

# A SIMPLE GUIDE TO ROOFING

TIPS TO AVOID COSTLY MISTAKES



# How To Choose the Right Contractor?

FOR YOUR PROJECT

It's important to recognize that your projects success is not simply how many shingles, and how much labour, and the price you paid. It's in the preparation process before and after. You are trusting this to the contractor, and before you spend your hard earned money we strongly recommended that you read this guide book before beginning your **contractor selection process**.

## REMEMBER!

You are trusting your most expensive asset to a contractor who is TEARING the roof off of your home!

### MOST COMMON GUILD QUALITY COMPLAINTS:



**33%**

of the time the contractor does not respond to complaint.



**7%**

of the time contractor cannot even be found or contacted to request a response!



## SOME IMPORTANT QUESTIONS TO ASK



### ARE THEY USING EMPLOYEES OR SUBCONTRACTORS?

Insurance is very important. Subcontractors are not insured by the company. They may provide an estimate that SAYS they will only use fully insured sub-contractors, and even show a copy of the agreement their make their subcontractors sign. However, neither of these is a confirmation that the contractor is actually presently insured! This goes for manufacturer certifications as well!



### ASK FOR PROOF!

Do not feel uneasy asking for this, as it is not unreasonable for you to be concerned. The professional contractor will be ready to have this information available. The true professional will appreciate that you are an educated customer that values the extra measures they have taken to protect YOU - the home owner.

This is the significant factor in the wide range of costs associated with your roofing project and therefor before calling any companies to do your estimate you have to decide if you wish to take all the risk and EXPOSURE to save a bit of money.

Most manufacturers have a certification program for their brand. To be certified contractors must pass product knowledge and installation tests, be informed on warranty terms, as well as part of the prescreening process applicants have to meet strict insurance and workers compensation requirements.

# Selection Guidelines for Homeowners

## CONTRACTOR SELECTION CHECKLIST

- ✓ Check to make sure the contractor has a business address, and GST number. Most complaints about contractors come from Low bid, undercapitalized contractors.
- ✓ Insist on seeing the contractor's proof of Insurance - they should be willing and able to provide specific name and phone number of broker. Many home owners have been harmed by uninsured contractors!
- ✓ Check Guild Quality, and see how complaints are resolved - complaints happen to the best company, how they are handled is more important.
- ✓ Insist on a detailed written proposal, not a price on a business card, and how they plan to complete the work, what materials they will use, complete descriptions of products and colors selected and payment terms. Communicate the start and completion date, and their plan for bad weather.
- ✓ Ask about local building code requirements and the builder's intent to adhere to those codes. Such as ice and water or ventilation.
- ✓ Ask the contractor about their workmanship warranty. The more common reason for leaks and problems with the roof have to do with the installation, and the warranty is predicated on the product having been installed properly and could void your warranty.
- ✓ Ask for References, and call them!

# How To Speak To References?



As the sales people, and if what the sales person promised is what the crew delivered.



Ask if the workers took special considerations to protect landscaping and the facade of the house.



Did they leave the home as clean as they found it? Were there nails and cigarettes left in the driveway



Was the price higher than the price they were originally quoted? And why?

## INSURANCE QUESTIONS



### HOW MUCH "GENERAL LIABILITY" INSURANCE?

Are you covered if the ladder falls on your car, or goes through a window?  
What if your house, frame, or personal belongings are damaged by a roof leak?



### WORKERS COMPENSATION INSURANCE

This protects the contractor and the home owner if the worker is hurt on your property.  
Roofers are #5 on the list for workplace related fatalities!

A Professional roofer is not going to be put off by these questions, the professional roofer will be proud of their accomplishments.



# A Simple Guide to Replacing Your Roof

IS THE ROOFING COMPANY...

## JUST RIGHT

- ✓ **No Home Owner Liability**  
 fully insured and covered.
- ✓ **Experienced workers**  
 10 years experience. Together crew has over 45 years experience.
- ✓ **Simple work contracts**
  - Easy payment options including low interest financing and credit card!
  - Using LOCAL suppliers.
  - Strong online presence and customer support.
- ✓ **Professional Work Crews**
  - Live a positive, healthy lifestyle.
  - Do not throw cigarettes off the roof.
  - We do not play loud, offensive music on your roof.
- ✓ **Family owned and operated**
  - Fast estimates
  - Completed on Schedule
  - "I see the home owner first, and last. I am also working on the roof, and collected the payment from the home owner"

## TOO SMALL?

- ✗ **Minimal to no WCB coverage or insurance**
  - The home owner is liable for the injuries.
  - Slow progress and not complete.
- ✗ **Limited business experience**
  - Often need money up front for material, and may not complete the job.
- ✗ **Tough to background check**  
 If something goes wrong, it's difficult to reach them, take any action against them, or warn others due to a lack of online presence.

## TOO BIG?

- ✗ **Too many People to deal with**  
 The qualifications are not very strict so its difficult for them to control work quality or site conditions.
- ✗ **Slow to respond**  
 To them you are just a number.
- ✗ **Complicated work contracts**  
 Written by expensive lawyers to protect them, not the customer.
- ✗ **Subcontracted Crew**  
 Company may be certified, but is the crew certified, and are they doing certifiable work?

## STEP BY STEP GUIDE TO A PROPER ROOF!

  
 As a Owens Corning certified roofing company we can install the fully warranted roof system to leave you protected longer for free!

  
 Full iPad Roof inspection, and estimate with high resolution photo documentation of the job progress.

**NAIL ZONE**  
  
 We use special shingles with a larger nailing area, and ALWAYS use 6 nails in every shingle. This gets you the high wind warranty!



**6 Thousands of Nails**

**5 Hip & Ridge**

**4 Shingles**

**3 Ice and Water Barrier**  
\*in critical areas and valleys

**2 Underlayment**

**1 Starter Shingles and Eave protection**

 Our biggest selling feature is our **3 Step Cleanup:**

**PREPARE** Tarp entire yard, and protect decorative yard features.

**PREVENT** Take care when dropping old material from the roof.

**PRIDE** Use a Magnet rake, brooms, and full crew effort to leave the job site cleaner than when we came!

# The Benefits of Choosing Owens Corning Shingle Products

**Two Technological Breakthroughs In One High-Performance Shingle.** The innovative features of TruDefinition Duration STORM Impact-Resistant Shingles with patented SureNail and WeatherGuard Technologies offer a quality product you can trust.

BEAUTY THAT'S DESIGNED TO WEATHER THE STORM



## **BREAKTHROUGH DESIGN.**

Featuring a tough, woven engineered reinforcing fabric to deliver consistent fastening during installation.

## **TRIPLE LAYER PROTECTION.<sup>®</sup>**

A unique "triple layer" of reinforcement occurs when the fabric overlays the common bond of the shingle laminate layers that offers excellent fastener holding power.

## **OUTSTANDING ADHESION.**

Our enhanced Tru-Bond<sup>®</sup> sealant grips tightly to the engineered fabric nailing strip on the shingle to the right.

## **EXCELLENT ADHESIVE POWER.**

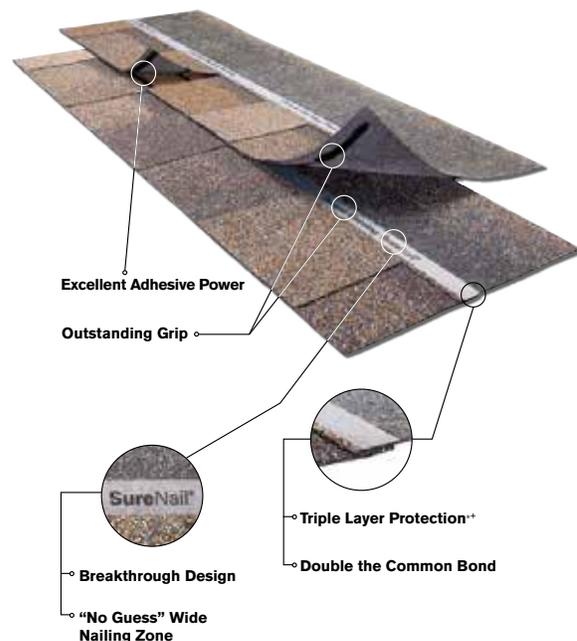
Specially formulated, wide adhesive bands help keep shingle layers laminated together.

## **EXCEPTIONAL WIND RESISTANCE.**

Engineered to deliver 130-MPH\* wind warranty performance with only 4 nails. Fewer nails required can mean fewer deck penetrations.

## **IMPACT RESISTANCE.**

The integrated polymeric backing feature of our patented WeatherGuard Technology helps achieve one of the industry's highest ratings.



*Not a guarantee of performance in all weather conditions.*

# Total Protection Roofing System®



Owens Corning® Total Protection Roofing System® integrates engineered Owens Corning components that work together to address these three primary performance areas, critical to a high-performance roof, while also making it easy to understand the importance of each. With Owens Corning, it's easy to confidently deliver total protection, beauty and peace of mind.

TOTAL PROTECTION SIMPLIFIED™

## **SEAL.**

HELPS CREATE A WATER-PROOF BARRIER

Ice & Water Barrier Underlayment

## **DEFEND.**

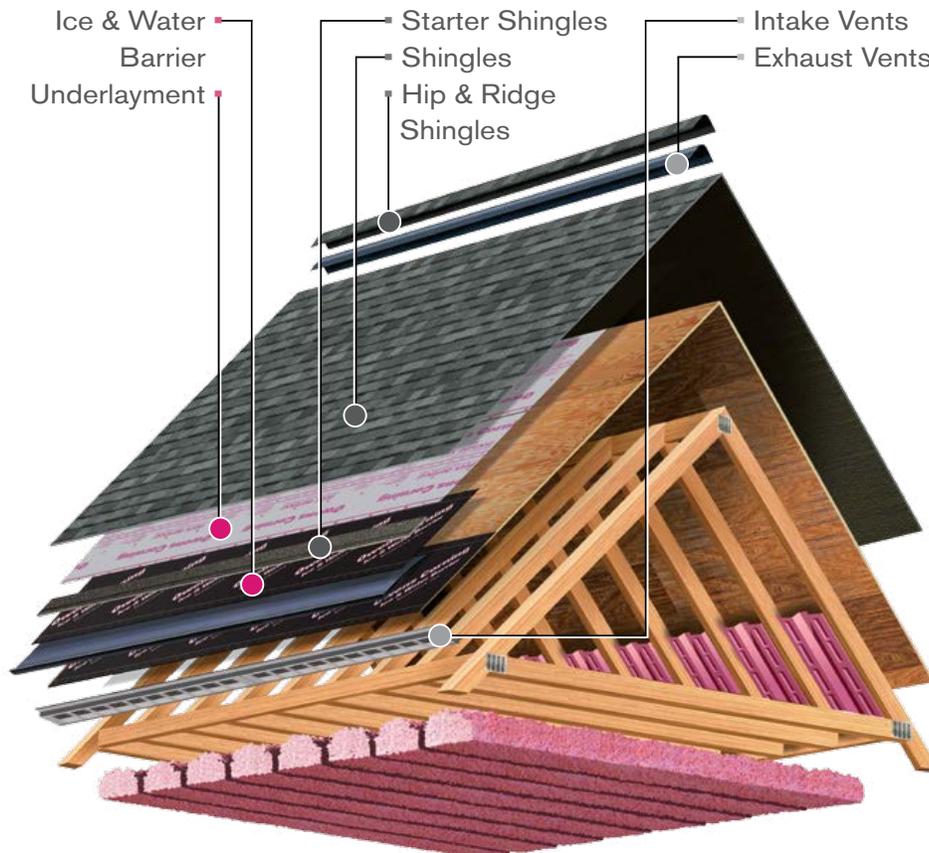
HELPS PROTECT AGAINST NATURE'S ELEMENTS

Starter Shingles  
Shingles  
Hip & Ridge Shingles

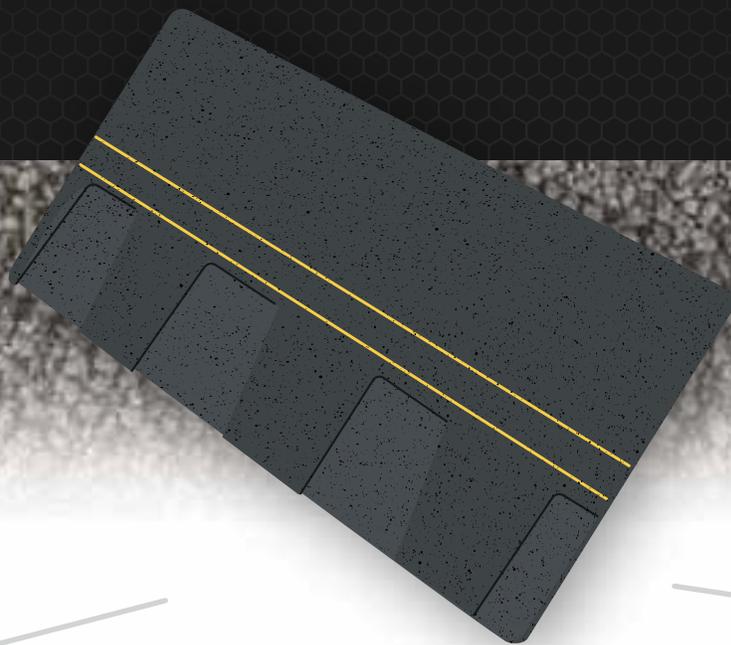
## **BREATHE.**

FOR BALANCED ATTIC VENTILATION

Intake Vents  
Exhaust Vents



# The Benefits of Granules on Asphalt Shingles



## UV RAY PROTECTION

Asphalt ages because UV rays from the sun dry it out. By embedding granules into the asphalt it reflects sunlight and protects it from harmful UV rays.



## APPEARANCE

With Multiple colors to choose from home owners are able to give their home a unique and rich look that lasts!



## WORK SURFACE SAFETY

The Granules increase work surface safety, and new technologies increase granular embedment. So they stay on the shingle during installation.

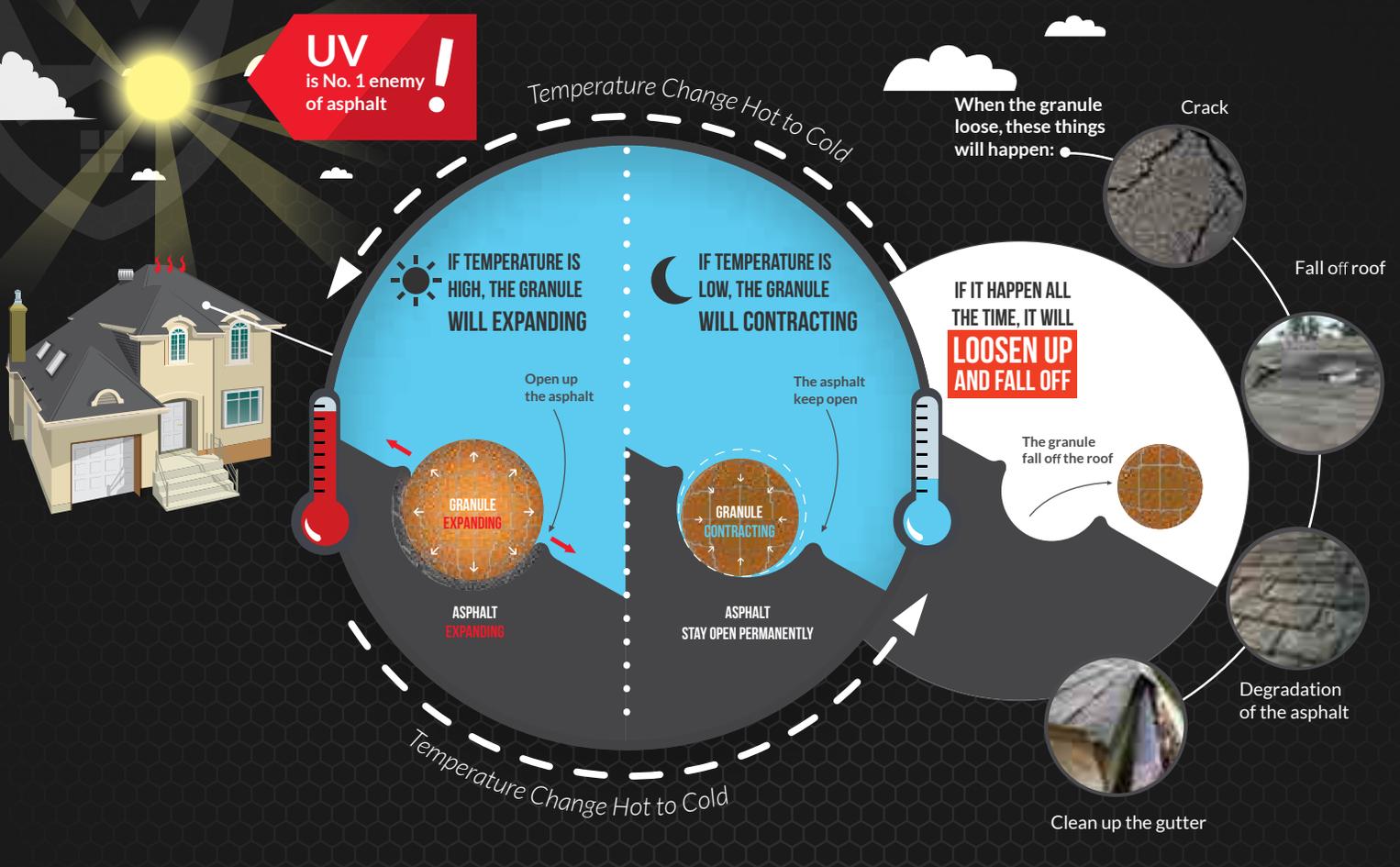


## MANUFACTURING

Shingles are a very green product, easily recyclable, and made from recycled materials. Allowing for a very long multi-cycle several decade product lifetime. Granules help extend that cycle and reduce radiant heat into the home reducing energy use and homeowner energy costs!

**MULTIPLE COLOR OPTIONS TO MATCH ANY HOME!**

# Granule Retention



## INTRODUCING

# FLEXOR™

POLYMER MODIFIED ASPHALT



With Polymerize, the asphalt will flexible and has memory



It will sock it and hold granule in place



Even when the granule expand and contract, it will HOLD IT.



And the result is Higher granule Retention



Longer lasting roof



The roof will look better for many years to come

# Cool Granules



Allows for greater durability with a variety of structures.



Allows for a variety of colors, finishes and looks to match any home.



Special particle to protect the asphalt shingle from UV Rays and aging. Make your roof cool than any house.



Increase the VALUE of your home



**THE COOLER WE CAN KEEP THE ASPHALT,  
THE LONGER THE ASPHALT WILL LAST, PROTECT YOUR FAMILY,  
AND THE THINGS YOU CHERISH!**

# How Drip Edge Will Add 5 Years of Life to Your Roof

## What is Drip Edge?

The drip edge is a thin band of a non-staining, non-corrosive, non-rusting metal which is put around the eaves of your house any time roofing specialists install a new roof on your home.

## The purpose of it?

To avoid ice dams or snow fall from getting beneath your shingles and making the decking or underlay moist, which is a common cause of roof leaks, wood decay, mildew, mold, and damage to your eaves troughs!

The purpose is to "Connect" the edge of the roof, to the entrance of the gutter, to result in easy constant flow of water from the surface of the roof, into the gutter. With little chance of ice damming getting under the shingles, or behind the gutters.

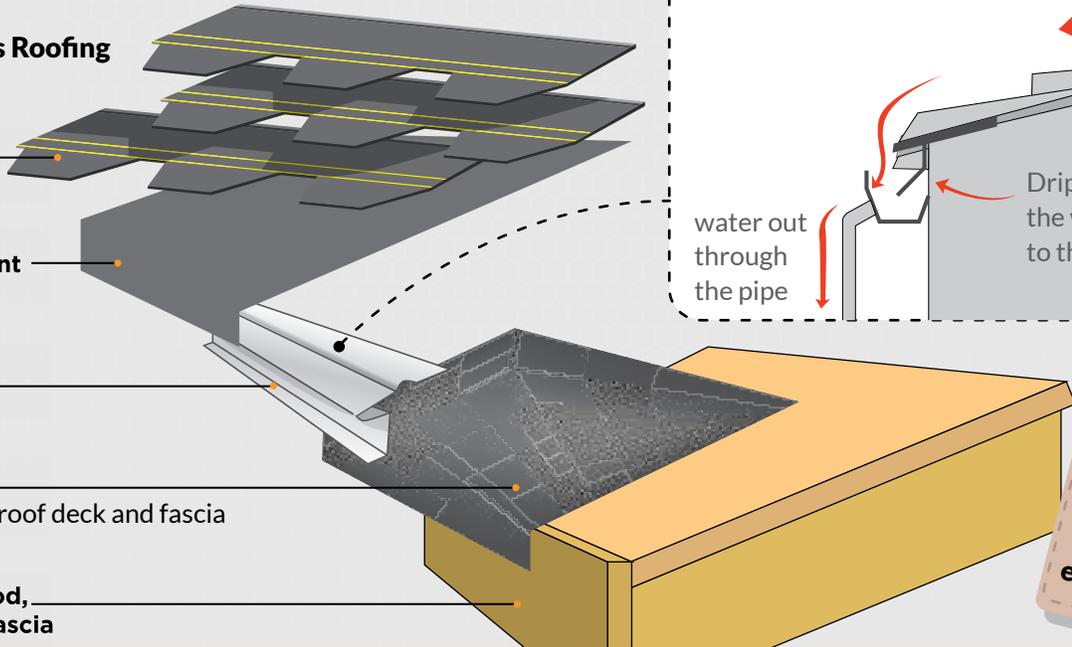
Correctly installed it can add

**25% MORE LIFE TO YOUR ROOF!**

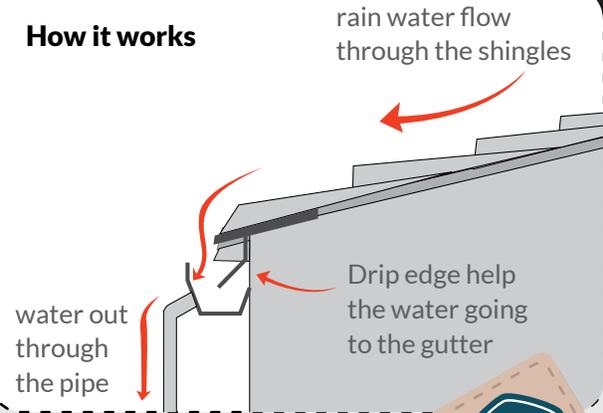


## How Do BulletROOF's Roofing Contractors Install It?

- 5 Roofing Shingles
- 4 Roof Underlayment
- 3 Drip Edge
- 2 Ice shield to protect the gap roof deck and fascia
- 1 Roof deck Plywood, Rake board and fascia



## How it works



## DRIP EDGE IS A MUST



ICE DAMS



WOOD DECAY



DAMAGED GUTTERS

## HOW IMPORTANT IS IT?

Any company that does not recommend or insist on drip edge does not have your best interests at heart. These are the 3 most common failures to result from a lack of drip edge installed on the roof.

Most manufacturers' guarantees for roofing shingles are useless if they're mounted without having a suitable drip edge, so it is **generally to your advantage to ensure it is contained in any new roof top installation.**

# How Roof Ventilation Saves You Thousands of Dollars!

**7/10** of the homes we do estimates on are **below code** for ventilation.



and

Code is **BARE** minimum compared to real world needs!

*In the summer*

*In the winter*



- Attic heat builds up
- House becomes uncomfortable
- Cooling costs increase
- Shingles can deteriorate prematurely

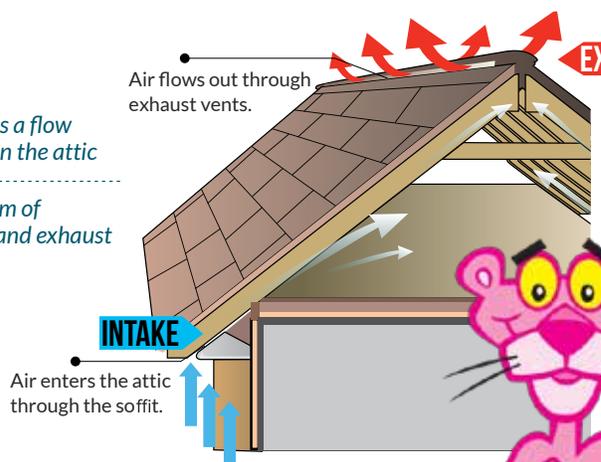
- Heat and Humidity from home builds up in attic.
- Leaks can allow moisture to get into attic space.
- Indoor air quality deteriorates
- Wood can rot
- Insulation can lose its R-value



## HOW IT WORKS

Creates a flow of air in the attic

A system of intake and exhaust



It's because my home has adequate ventilation.

### How it saves the home owner lots of money

Proper Ventilation is a double edged sword, slashing costs around your home

**1** Reduced air conditioning costs in the summer due to less radiant heat from the shingles.

**2** Longer life from shingles due to less heat in the summer, and fewer ice dams in the winter.

VENTILATION INSTALLED  
**25-50% MORE LIFE**

Proper ventilation can give your roof **25 - 50% MORE LIFE!** while lowering your utility bills!

# Rooftop Safety

Regardless of whether your home's roof is designed to last longer than the tests of time, it is nonetheless susceptible to Mother Nature's short-term ravages. Roof evaluation ought to be a part of every homeowner's once a year routine house inspection.



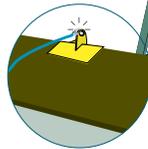
**MOST NON-WORK ACCIDENTS HAPPEN IN THE HOME. MORE THAN CAR ACCIDENTS!**

## SAFETY BELT



Wear a safety belt, easily found @ Princess Auto in Edmonton for under \$250! The challenge is getting it secured at the peak of your roof. Take care when securing the anchor, it should be rated for 5000 lbs and installed at the peak.

Attach the belt to the anchor with a strong rope or Tie yourself off using an adjustable tether that limits your travel to the perimeter of the roof.



## LADDER



Pick a strong ladder that reaches at least two feet higher than where you plan to step onto the roof. Here are some tips:

1. Place the ladder on a sturdy, even surface.
2. Make sure the ladder is rated to your weight.
3. Do not reach too far to the side, as the ladder may tip. Always have two feet and one hand to secure yourself.

## SHOES



Only wear something that has good ankle support. A rolled ankle is the #1 reported pre-fall occurrence. Make sure they have soft grippy soles too!

We suggest Roof Jacks, these are brackets that nail into your roof, and allow you to mount 2x6 lumber for a shelf like platform to work from. We use them all the time, and so should you!



## HOW SHOULD ONE HANDLE THE ROOFING MATERIALS?

$$5,200\text{LBS} \times 3 = 15,600\text{LBS}$$



## KNOW YOUR ROOF!

Tile and Cedar are much **more slippery, and easy to damage.** They can also suddenly become loose, sending you flying down the roof with them!

## PLAN THE JOB!

Be aware of weather conditions. Remember, any roof material removed has to be sealed in before leaving!



**PLAN AHEAD, GIVE YOURSELF LOTS OF TIME!**



Be careful of fatigue, improper lifting, and hot weather causing dehydration.

A single layer of roofing material weighs about 5200 pounds.

- 1 A Layer to be removed and disposed.
- 2 New Roofing material loaded to roof.
- 3 New roofing material to be Installed.

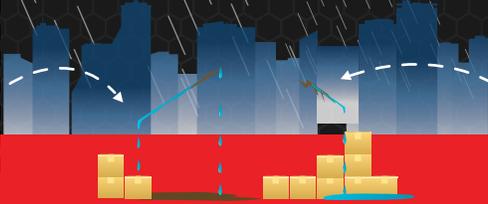
If you do not feel safe carrying out the work on your own. Or if just the thought of heights give you quick episodes of vertigo or acrophobia, it is best to leave it to BulletROOF Roofing Professionals.

# How to Locate a Roof Leak!

The leak doesn't always come from directly above the drip!

Sometimes it runs down the rafters or other contents in attic!

Leaks in your roof can lead to a number of hazardous issues such as mold growth as well as the pooling of moisture throughout your home which can lead to structural damage and more.



## TOP TIPS TO LOCATE A ROOF LEAK!

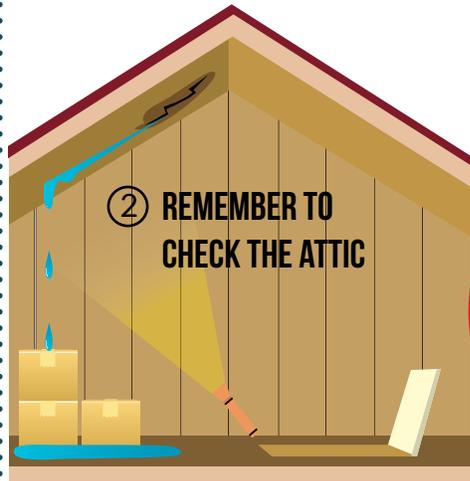
### ① BE AWARE OF THE SIGNS

- Droplets of water found
- Stained or Discoloured Ceilings
- Wet Carpets



### ② REMEMBER TO CHECK THE ATTIC

Follow the drips with Flashlight and you should find the entry point!



**KEEP IN MIND, THE DRIP MAY NOT BE DIRECTLY BELOW WHERE THE WATER IS ENTERING THE HOME!**

### ③ MAKE IT RAIN!

Get a professional to go up on the roof and spray down the roof to find the location of the leak.



### ④ TRY THE WALLS

Soft or bubbling wall paper can mean that leaks are going into the walls. Pay attention around bay windows and lookouts.



Work as a team, have some - one looking in the attic\*\* while another simulates the raining conditions.

According to the office for National Statistics, **1 of 3 people injured at home are from Falling!**



**PLEASE BE CAUTIOUS  
WHEN CHECKING FOR LEAKS**

We do photographed inspections for free, just let us do it for you!



# The Top Things You Should NEVER DO to Your Roof



Your roof is one of the most important parts of your home! A leaking roof can cause exponential damage to the rest of your home.

**Proper maintenance and care is important, but there are also some things to NEVER do to your home!**



## 1 INSTALLING ROOFING MATERIALS OR SHINGLES OVER DAMAGED ROOFING



Do not patch your roof with material, on top of material. Gravity and Moisture do not work together this way and you are only causing more damage to your roof. If you cannot do as good of a job as a professional, **get a professional to do it for you.**

## 2 USING A PRESSURE WASHER OR HARSH CHEMICALS

Unsightly stains can be a bother, but pressure washing or using harsh chemicals can cause the granules to come loose and the asphalt to dry out. These are designed to protect your roof. Those unsightly stains might be gone but you will soon have water stains inside your house, **OR WORSE!**



## 3 IGNORING MAINTENANCE OR REPAIRS



Any leak or needed repair needs to be addressed immediately. **An ounce of prevention, is worth a pound of cure!**



# What to Do When Hail Hits Your Home

Anyone living in Calgary, Lacombe, or Red Deer in the Summer of 2015, has likely encountered some hail damage.

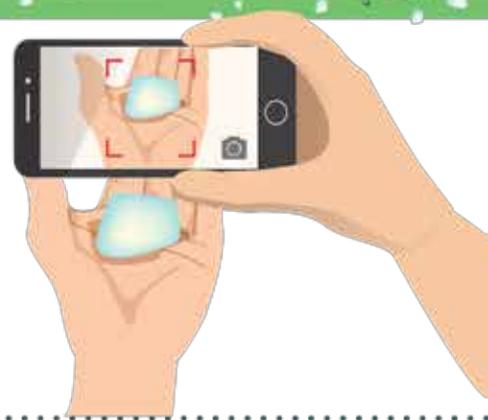
Follow the steps to protect your home, AND YOUR WALLET!



**1 ASSESS THE DAMAGES AND CHECK FOR LEAKS**

**3 TAKE A PICTURE OF THE HAIL OUTSIDE**

Document the size of hail your home encountered. Make sure to use your hand for relative size.



**2 STOP THE MADNESS! TARP THE ROOF!! IF IT'S LEAKING**

Roll one end around the tarp, and put over peak on opposite side of leak. Run tarp from peak to trough and seal with boards, nail a board to end of tarp to weigh it down several feet below gutter.



Here are **5 EMERGENCY STEPS** TO PROTECT YOUR ROOF FROM HAIL

**4 CALL YOUR INSURANCE COMPANY**

They will send an appraiser to your home to assess damages and will usually have a contract with a large size roofing company to Come appraise the repairs.

**5 CALL SARGEANTS ROOFING RIGHT AWAY TO SAVE YOU MONEY!**

No hail insurance? No problem! We offer **convenient payment terms** as well as big savings on roof repair to get you by until it's time to re-roof the whole home.



- ✓ Know your deductible!
- ✓ Ask for a detailed inspection and estimate including material costs
- ✓ Ask if your roof will be repaired by employees of the company, or subcontractors.
- ✓ Find out what the terms are if you would like to upgrade your roof system

# Can a New Roof Installation Improve the Curb Appeal & Value of Your Home?

If you are a homeowner that's planning on selling in the next few years and you are looking for some renovations that you can complete to add value and curb appeal to your home, you may want to consider roofing. While many homeowners are quick to update the interior of their home as well as exterior touches like siding or decking, roofing can have a powerful impact as well.

## SOME TOP INDICATIONS

time to include roofing in your renovation budget



### THE AGE OF YOUR ROOF

If your roof is over 15 years old it may be a good idea to get some type of professional inspection.



### QUALITY OF SHINGLES

New shingles can give your home a beautiful and updated look. Any missing shingles on your roof could be potentially exposing the roof structure to the elements which can lead to more expensive repairs later on.



### GUTTER CONDITION

If your gutters have rust or they are sagging this can be an indication of disrepair. Replacing or repairing gutters can be an excellent way to update the look of your home and ensure that your roof is draining properly.



### Perceived Cost

of replacing a roof (to a home buyer)



### Much Higher

than the actual cost

**To the BUYER it requires them to sacrifice MORE than just the money.**



They just bought the home, so it spoils the buying experience



Getting a roof done is noisy and temporarily messy.



Roofing jobs require careful selection of the contractor. A mistake here can be costly and annoying.



New home owners want to personalize their home.

## Selling a home that needs a roof, COSTS the seller more than just the money it takes to re-roof. THAT MEANS...



A home needing to be re-roofed spends more time on the market before selling.



The home owner wants to get a big discount for the hassles mentioned above, so the sale price is negotiated more aggressively.



There are fewer buyers looking for fixer-uppers than homes that appear well maintained.



EVERY home inspector... EVERY SINGLE ONE... checks the roof FIRST. Since an old worn out roof can cause leaks, and since leaks can cause lots of other hidden problems, the home inspectors will be less likely to give the house a positive review, and the whole report will have an looming uncertainty regarding the homes integrity.

# What New Homeowners Should Know About the Roof

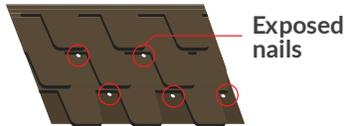
## HERE ARE THE BASICS OF CHECKING A ROOF

### ✓ SHINGLE DAMAGE



Hail, rain and windy snow are typical weather conditions that may increase the risk for shingles on a home's roof to wear. Seek out roof shingles that are rounded or otherwise misshapen, lacking granulation, have holes within them, or are in any other case impaired.

### ✓ EXPOSED NAILS



Rushed install can result in "low nails" or nails that are exposed. They are shiny and easy to spot, and are a tell tale sign that you should be looking for more places where corners may have been cut.

### ✓ DAMAGED GUTTER



A roof that has damaged gutters can also be encountering foundation issues. This applies to rain gutters that are stuffed, particularly if the particles have accrued for a considerable time period.

### ✓ HAIL DAMAGE



Hail is a common problem, in 2015 serious hail hit Lacombe, Alberta and it has had various effects. As a minimum they cause granular loss.

Look for dents in the shingles, or in tin vents. Discuss having the home owner go through insurance! Also, consider your hail insurance plan when looking to get coverage for your home.

### ✓ SAGGING



If any part of the roof top is loose this might point out that the whole framework is affected. Drooping at the centre of the roof, or maybe close to the corners, is an extremely serious problem.

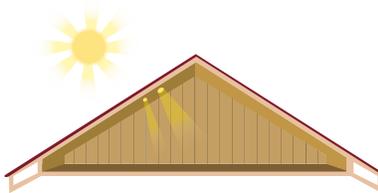
This can be difficult to see from the ground, or a ladder, and is easier to feel than to see. However, if you CAN see it, that is a sign of an EXTREMELY serious problem.

### ✓ LEAKS



In the process of looking for leakages, check for typical indications of water damage and mould around the house's walls as well as the ceiling. Consequently, a dripping roof should invariably be scrutinized a lot more extensively to obtain the best cause of the problem.

### ✓ HOLES



In serious instances openings in the roof might actually be noticeable due to light passing via them on the surface. These types of openings can be a major problem and ought to be taken care of instantly.



When buying a home, it is a very cheap insurance plan to have us perform a **Pre-Purchase roof inspection.**

We will provide you with a completely photographed summary of the condition of any roof, of any size, as well as the attic.

Which could **save you THOUSANDS** of dollars.



**ONLY \$99**



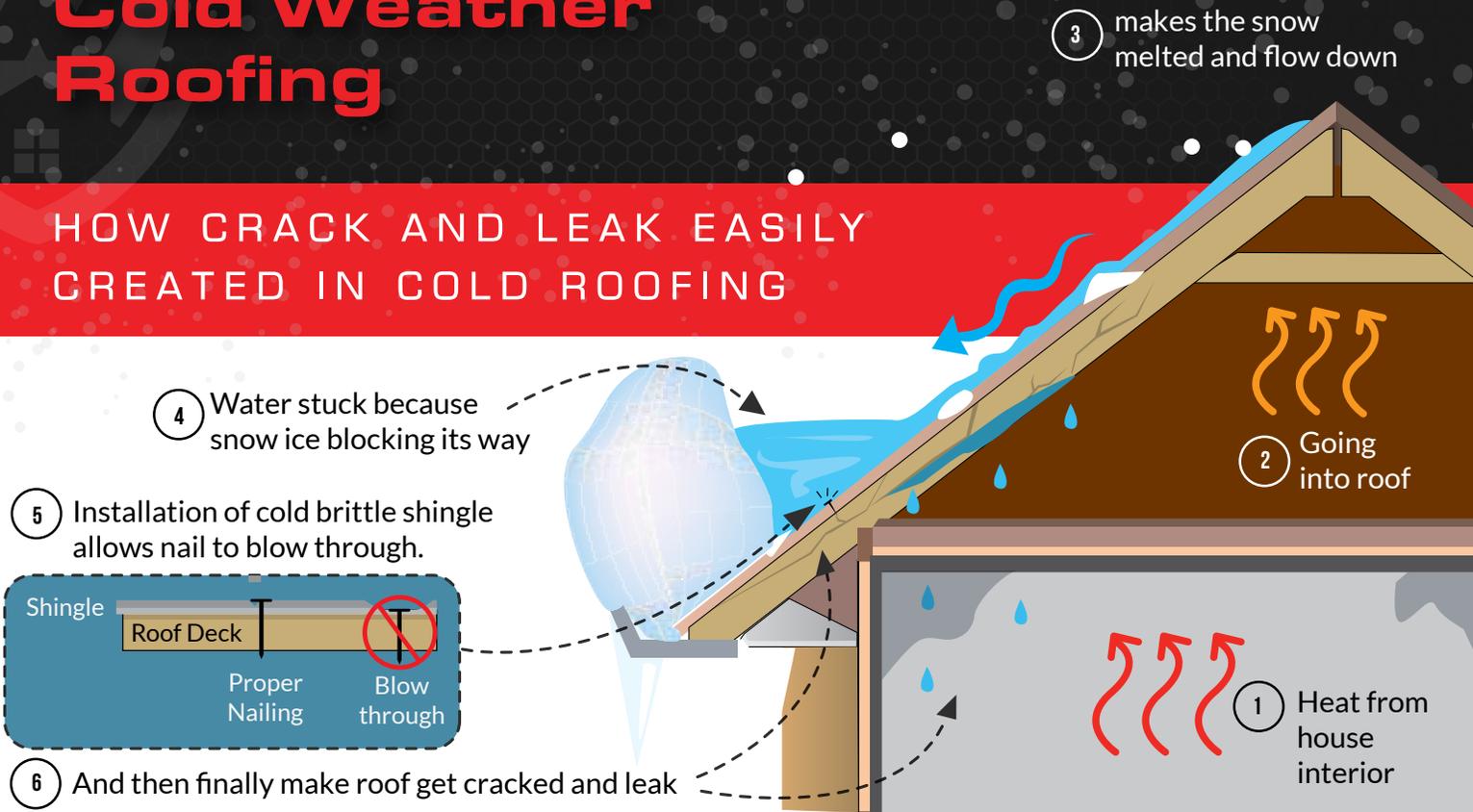
Check for Fresh paint touchups on roof surfaces. The cheap way to fix a leak is to cover the stain with paint before selling a home.

EXTERNAL PARTS OF THE ROOF

INTERNAL PARTS OF THE ROOF

# Why We Don't Do Cold Weather Roofing

## HOW CRACK AND LEAK EASILY CREATED IN COLD ROOFING



## Some reasons why roofing in the cold doesn't work!

- 1. Temperatures effect on the shingles**  
carrying one bundle of shingles up the roof In cold weather, this causes them to crack.
- 2. Rush the job!**  
Its Cold, who wants to be out in the cold one minute longer than they have to be? In addition to the cold, the job also becomes more difficult.
- 3. Sticky sealant bands do not adhere together**  
Basically a sticky tacky line of tar on the shingle to seal the shingle to the one below it, so when the wind blows it doesn't flap up, and allow water up under the shingle.



## These are the effects of cold roofing



**SO IF WE CAN SELL THE WORK FOR MORE MONEY, AND THE CUSTOMER DOESN'T CARE, WHY WOULDN'T WE DO IT? A VERY SIMPLE ANSWER, INTEGRITY**

## ABOUT BULLETROOF

At BulletROOF, we work hard to get you everything you deserve in your insurance claim, but it doesn't stop there. Our experienced team will work with you to educate you on the products that meet the needs of you and your home. That's not just shingle talk. At BulletROOF®, we educate our clients on the importance of ice and water barrier, synthetic felt, drip edge, ventilation...all the way down to the unique nails and caulk we use! We want you to see and understand the details we put into your new roof.

Armor your home from leaks and issues down the road by choosing the best now. BulletROOF® is determined to provide you with high-quality customer satisfaction and service. Our roofing company will do everything we can to exceed your expectations.

### CHOOSE PLATINUM FOR THE PROMISE OF EXCELLENCE

Owens Corning Roofing and Asphalt, LLC, and its family of companies, have been leaders in the building materials industry for over 70 years. In fact, there's a good chance you have PINK® Insulation in your home. Owens Corning™ Roofing Platinum Preferred Contractors represent less than 1% of the roofing contractors in the industry.

They provide the peace of mind that comes from having quality shingles installed by local experts and perform workmanship few other contractors can offer. There's a reason Owens Corning™ Roofing is one of the biggest names in the industry: commitment to excellence. So it's no surprise that Owens Corning™ Roofing endorses only the best and the brightest.



1-855-ROOF-866

