

RESIDENTIAL ROOFING



INTRO

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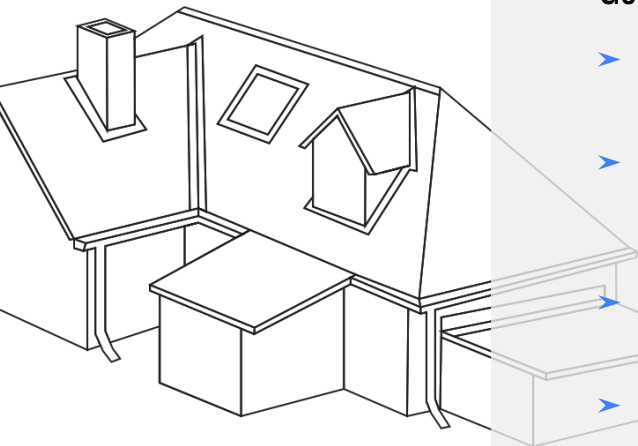
# Introduction to the **ROOFING INDUSTRY**

# Introduction

## Welcome to the Roofing Industry

The roofing industry is one of the most stable industries in America right now, and it's showing no signs of slowing down. Twenty billion dollars spent this year on roofs shows how crucial they are for our homes today, which means their importance will continue as more houses are built in future years.

The roofing industry has been rising for quite some time now, and it seems like good times are ahead. The system is intricate with many moving pieces, but this business still has potential even when considering all these factors.



## Goals of this Manual

- Education is the most effective tool our industry is missing to elevate the community as a whole.
- We wanted to create something that's not just a tool for the salespeople but something everyone who works for the company can read through to understand roofing and the process better.
- This manual is a resource for your team to train, look back through, and answer all their roofing questions.
- Educating and Informing is the main objective of this manual.
- The Roofing industry is constantly changing and growing. This guide helps keep you up to date and in the loop.

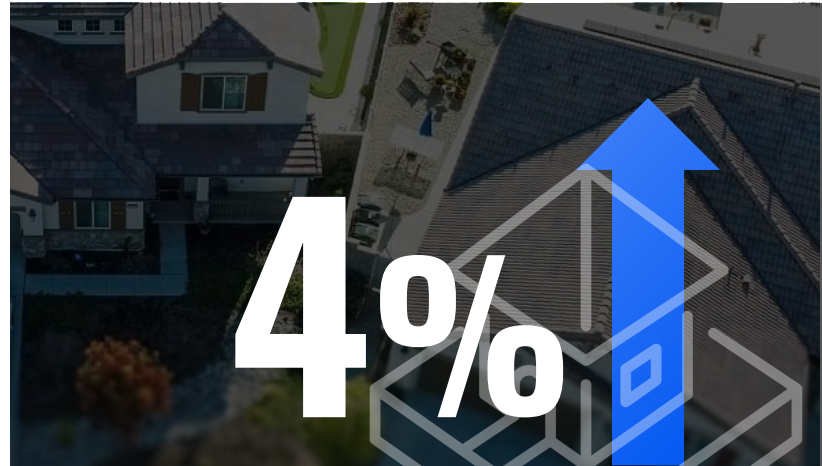


# State of the Industry

There is an expected growth of over 4% yearly in the roofing industry and will reach \$19.9 billion by 2021. Factors affecting the market's growth are related to population growth and new construction, storms and adverse weather, and the age of existing buildings.

2021 - \$19.9 Billion

The Global Roofing Market is estimated to grow at 3-5% Annually



## Industry Trends

The following data is supplied by Clear Seas Research, the survey and research brand of Roofing Contractor Magazine, forecasting trends and data of the State of the industry in 2021.

It is recommended that Roofing Business owners stay ahead of national trends in the roofing industry. The State of the Industry Report highlights essential industry changes, and much of this data can translate into new efforts for your roofing company.

Residential Roofing Trends: 85% of residential roofers believe their total sales volumes will increase over three years. The roofing industry likely expects to rebound from the past year and continue to grow from there. The following data is based on contractors that do the majority of RESIDENTIAL roofing projects.

- Roof replacements remained the primary source of revenue for residential roofing contractors at 31%, compared to repairs and new construction (both at 13%).

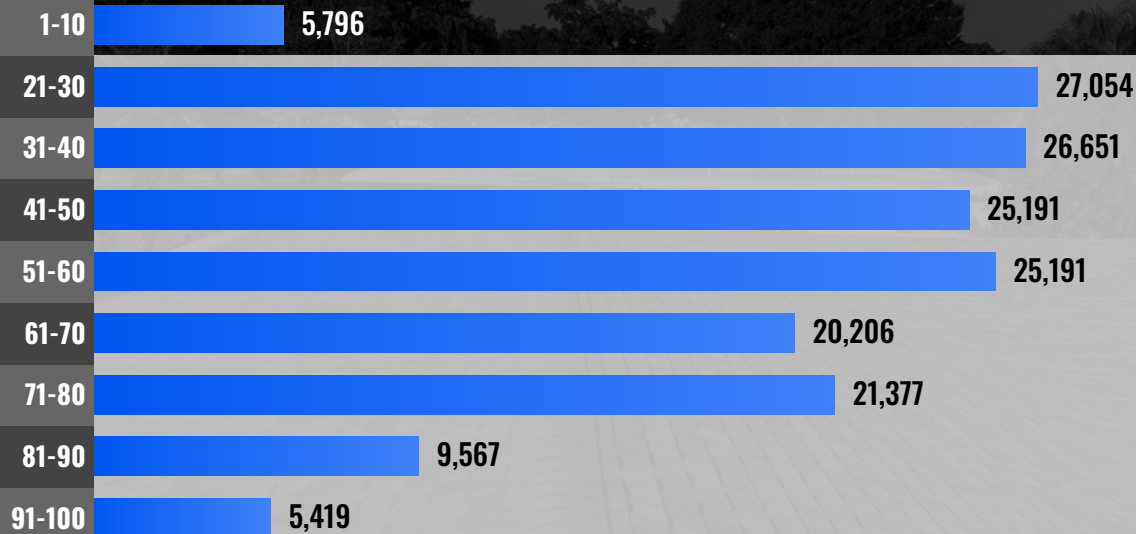
- On average, shingles accounted for 28% of the contractors' revenue.
- In 2020, 18% of revenue came from metal roofing for residential roofers. More than half of respondents said they expect metal roofing to grow from 2019 to 2020, and 68% anticipate metal sales to increase in 2021.
- The need for qualified workers caused an increase in the use of subcontractors to complete field labor by 17% in 2020. Despite this, residential contractors say that 59% of their jobs are completed by full-time workers versus 29% by subcontractors.
- Most residential contractors who responded say they have less than ten employees in their business, but all respondents reported their labor costs jumped by an average of 16% in 2020.
- When training the employees, they do hire and retain. Direct training is the preferred method of residential roofing contractors, with 85% saying they train in-house and on the job. Despite this, only 45% of residential contractors have a formal training program. Another 7% say they don't offer training.





# Introduction to Roofing

Number of Homes by Age in the US - 2020



NUMBER OF HOMES IN THOUSANDS

RANGE OF ROOFS  
THAT NEED REPLACEMENT



**87%**  
Single-Family Homes



**50,000+**  
Roofing Businesses in  
the US Valued at \$31.4 Billion



# Roofing Company Rules

## DO'S

- Have a positive attitude
- Stay connected with clients and respond in a timely and efficient manner (same day is always preferred!)
- Check your voicemail, e-mails, and texts every hour
- Stay organized and utilize the CRM
- Keep your area or vehicle clean
- If you are on time, you're late! It's always best to be early to work and client appointments!
- Communicate any issues or concerns to management team, we want to work together on doing what's right for the customers.
- Help team members, we are in this together.
- Treat others the way you would want to be treated
- Presentation is everything. Wear uniform, clean clothes and fresh appearance in office and clients property.
- Professionally represent our company in the field, online and anytime you are in company vehicles, clothing and around clients.

## DON'TS

- Don't be late.
- Don't make excuses and complain, find solutions instead.
- Don't lie about any situations, honesty is best.
- Don't hold back any issues that need to be addressed with clients from management team.
- Don't try to take everything on yourself, use the leadership team to assist you when possible.
- Don't be reactive, be proactive and an action taker.
- Don't have bad attitudes or argue with employees or customers... if there is a problem please see your manager
- Don't bring personal issues to work
- Don't take personal calls, text messages or emails during working hours unless its an emergency
- Don't expect people to do your work for you
- Don't gossip unconstrained conversations or reports about other people, typically involving details that are not confirmed as being true

# About Us

## Training Worksheet

Every company is different in their roofing approach. During training, take the time to fill out this worksheet with the specific products, systems, and more that your company uses.

How long have we been in business?

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What areas do we serve?

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What are our core values?

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What makes us different?

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What certifications or local affiliations do we have?

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Notes

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# My Role

## Training Worksheet

Every company is different in their roofing approach. During training, take the time to fill out this worksheet with the specific products, systems, and more that your company uses.

What is my title?

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Who is my supervisor?

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What is my main goal?

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Job Duties

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Daily Tasks

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# Notes

# Training Worksheet

Every company is different in their roofing approach. During training, take the time to fill out this worksheet with the specific products, systems, and more that your company uses.

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RESIDENTIAL ROOFING



PART.1

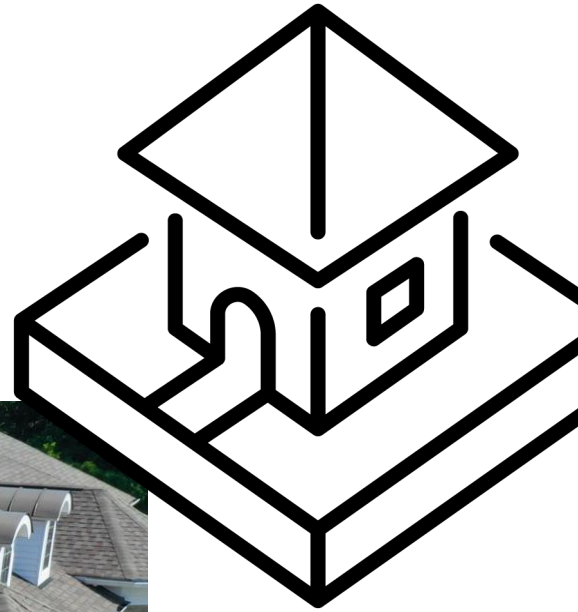
A faint, white line drawing of a house with a chimney, a skylight, and a smaller gabled roof section, serving as a background for the title.

# Everything you Need to Know **ROOFING BASICS**

# Introduction to Residential Roofing

## Importance of a Good Roof

A good roof is one of the essential aspects of a home. There are so many benefits to of a strong roof system, but many homeowners neglect this part of their home. It's important to be educated on the benefits of a good roof and be able to communicate that to the homeowner, as well as your friends and family that also may be in need of a new roof.



### Protection

A strong roof system protects everything underneath it. If your roof has proper underlayment and weather proofing, it can protect the rest of your home from water damage.

### Energy Efficiency

Recent innovations have allowed manufacturers to create shingles and other roof materials that reflect the sun's rays rather than absorb them. This can reduce homeowner energy bills.

### Property Value

Offering future buyers the opportunity to snag a house with a certifiably safe and low maintenance roof improves Property Value. It also boosts curb appeal which is a huge selling point for homebuyers.



# The History of Roofing

Before our ancient ancestors constructed lean-tos, their only concept for putting "a roof over their heads" was to live in caves! Over the centuries, many different residential architectural styles and roofing have flourished into distinct categories - Colonial, Victorian, Craftsman, Usonian, Neoclassical, Cape Cod, and many more.

Today, home architecture in America offers a fascinating array of architectural expressions and roof configurations. In just the last 200 years, so many styles have emerged. Understanding trends will help with how you approach a roof system and what material may be best for the job.



## 1920s

More modern building materials became more widely available starting around the 1920s, such as brick and stucco. Colonial-style homes with high-peaked roofs and dormer windows grew in popularity. Classic Cottage-style homes were also constructed in large numbers during the 1920s. The roofs of these homes had exposed rafters and cross-bracing of the gables.

## 1930s

Ah, the enclosed garage appears in home architecture more than ever, as a growing population buys cars! The 1930's Minimal Traditional style features gabled roofs and an enclosed, connected garage.

## 1940s

Renowned architect Frank Lloyd Wright introduces Usonian-style homes with flat roofs and large cantilevered overhangs.

## 1950-60s

Ranch-style homes with gabled roofs exploded in popularity. These homes have an uncomplicated design and flexible floor plans.



## 1960s Gable Roof

# The History of Roofing

## 1970s

One of the most distinctive styles and one that instantly brings to mind the 1970s is the Neo-Mansard, with a roof characterized by two slopes on all four sides where the lower slope becomes steeper than the upper.

## 1980s

Coined in the 1980s, “McMansion” is the multi-story houses of the nouveau riche. McMansions often have Palladian windows over the main entry, multiple chimneys (not necessarily functional), dormers, and other showy components.

## 1990s

Pop-tops become the rage as people add second stories to their homes. Adding a full second story is common, but one-and-a-half-story houses can add plenty of needed space more economically. Installing dormers to convert the attic into a bedroom is common too.

## 2000s

Everyone wants to express themselves uniquely, and one way to do that was with the popular Neo-French style home identifiable by the roof's steep pitch, sometimes with flared eaves.

## 2010s

In a world where home security is on the rise, there has been an increased demand for Smart Homes. These smart homes can be defined as any dwelling home that uses intelligent technology and IoT devices to give users convenience while also providing peace of mind through safety measures such as visible cameras or spotlights during nighttime hours. Homeowners are more energy conscience at this time and will appreciate education in new technologies in roof systems as well.

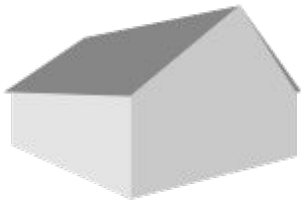
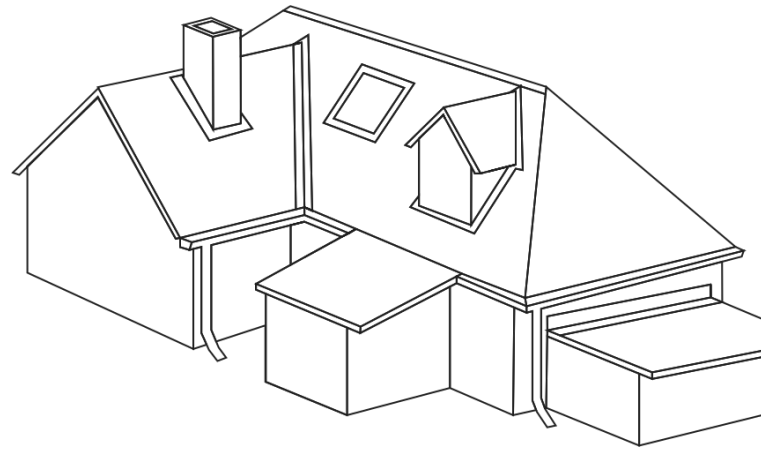
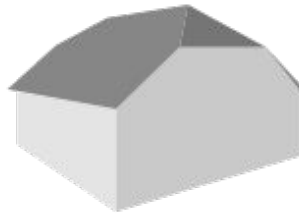
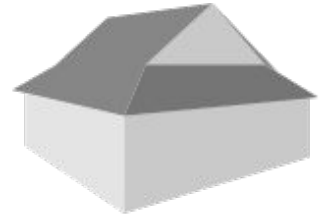
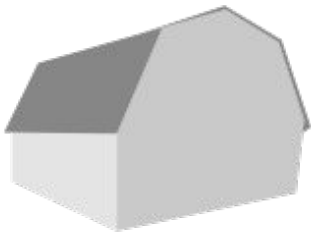
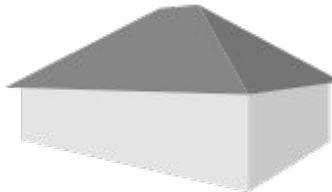
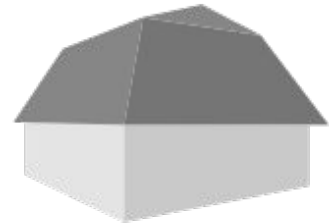
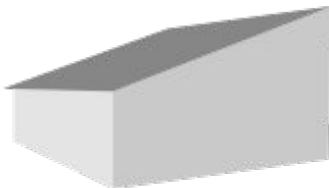




# Roof Shapes

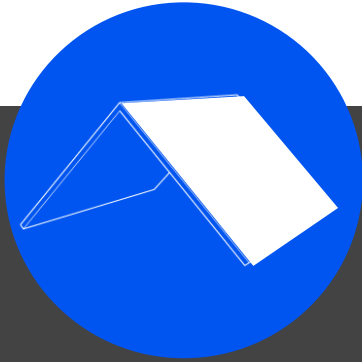
## Styles of Roofs

No roof is the same. Architectural design and creativity allow for many different roofs, all designed to suit your needs somehow. Helping homeowners choose the right system for their home may rely on its style and construction. It's also important to be able to identify roof shapes for better documentation during the insurance claim process.

**GABLED****CLIPPED GABLED****DUTCH GABLED****GAMBREL****HIP****MANSARD****SHED****FLAT**

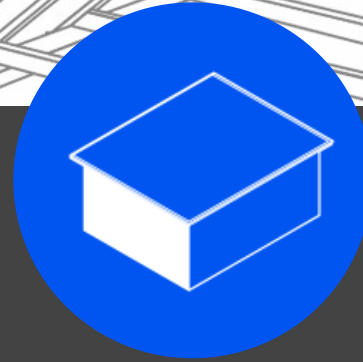
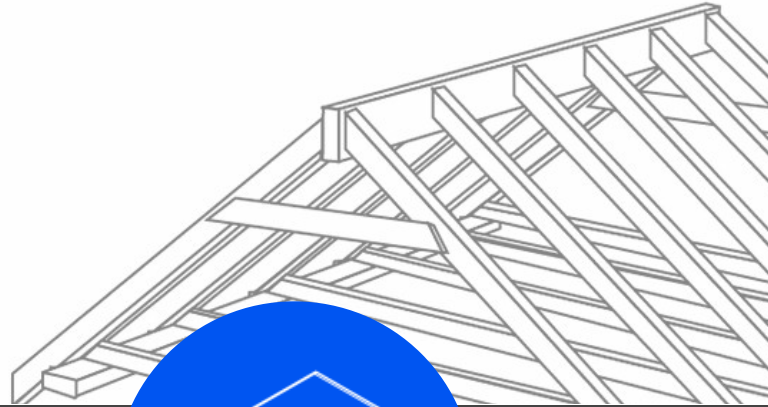
# The Function of a Roof

A roofing system is a simple feat of engineering designed to channel water away from walls and foundations and prevent rain, snow, hail, and falling objects from introducing moisture into interior spaces.



## Sloped Roofs

Sloped roofs are the most common on residential properties - consist of components including ridges, valleys, hips, slopes, eaves, and in many cases, dormers and turrets. Various roof penetrations, such as vent pipes, chimneys, and skylights, are also often present. Each component of a roofing system requires special parts and/or installation techniques.



## Flat Roofs

Flat roofs can be on Residential homes but are more common on commercial properties - and use different materials to prevent moisture intrusion. Still, the purpose is to channel water away from the structure and seal the rooftop so that leaks will not damage the framework and interior objects.

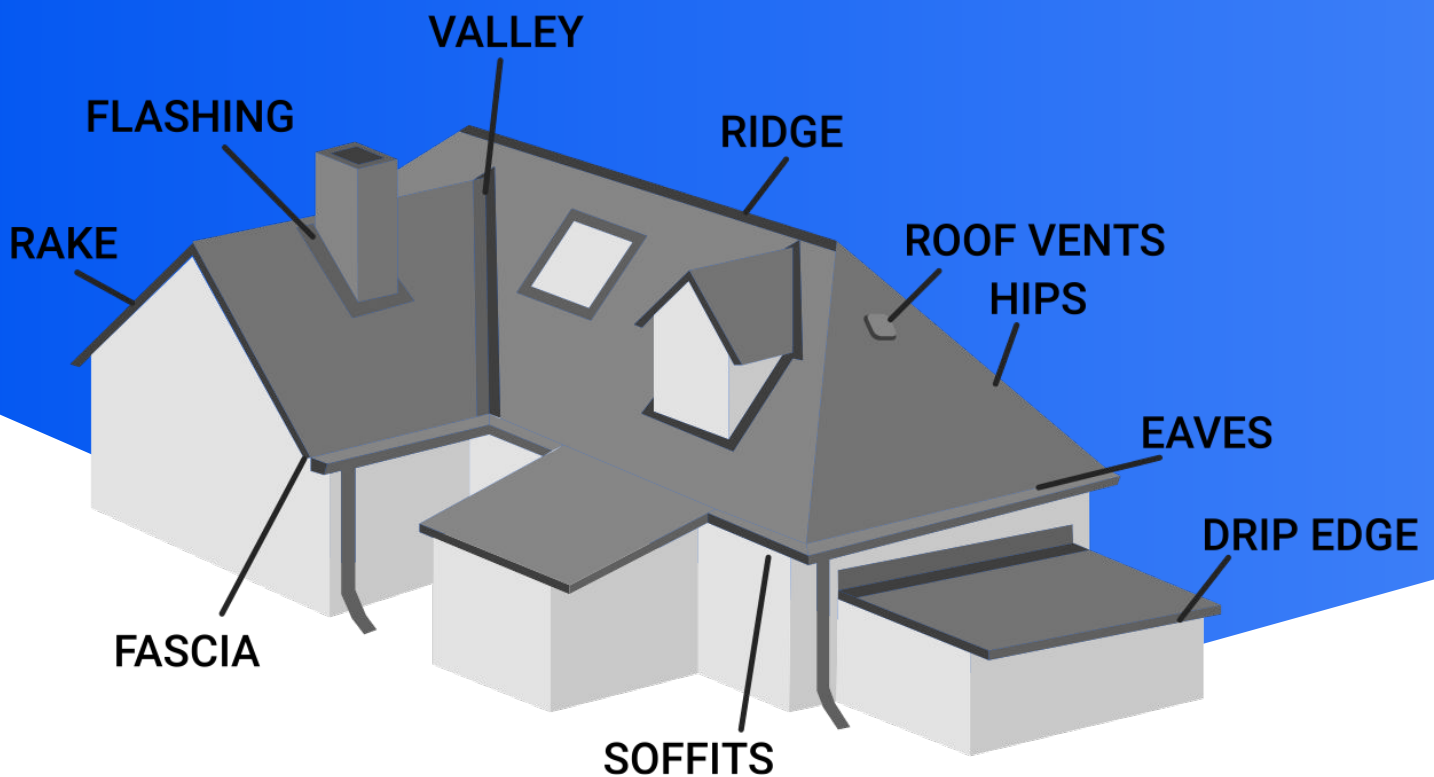
## A Roof System is:

- A resilient “cap” sealing homes and buildings
- An architectural feature that channels water away from walls and foundations
- An insulating structure that reflects ultraviolet sun rays
- A protective “shell” from hazardous weather conditions
- An element of a building that adds visual appeal to a property
- A surface that can extend living space in the form of rooftop gardens and outdoor entertainment areas



# Parts of a Roof System

As a roofing professional it's vital that you know all about roofing systems and the terms that define each component.



## Eaves

Eaves are the horizontal edges of a roof. It's where your roof meets your gutters. Under the covering of an eave, you will also find an "eave membrane." This membrane goes under some (or all) shingles to prevent water infiltration caused by "ice dams" in the winter.



## Rakes

Rakes are the angled edges of your roof. While eaves are entirely horizontal, rakes are set at an angle. If an edge isn't parallel to the ground, you're looking at a rake.

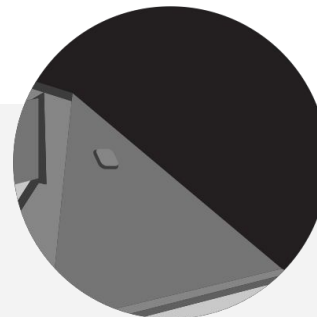
# Parts of a Roof System

## Ridges



The ridge is often the single longest line that can be seen on most rooftops, and it designates the highest point of the roof's frame, usually running along the attic itself. Most properties have a single ridge, but larger structures can feature multiple ridges.

## Hips



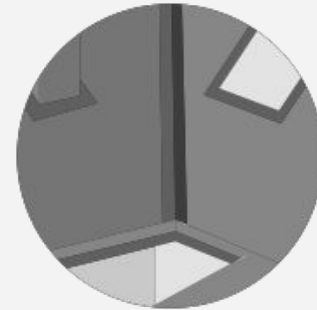
Hips are the down-sloped ridges formed at the intersection between two sloping roof planes. Many popular styles of homes feature hipped roof designs, including: "Hip and Valley", "Overlaid Hip", "Cross Hipped", and "Pyramid Hipped".

## Flashing



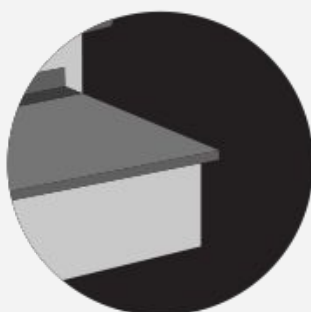
Flashing is resistant molding that prevents water from infiltrating the roof. There are various types of flashing, including aluminum, galvanized steel, and plastic. You'll find flashing among the most common places in valleys, at the bases of chimneys, and around roof vents. If the flashing is applied to an area located on an incline (like chimneys or dormers), "step flashing" is used.

## Valley



Valleys are the "V-cut" angles formed along the junction of two slopes of a roof. As their name implies, valleys dip inward, making them opposite hips, which project outward. Since valleys are particularly vulnerable to water damage, they are commonly reinforced with a specialized underlayment membrane. In many cases, a "valley flashing" is also installed to help divert rain from the valleys to the gutter system.

## Drip Edge



Drip Edge is a metal molding designed to prevent rain from infiltrating the roof by directing water away from shingles near your eaves and gutters. Drip Edge is crafted in an L-shape, which attaches to the edge of the roof.

## Decking

Roof decking is a critical structural feature of a home. It's commonly made from 1/2-inch plywood. Its purpose is to enclose the roof structure, reinforce its strength, and provide a sturdy nail bed for shingles.



# Parts of a Roof System

## Soffits



Soffit is the term for the enclosed underside of any overhanging eave. Soffits cover the eaves of the roof, hiding visible rafters from sight. More importantly, soffits allow air to be captured and circulated through the roof system, directed to the attic, improving circulation, regulating temperature, and preventing moisture damage.

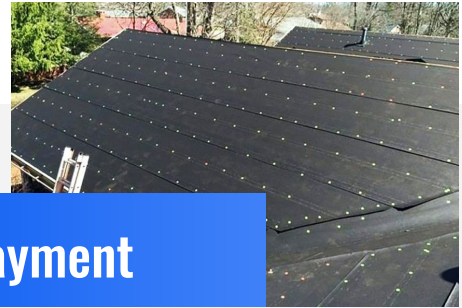
## Fascia

Fascia is the long, straight boards that run along the lower roofline and support the bottom row of shingles or tiles. These boards prevent damage to the roof (as well as the home's interior) by blocking moisture from getting in. Fascia is fixed to the roof's lower trusses, allowing it to carry the additional weight of the gutter system. While most fascia boards are made from wood, materials like vinyl, aluminum, and plastic are also available. Aesthetically, fascia creates a smooth appearance along the roof's edge and gives you the option of adding an extra splash of color to your home.

## Roof Vents

Roof vents including ridge vents are an essential part of a well-ventilated home. These enclosed structures draw air from soffit vents located at the base of the roof and help regulate the temperature while also preventing the accumulation of moisture.

## Underlayment



Underlayment is an asphalt-saturated felt or synthetic fabric sheet installed between the roof deck and the roof's outer layer to provide additional weather protection. The underlayment helps the roof shed water while protecting the outer layer from resin released by the decking.



## Attic

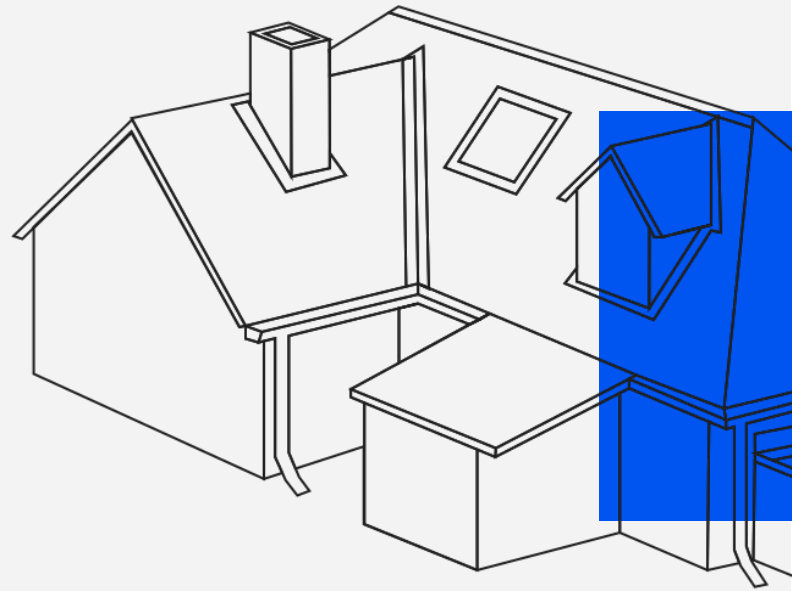
The attic is the space between a roof and the rest of the home. A properly ventilated attic helps protect the roof system from excessive heat in the summer and moldy moisture in the winter. Attic ventilation can be drastically improved when you install soffit vents. Having a roof that's correctly insulated and ventilated makes a significant impact on the durability, efficiency and sustainability of a home.

# Residential vs Commercial

## Residential Projects

A roof is an essential part of a home. A quality system can help homeowners feel safe and warm while also protecting from sun damage or rainwater leaks that may make living conditions unpleasant. When considering what type of home improvement would be most suitable, you need to pick the style that fits your needs.

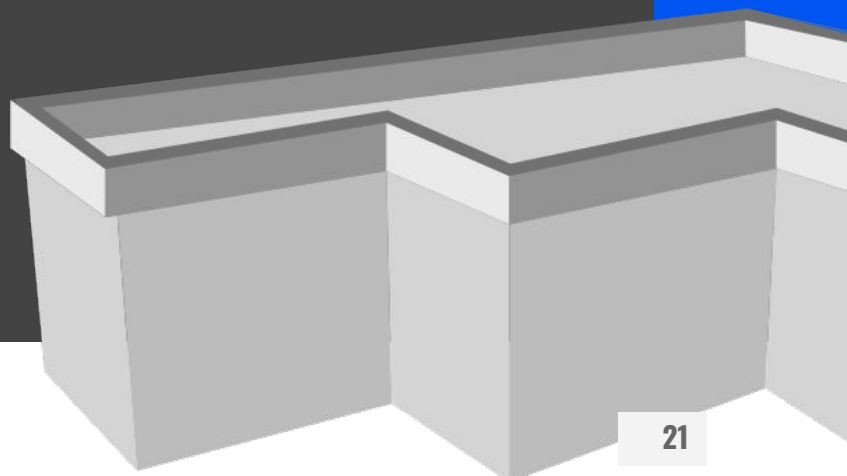
A roof is not just about looks; it's also an essential part of your home that protects you from the elements and saves energy. If maintained correctly, roofs can last 10-15 years or more!



## Commercial Projects

The importance of commercial roof repair is vital for any building's structural integrity. A well-built, safe, and the maintained roof protects the interior from harsh weather conditions and helps prevent fires if one does break out.

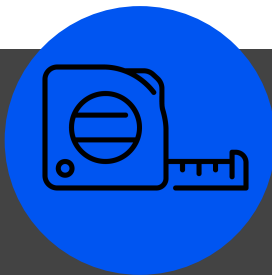
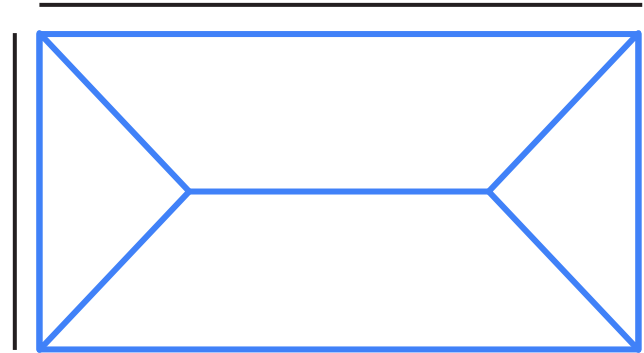
Your commercial building's roof is one of the most important parts to take care of if you want it to last for years. By taking preventative measures now, even minor problems can be avoided in time before they become disastrous or expensive repairs later on. Scheduling regular inspections with your professional team helps ensure that any necessary maintenance tasks are done efficiently without overworking staff members who may not have much experience working on roofs themselves.



# Measuring a Roof

## Roof Measurement Methods

Getting correct measurements of the roofing project is vital. Wrong calculations can lead to issues like underbidding the project, ordering too much or too little materials, and more. Every roofer has its approach to roof measurements. Some prefer hand measuring, while some companies invest in digital measuring tools or reports.



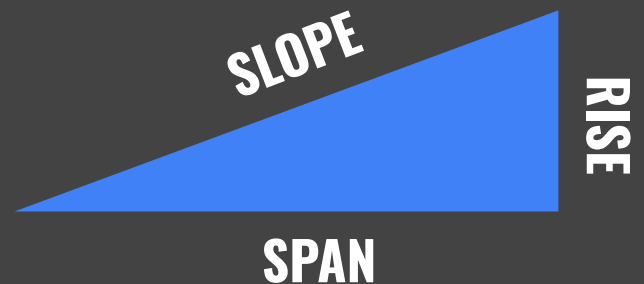
### Manual Measurements

For years, roofing contractors have trusted the tried-and-true method of getting an accurate measurement by hand. This means that orders are more precise, and waste on jobs will decrease because there's less room for error in measurements taken this way (but calculation mistakes can happen anyway.) The downside is, this is the most time-consuming process.



### Digital Measurements

Aerial technology has been available for close to 15 years, and it offers some significant advantages over the traditional ground method. This new 3D modeling system creates accurate measurements with an accuracy rate that can reach 95%.



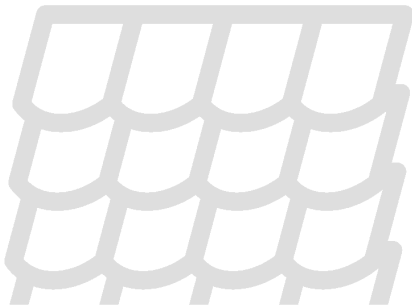
### ROOF PITCH



# Types of Roofing Materials

Today, there are many types of resilient and technology products for homes. While asphalt shingles remain the most popular type of roof covering, time-tested materials such as slate, barrelled clay tiles, and cedar shake are popular on high-end residential properties. The newest forms of roofing material include durable composite and rubber roofing, often utilizing recycled elements. Solar roofing, also known as photovoltaic glass tile roofing, is also growing in appeal as it continually is improved and refined to complement architectural aesthetics.

Traditionally, metal roofing is most associated with utilitarian structures such as barns, but it doesn't always take the form of sheets and panels. Metal roof tiles or shingles are standard, as well - a type of roofing material that can be highly durable and attractive.



## Roof Material Quick View

Material	Cost per SQ	Durability	Aesthetic
Shingle		Low	Medium
Metal		High	High
Tile		Medium	High
Slate		High	High

# What Material is Best for Your Area

An area's climate can influence what type of roofing will best perform under unique weather conditions. All forms of residential roofing materials perform well. Asphalt shingles are most prevalent throughout the US.





# Types of Roofing Materials



**Shingle**



Low Cost  
Easy to Install and repair  
Variety of Colors  
Most common roof material  
Fire Resistant



Low durability, can only last about 20 years with maintenance and in perfect weather conditions  
Easy damage from wind or mildew  
Not energy-efficient  
Low curb appeal compared to other roofing materials

## Shingle Roofing

Shingle roofs provide a versatile and stylish design for your home. They come in a wide range of colors, shapes, and sizes with an affordable and aesthetically pleasing option- siding! Shingle Roofing is efficient, rugged, and easy to install.

They have an underlayment system that helps with insulation; high-quality shingles are essential for staying put in inclement weather conditions like heavy winds or rainstorms that can damage other roof types quickly come off these tiles if not installed right away.



**3 Tab Shingles**

A 3-tab shingle is distinguished by three uniform cutouts, or tabs, made along the lower edge of the shingles.



**Architectural Shingles**

Also known as laminated or dimensional shingles, architectural roofing shingles are among the highest-quality roofing products made. Traditionally, they are composed of a heavy fiberglass mat base and ceramic-coated mineral granules tightly embedded in carefully refined, water-resistant asphalt.

# Types of Roofing Materials



**Metal**



Durable and lightweight  
Low Maintenance  
Energy Efficient and Recyclable  
Variety of Colors and Finishes  
Can be installed over existing roofs  
Fire Resistant



High initial Cost  
Maintenance may include Refinishing or Painting  
More Complex to Install

## Metal Roofing

Metal roofs are durable, environmentally friendly, and efficient. They also happen to be stylish! With so many options for metal styles available these days, it's never been easier or more convenient than now is the time you should invest in your home improvement needs.

The durability and fire resistance of metal roofs are two significant benefits. Not only do they protect your home from structural damages, but they also make it difficult for fires or lightning strikes to spread up the house like normal shingle roofs would.



**Standing Seam**

Standing-seam metal roofs are a great way to add character and curb appeal. These flat metal sheets can be installed on homes in just about any shape or size with no need for complex shingles! They come in many different colors, so you'll have plenty of variety.



**Stone Coated Steel**

The durable stone-coated steel is more than a match for traditional metal roofs, which can dent and ding over time. The benefits are that this quality nearly eliminates maintenance costs of your existing roof while also protecting against gusting winds in heavy rain or hail storms.

# Types of Roofing Materials



**Concrete and  
Clay Tile**



Attractive and High End  
Concrete version is Durable and lower cost than Clay  
Low Maintenance  
Variety of Colors and Styles



Clay is more susceptible to damage  
Complex to install  
Clay tiles are heavy weight  
Expensive material  
Colors can fade over time

## Tile Roofing

Tile Roofing is a durable, long lasting roof that can withstand high winds. The gaps between tiles reduce heat from shining in and help conserve energy costs for those who have it installed on their home or business.

A tile roof is a durable, low-maintenance option that will look great on your house for decades. The durability makes it easy to maintain and protect from the elements like pests or weather damage.



**Barrel Tile**

Clay and concrete tiles can outperform many other roofing materials. However, clay is the more durable of the two, with the ability to last well over 100 years instead of concrete tiles that can last 30 to 50 years.



**Slate Style**

Slate is one of the longest-lasting roofing options available on today's market. Slate shingles can last as long as 200 years in favorable environments. The slate will maintain its composition for decades on end. Shingles composed of challenging slates can last anywhere from 75 to 200 years.



# Types of Roofing Materials



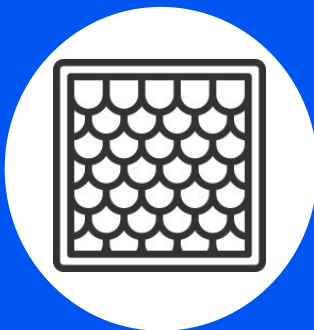
## Slate Tile



Long Life Span  
Durable, Mold Resistant and Fire Resistant  
Increases Home Value



Brittle  
Routine Maintenance  
Costly  
Very Heavy



## Shake Tile



Workability  
Weather Resistant  
Insulating  
Aesthetically Pleasing



Poor Longevity  
Vulnerable to Pests  
Not Mold Resistant  
Discolor Quickly  
Vulnerable to leaks

## Other Roof Systems:

- Rubber Roofing
- Cedar Shake
- Composite Tiles
- Photovoltaic Glass Tiles
- Solar Roof Tiles
- Roof Coatings
  - Polyurethane Spray Foam
  - TPO Roofing
  - PVC Roofing
  - EPDM Single-Ply Roofing
  - Modified Bitumen Roofing
  - BUR Roofing
  - Torch-Down Roofing







## Value of a New Roof

The National Association of the Remodeling Industry Research points out that home improvements that enhance a property's curb appeal almost always increase property value. Naturally, buyers get more excited and more confident in a purchase if the property looks well taken care of. But, an investment in a new roof doesn't always pay for itself. Not counting the potential losses one might incur by neglecting the need for roof repairs or replacements. Studies show that the return on a new roof investment is about 60% - meaning that if 10,000 were invested in a new roof, \$6,000 would come back as an increased value upon the sale of the property.

### 3 Factors that Influence Property Values for Replacement

**1**

**The condition of  
the roof to be  
replaced**

**2**

**The current, local  
housing market  
conditions**

**3**

**The type of new  
roof materials  
purchased**

While a 60% return is a safe bet, some research points to more generous investment returns in a new roof. The NARI's recent remodeling impact report determined that a new roof can bring up over 100% return on investment.

If an existing roof is severely worn or damaged, a new roof can make a more considerable difference in a seller's ROI.



# Solar

## How Does Solar Work

It all boils down to how many kilowatt-hours you use. The more KWHs, the panels needed, and their cost and your savings for each panel so that if one breaks or needs replacing, it can be done quickly without disrupting service.

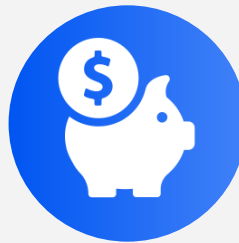
Your panels will make more electricity than you need during the day; this is when your solar energy system sends excess power back to the grid. If there is no sun shining at night or on cloudy days, then it's time for a charge-in with some credits stored up.

## Benefits of Solar



### Clean Energy

- Combats Greenhouse Gas Emissions
- Renewable energy source
- Reduces electricity bills
- Low maintenance costs



### Save Money

- On average, families save over \$70,000 over the lifetime of the solar panels
- Energy Independence: No more rate increase!
- Tax credit of 26% of what you paid for it
- Increase Property Value, houses with solar systems sell faster



### Low Install Costs

- Electricity Consumption
- Reduce Energy Bills
- Earn Tax Credits



### Home Value

- Increase Curb Appeal
- Return on Investment
- Manage Energy Cost





# Manufacturers: Shingle



## WHY CHOOSE OWENS CORNING?

### FROM THE MANUFACTURER:

We are proud to be a global building and industrial materials leader. Our three integrated businesses are dedicated to the manufacture and advancement of a broad range of insulation, roofing and fiberglass composite materials. Leveraging the talents of 19,000 employees in 33 countries, Owens Corning provides innovative products, manufacturing technologies, and sustainable solutions that address energy efficiency, product safety, renewable energy, durable infrastructure, and labor productivity.

Owens Corning is more than just a trusted name, we are a market leader in roofing shingles, underlayment and components products. Our systems look better, last longer and offer more choices to perfectly fit your project.

Owens Corning Roofing offers one of the best warranties in the industry. For added peace of mind, we make it fast and easy to learn about and compare our different roofing warranties, so you can find the best coverage option for your home.



# Manufacturers: Shingle



## WHY CHOOSE MALARKEY?

### FROM THE MANUFACTURER:

Unlike standard shingles which prematurely become brittle, crack, and lose granules, Malarkey shingles are made of Rubberized Asphalt for superior all-weather resilience, Upcycled Rubber & Plastics to reduce landfill waste, and Smog-Reducing Granules that help clean the air.

Better performance, and better for the environment – that's a Malarkey shingle!

Malarkey is a family business, started in Oregon in 1956. Our goal is simple – build the shingles we want on our own homes – made better to last longer, and more sustainable.



# Manufacturers: Shingle



## WHY CHOOSE GAF?

### FROM THE MANUFACTURER:

More homes and businesses in the U.S. are protected by a GAF roof than by any other product. We are the leading roofing manufacturer in North America, with plants strategically located across the U.S. As a Standard Industries company, GAF is part of the largest roofing and waterproofing business in the world.

GAF's Better warranty, available through a GAF certified installer, System Plus covers 100% of material defects for 50 years, 20 years on 3-Tab shingles. It covers 100% of installation labor costs for the lifetime of the roof, 3-Tab shingles are only covered 25-30 years for labor costs. System Plus typically has the contractor providing 100% workmanship coverage for 2 years and also covers misapplication of certain flashings for that same 2 year period. Tear-off costs are covered if the original issue was a material defect.



# Manufacturers: Shingle



**CertainTeed**  
SAINT-GOBAIN

## WHY CHOOSE CERTAINTEED?

### FROM THE MANUFACTURER:

Through the responsible development of innovative and sustainable building products, CertainTeed has helped shape the building products industry for more than 110 years. Founded in 1904 as General Roofing Manufacturing Company, today, CertainTeed® is North America's leading brand of exterior and interior building products, including roofing, siding, fence, decking, railing, trim, insulation, gypsum and ceilings.

CertainTeed takes pride in providing the best products to meet today's market needs, but we are also looking ahead to offer our customers innovations for tomorrow. Using our definition of sustainable products, CertainTeed focuses on creating value at the triple bottom line for all stakeholders. This means offering high performing, affordable products that enhance users' comfort and well-being while reducing overall environmental impacts.



# Manufacturers: Shingle



## WHY CHOOSE ATLAS?

### FROM THE MANUFACTURER:

Since its founding more than three decades ago, Atlas Roofing Corporation has developed and launched countless innovative, quality roofing products.

We create value for our business partners through the manufacture of high-quality roofing and construction materials. Our products are engineered to precise standards for superior performance and visual appeal, backed with comprehensive service and support.

Atlas Roofing Corporation is not your typical, high-profile shingle manufacturer— instead we strive to be different, unique, innovative, and most importantly, accessible. Atlas roofing products are designed to meet every market segment. Beginning in the early 1980s with a single asphalt shingle manufacturing facility in Meridian, MS, and with its purchase of four additional roofing plants in the mid '90s, Atlas has grown to keep up with the demands of the ever-growing asphalt shingle industry.



# Manufacturers: Shingle



## WHY CHOOSE IKO?

### FROM THE MANUFACTURER:

For superior weather protection IKO manufactures asphalt roofing shingles with some of the heaviest-weight fiberglass mats in both North America and Europe.

No matter what their style of home or personal taste, homeowners will find the perfect profile and color blend, along with matching accessory products, to create a stunning roofscape.

IKO plants in North America manufacture three classes of asphalt shingles: traditional 3-tab, architectural laminated and premium designer. IKO also produces a complete line of high-quality accessory products that include ice and water protectors, underlayments, starter strips, hip and ridge cap shingles and rigid polyisocyanurate (ISO) insulation board.



# Manufacturers: Tile



## WHY CHOOSE TILCOR? FROM THE MANUFACTURER:

Roofs are made to last a long time, but not forever. That means homeowners will have to go through the re-roof process at least once when owning a home. If you live in an area where hail, wind and hurricanes are common, it may even be more often than that!

Regardless of the reason why you need a new roof, we are here to make the process as easy as possible. In fact, Tilcor's stone coated steel panels can be installed over existing asphalt shingle roofs – saving time and money!



Regardless of the reason why you need a new roof, we are here to make the process as easy as possible. In fact, Tilcor's stone coated steel panels can be installed over existing asphalt shingle roofs – saving time and money!

Each Tilcor roof is backed by an extensive 50-year warranty so homeowners are not only getting a beautiful, energy efficient and sustainable roof – they are getting true peace of mind, whatever the weather.



# Manufacturers: Tile



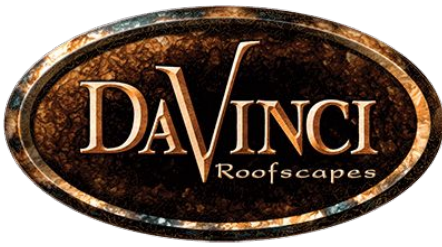
## WHY CHOOSE BORAL?

Boral North America's family of premium brands stands united behind a commitment to developing exceptional architectural solutions that look better, last longer and install faster while providing best-in-class support and safety for all employees, customers and partners. As the North American arm of Boral Limited, Boral North America is in prime position to help builders and other specifiers grow their businesses with the highest quality products from a diverse array of category leaders across brick, stone veneer, roofing, siding, heavy materials, windows, shutters and trim manufacturers.

Boral tiles require little maintenance while providing higher than average longevity for your home. In the end, you save money both short-term and long-term by fitting your roof with a green, durable and cost-effective solution. In addition, your installation is backed by Boral's limited lifetime warranty.



# Manufacturers: Tile



## WHY CHOOSE DAVINCI?

DaVinci has been the leader in composite roofing for nearly two decades. Our commitment to creating durable, beautiful roofing tiles is unparalleled. You won't find a more realistic or better-performing roofing product anywhere. With DaVinci, you can retain all the character your home was intended to have without worrying about time-consuming and costly maintenance. Whether you're replacing an existing roof or looking for the crowning touch on a new construction project...just leave it to DaVinci.

DaVinci's unique composite construction outperforms both natural slate and cedar shake with a Class A Fire Rating, Class 4 Impact Rating and a 110 mph Wind Rating. But the real genius of a DaVinci roof lies in its ability to provide lasting beauty.

The most standout use of DaVinci Roof Systems is on historical renovations and preservations. The beauty and impact of DaVinci tiles is the reason for its installation on projects like Frank Lloyd Wright's home, and historic churches across the US.



# Manufacturers: Tile



## WHY CHOOSE EAGLE?

### FROM THE MANUFACTURER:

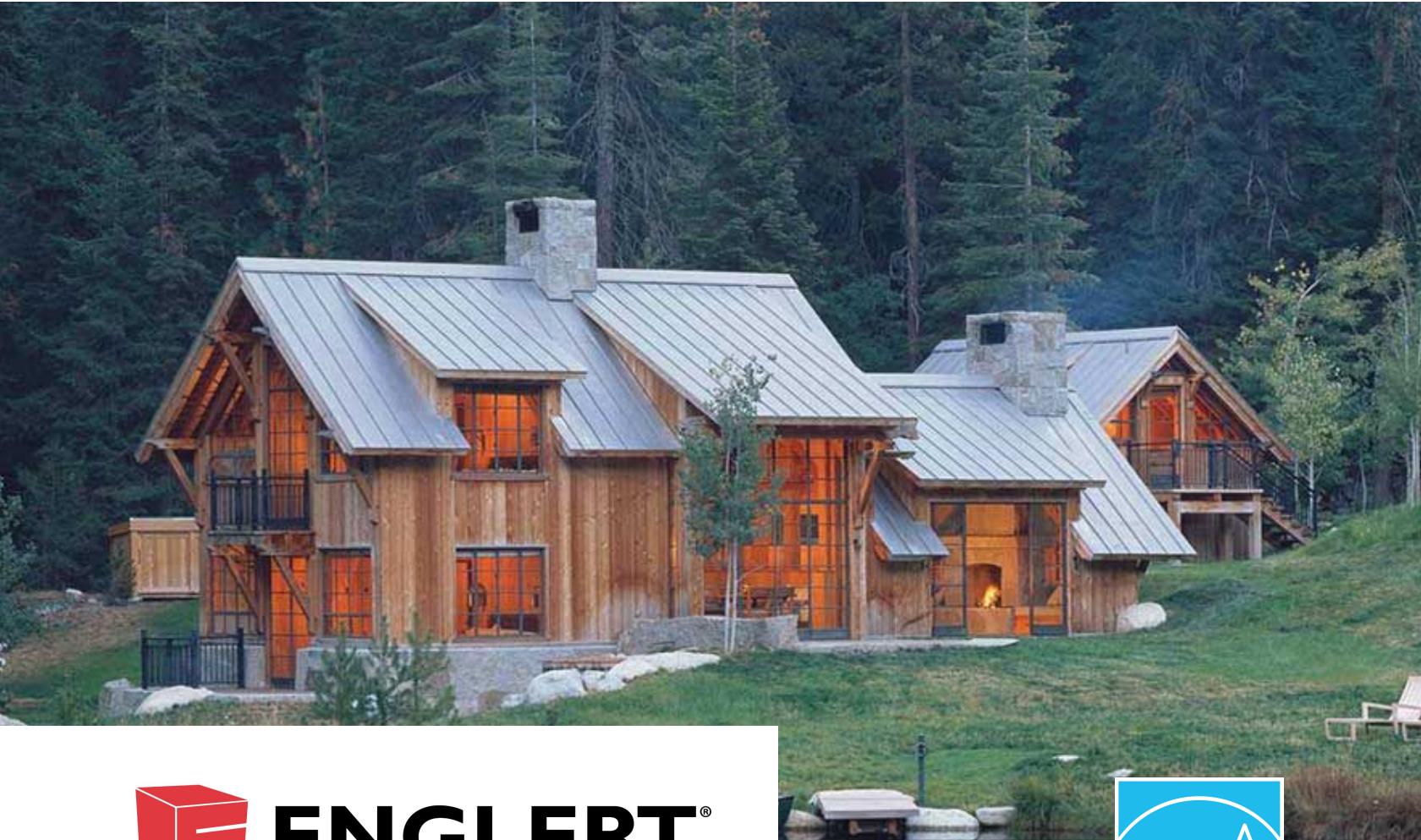
An Eagle concrete tile roof is one of the longest lasting roofing products you can buy. Unlike some other roofing materials, it is engineered to last for the life of the structure. Plus, our tile is tested to the highest standards in the industry for impact resistance, fire, high-wind, seismic forces, and freeze-thaw protection.



There is no denying the true craftsmanship behind every piece of Eagle concrete roof tile. The exquisite artistry at work delivers stunning aesthetics and unparalleled durability and protection. Produced through a careful combination of four natural products – sand, cement, water and iron oxide, concrete roof tiles are incredibly resilient withstanding the harshest of weather elements.



# Manufacturers: Metal



## WHY CHOOSE ENGLERT?

### FROM THE MANUFACTURER:

Englert Inc. is the gold standard for commercial and residential metal roofing and gutter systems. For over 50 years, we have been a leading metal roofing and gutter manufacturer, consistently innovating and improving the quality of our products to meet the ongoing challenges of a changing world.

Englert has been a top-tier manufacturer of residential metal roofing and gutter systems since 1966.

Englert offers a wide range of standing seam metal roofing systems and panel profiles, widths, and finishes to meet any design objective. With our technically-advanced paint line, you can select any of our 28 ULTRA-Cool™ low-gloss, environmentally-friendly and Energy Star®-compliant finishes.

All of Englert's metal roofing systems are backed by stringent product testing, the best warranties in the industry, and engineering expertise.



# Manufacturers: Metal



## WHY CHOOSE MCELROY?

### FROM THE MANUFACTURER:

Installing a metal roof on your home is a wise investment. A metal roof not only provides a long service life, but also adds curb appeal and benefits like durability, weather-resistance and reduced utility expense. Selecting good partners for your metal roofing journey is an important part of the process.]

McElroy Metal is one of the nation's leading manufacturers of residential roofing systems. With over 55 years of experience, we're committed to delivering superior quality and outstanding service backed up by a values-oriented, customer-focused philosophy you can trust.

# Roofing Trends

## Popular Roofing Material Trends

**Mixed Materials** - Combining different slopes, colors and materials are gaining traction in 2021. Hybrid materials are projected to be in demand this year.

**Sleek & Simple Roof Lines** - Low-pitched roofs are in style. Their low maintenance paired with the high visual appeal is a significant selling point. They are easily upgraded (solar/green roofing), safer, and more accessible.

**Cool Roofs** - Global warming has become a big issue in recent times. Cool roofs are becoming a viral response to these issues in 2021. The energy-reflecting/ absorbing material cools a building, lowers bills and air pollution.



## Metal Roofing

Metal Roofing used to be exclusive to industrial, but now with pricing for metal roofing getting more competitive, it is becoming a popular choice for homeowners.

## Solar Roofing

More solar options are now available than ever before—rapidly growing popularity each year with special offers & perks to homeowners.

## Green Roofing

Eco-friendly roofing is swiftly becoming a big contender roofing material trend. Huge energy bill saver prevents street floods, curb appeal enhancements (roof garden).



# Roofing Services

## Training Worksheet

Every company is different in their roofing approach. During training, take the time to fill out this worksheet with the specific products, systems, and more that your company uses.

Do we offer repairs, replacements, or both?

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What is our minimum repair price?

---

What is our average replacement price?

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Do we install Residential, Commercial, or both?

---

What is the typical age of roofs in our area?

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What is the average roof shape in our area?

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What Material Types do we install? (Shingle, Metal, Tile, etc)

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What Manufacturers do we use?

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# Notes

# Training Worksheet

Every company is different in their roofing approach. During training, take the time to fill out this worksheet with the specific products, systems, and more that your company uses.

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