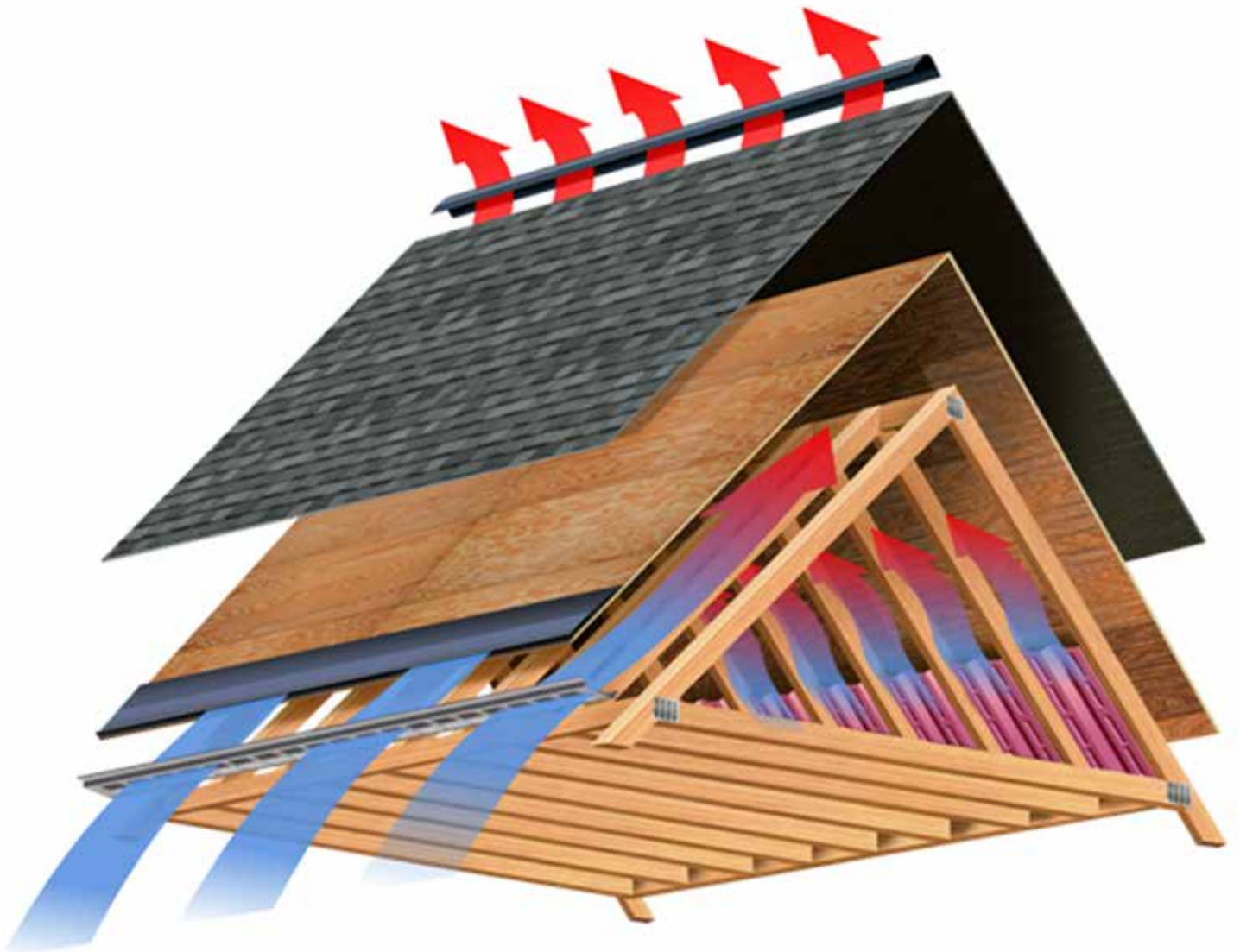




1-877-RR TOUGH

Serving Maryland and Pennsylvania Since 1994



ROOF BUYING GUIDE

www.RoofRight.com



THINGS TO CONSIDER WHEN BUYING A ROOF

- Your home is likely to be your single largest purchase and investment
- Quality labor and cheap price cannot coexist
- Your roof protects your family as well as your possessions
- Arguably, the roof is the single most important system on the house
- Because people buy a roof infrequently, there is an overall lack of familiarity with the details of the project
- Most consumers receive at least three estimates for a roofing project
- You are likely going to receive a wide range of estimates
- No two residential scopes of work are the exact same
- Many general home improvement companies that do not specialize in roofing are not insured as roofers
- Many homeowner insurance policies do not cover hired help making you liable if an uninsured worker is injured, leaving you vulnerable should an injury occur or your property is damaged. Always ask to see proof of liability and workers compensation insurance.
- Shingle warranties are only for manufacturing defects and are prorated. The labor and installation warranty provided by the contractor are most important
- Many roofing companies raise the price the day of the installation to account for rotted wood

When you choose Roof Right you are protected
by the Best Labor Warranty in the business!



Dear Homeowner,

As you start the process of shopping for a new roof, it is important to understand that a roof is more than just shingles. A roof system has many components that work together.

As a quality roofing contractor, Roof Right wants to make the roof shopping and comparison experience as easy as possible. That is why we have designed this short, easy to use comparison tool to ensure you are receiving the best value for your money.

Roof Right never compromises on quality and never takes short cuts which end up being more costly in the long run. Roof Right stands behind this commitment with a guaranteed price whenever possible for your project and we back it with the strongest labor warranty in the business.

Sincerely,

Nick Mott

Nick Mott
President
Roof Right, Inc.
1621 Hanover Pike
Hampstead, MD 21074
Phone: (410) 374-5923



www.RoofRight.com

The Four Shingle Manufacturers



Since 1944

- Local plant in Frederick, MD
- Best out-of-the-box warranty
- Tamko does not require homeowners to buy their brand of accessories (ex. ridge vent, underlayments)

[www.tamko.com/about us](http://www.tamko.com/about-us)



Since 1904

- Headquartered in Malvern, PA
- Makes a full line of home construction products
- Tiered shingle warranty system: SureStart, 3 Star, 4 Star, 5 Star

www.certainteed.com/about-certainteed



Since 1938

- Headquartered in Toledo, OH
- Makes a full line of home construction products
- Tiered shingle warranty system: Standard, System Protection, Preferred Protection

www.owenscorning.com/roofing



Since 1886

- Headquartered in Wayne, NJ
- North America's largest manufacturer of commercial and residential roofing (GAF 2017)
- Tiered shingle warranty system: Base System Warranty, System Plus, Golden Pledge

www.gaf.com

All shingle manufacturers have a variety of reviews, the installation is what is important!

Roof Right has earned ALL FOUR prestigious shingle manufacturers' advanced credentials.



Shingle Types

All manufacturers offer three styles: 3-Tab, Architectural, and Luxury Style Shingles.



3-Tab Shingles

- 25 year manufacturer warranty
- 60+ mph wind rating (varies by manufacturer)



Architectural Shingles

- Lifetime Limited Warranty
- 110+ mph wind rating (varies by manufacturer)



Luxury Shingles

- Lifetime Limited Warranty
- 90+ mph wind rating (varies by manufacturer)
- Heavyweight shingles
- Meant to look like the old style shake roof

Overview of Residential Roof Market

Average return on investment/cost recouped for roof replacement is 69.3%*

3-Tab Shingles

- \$350-\$400 per square (1 square = 100 square feet)
- 25 year warranty

Architectural Shingles

- \$400-\$600 per square
- 30, 40, 50, “lifetime” warranty

Factors That Affect Price

Design of your home: walls, valleys, transitions, steep slope

Vent pipes • Bathroom vents

Contractors overhead and profit • Length of labor warranty

General Price Range
Per Square

- \$350
 - 3 tab shingle
 - Small independent roofers with low overhead, often times working out of their house with no fixed business address
 - Smaller crews, longer installation period, 3 days plus
 - Low wind ratings on shingle
- \$400 to \$550
 - Balance of quality vs. value
 - Full crews, most jobs take 1-2 days depending on the size and complexity
 - 1 day: 25-30 squares (depends of the time of the year and amount of daylight)
 - Architectural shingles/luxury shingles (CertainTeed, TAMKO, GAF, Owens Corning)
 - Types and brands of accessories
 - Labor warranty: 1 year - lifetime
 - High wind ratings
- \$600
 - Typically sales and marketing companies
 - Sales staff are not tradesmen and do not typically get on the roof or in the attic for inspections
 - High pressure sales tactics

* Source: Remodeling Magazine - 2017 Cost Vs. Value Report



Common Roofing Shortcuts

- Lack of a project manager
- Very little setup time to extensively tarp the home to protect the house, deck and landscaping
- Re-using existing flashing. Shingle exposures were previously set at a 5” exposure for 3-Tab shingles. New architectural shingles are now 5 5/8”.
- Laying over an existing roof










Why avoid layovers?

While two layers of roofing are permitted by code, it is not a good idea for the following reasons:

- Shortens the lifespan of the roof
- Higher likelihood of shingle blow-offs
- Leaks are not found in time before significant damage
- No drip edge is installed
- Cannot determine if plywood is rotted and needs repair
- Layovers are installed on a different exposure leading to blow-offs
- Cannot replace old flashing
- Cannot get a full system manufacturer warranty



ESTIMATE COMPARISON TOOL

	ESTIMATE 1	ESTIMATE 2	ESTIMATE 3
Company			
Year Established	1994		
Physical Location	Office and showroom in Hampstead, MD		
MHIC #	 49631		
Salesperson License*	 See next page		
A+ Accredited Member of the BBB			
Insurance Company	 Builders Mutual		
Insured as a Roofer			
Liability			
Automotive			
Workers Comp			

Roof Right can list your home as additionally insured on our policy and provide a certificate of insurance. Email insurancecert@roofright.com to request a copy.

*The person who comes out to your home for the estimate and contract must be individually licensed.

ROOF RIGHT LICENSING INFORMATION

MHIC LICENSE # 49631
PA LICENSE # PA 045329



Our Estimators



Joseph Anderson
License 88218



Randy Harden
License 143913



Michael Daddario
License 115578



Trey Marshall
License 118594



Travis Lippy
License 116084



Craig Mott
License 96693



Jason Myers
License 103172



Gabriel Vargas
License 114893

Production Managers



Shawn Rada



Derick Baker

Project Managers



Rick Fenner



Colton Mott

ESTIMATE COMPARISON TOOL

ESTIMATE 1


ESTIMATE 2

ESTIMATE 3

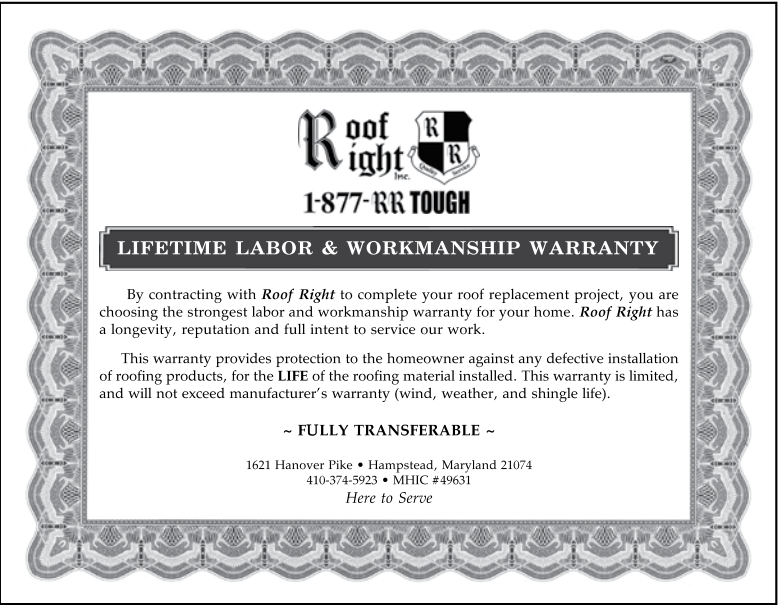
DIAGNOSIS

INSTALLATION

WARRANTIES

Company			
Attic Inspection	✓		
Roof Inspection (if walkable)	✓		
Complete Shingle Tear-off	✓		
Project Manager	✓		
Shingle Warranty	✓ Lifetime		
Lifetime Transferable Labor Warranty	✓		
Free Roof Inspections for Life <small>(One roof inspection every 5 years)</small>	✓		
Complete Transparent Guaranteed Price <small>(when possible)</small>	✓		

When you choose
Roof Right you are
protected by the best labor
warranty in the business!



ATTIC INSPECTION



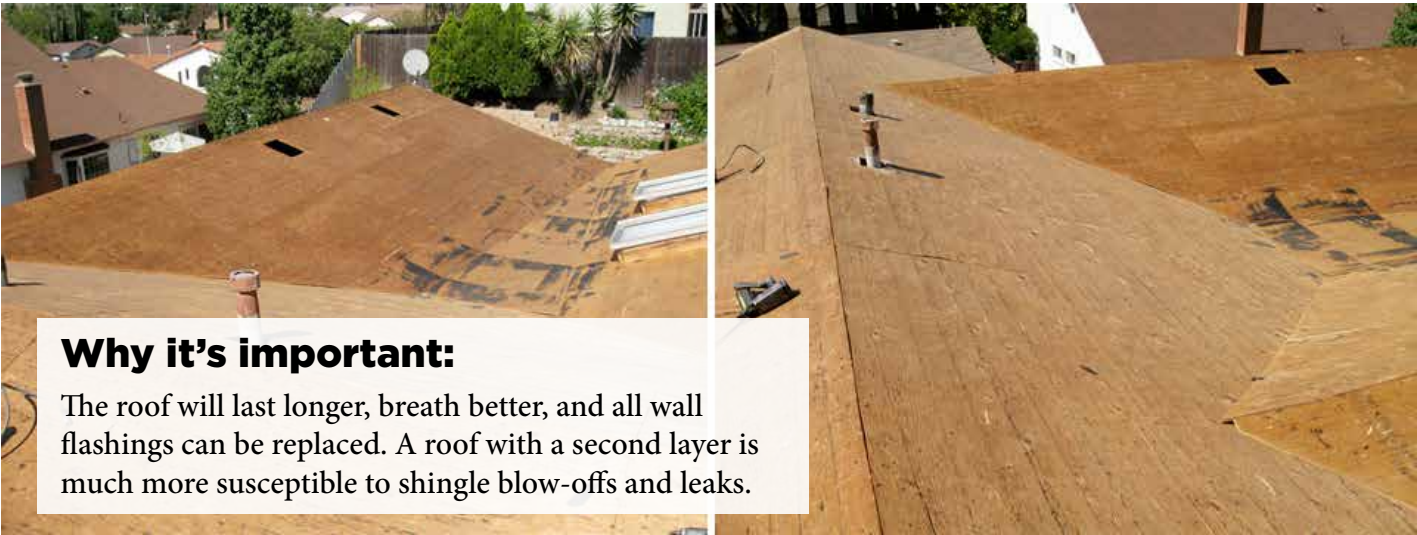
Why it's important:
A lot can be learned by performing an attic inspection including leaks, condition of the plywood and ventilation. Lack of proper ventilation can shorten the life of the roof and lead to mold.

ROOFTOP INSPECTION



Why it's important:
This is integral in understanding the condition of the shingles, plywood and flashing.








COMPLETE TEAROFFS



Why it's important:
The roof will last longer, breath better, and all wall flashings can be replaced. A roof with a second layer is much more susceptible to shingle blow-offs and leaks.













Roof System

ESTIMATE COMPARISON TOOL


	ESTIMATE 1	ESTIMATE 2	ESTIMATE 3
Company			
Plywood			
Drip Edge			
Valley Metal			
Ice and Water Guard			
Synthetic Underlayment			
Manufacturer Starter Shingles			

*Roof Right uses a full 10' piece of drip edge on the whole roof where possible, meaning fewer seams which results in a much better finished appearance.














	COMPONENT	OTHER ROOFERS
 1/2" 4 Ply CDX	Plywood	 OSB - Partical Board
 F-5.5 Style Drip Edge	Drip Edge	 C3 or C4 Style Drip Edge
 Metal in Valley	Valley Metal	 Ice & Water Guard Only
 Winterguard in the valleys, walls, transitions & penetrations	Ice and Water Guard	 Only at the Eaves
 More breathable and water resistant	Synthetic Underlayment	 Felt Paper
 Eaves & Rakes	Manufacturer Starter Shingles	 Eaves Only


ESTIMATE COMPARISON TOOL

	ESTIMATE 1	ESTIMATE 2	ESTIMATE 3
Company			
Apron Flashing	✓		
Step Flashing	✓		
Kickout Flashing	✓		
Masonry Flashing	✓		
Siloxane Sealant	✓		
Pipe Boots Replaced	✓		














	COMPONENT	OTHER ROOFERS
 On top of shingles	Apron Flashing	 Underneath shingles
 Installed behind house wrap or flashing tape	Step Flashing	 Re-use step flashing
 Directs water into the gutter	Kickout Flashing	 Water runs down the wall rotting sheathing
 Cut reglet and counter flash	Masonry Flashing	 Held on and reliant on caulk to keep watertight
 Should be sprayed every 5 years	Siloxane Sealant: used to waterproof the masonry above the roofline.	This is precaution rarely taken by other roofers.
 Color blends in with the roof	Pipe Boots Replaced	 Mill finished and/or do not match

ESTIMATE COMPARISON TOOL







	ESTIMATE 1	ESTIMATE 2	ESTIMATE 3
Company			
Gaskets	✓		
Broan Vents	✓		
Comm Deck Dish Mount	✓		
Ridge Vent	✓		
Ridge Caps	✓		
Attic Baffles	✓		



	COMPONENT	OTHER ROOFERS
 Double Gasket	Gaskets	 Single Gasket
 Venting bathroom fans through the roof	Broan Vents	 Bathroom vented out the soffit
 Install a water tight bracket	Comm Deck Dish Mount	 Nailed into the brand new roof
 Exterior baffled ridge vent run the full length of the roof	Ridge Vent	 Rolled Ridge Vent
 Specially designed cap shingles	Ridge Caps	 Cutting cap shingles out of 3 tab shingles
 Holds insulation down to allow for intake airflow	Attic Baffles	

ESTIMATE COMPARISON TOOL

BONUS SERVICES

	ESTIMATE 1	ESTIMATE 2	ESTIMATE 3
Company			
Cut Trees Back to Arms Length			
Clean Gutters and Downspouts			
Free Pet Care			
Free Roof Inspections			
Replace Flood Lights			
Best Overall Experience			
Total Investment	\$	\$	\$



ROOF RIGHT BONUS SERVICES



Cut trees back to arms length



Clean gutters and downspouts



Free pet care
(Simply send us the bill)



Free Roof Inspection Every
Five Years - \$150 Value



Replace hard to reach
flood lights
(just let our production manager know during scheduling)



Roof Right, exceeding your expectations from beginning to end. Attention to detail ensures your largest investment and family are protected.



“Here to Serve”



1-877-RR TOUGH
410-374-5923

www.RoofRight.com

MHIC #49631 • PA License #PA045329

Roof Right Inc.
1621 Hanover Pike
Hampstead, MD 21074



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