strong*
- *Properly Insured*
- *Properly Licensed*
- *Factory-Certified*
- *Professionally Managed*
- *With Hundreds of Satisfied Local Homeowners!*



Part 3: The Best Warranty

The strongest, safest warranty protection anywhere – period. And the only warranty that includes a factory inspection of your finished roof!



Three great reasons to call Kern's Brothers: (888) 355-6700



End Note

This guide was presented to help you understand what goes into roofing your home and to make an informed and educated buying decision.

Information was provided to assist you in finding and choosing a highly qualified roofing contractor and understanding the many components that go into roofing your home. In an industry that sometimes receives a question mark for integrity, added value must be given to professional roofing contractors that seek to earn your trust through best business and building practices.

No matter whether you are in your "forever home" or plan to move in 5-10 years, your roofing investment decision will be easier if you take the time to research and interview prospective roofing contractors and hire a professional roofing company that has earned homeowner, manufacturer and industry endorsements and bragging rights.

