



RESIDENTIAL ROOFING

*EVERYTHING HOMEOWNERS
NEED TO KNOW*

**HOMEOWNER
EDUCATION GUIDE**



STR8FORWARD
ROOFING & CONSTRUCTION





**BENEFITS OF A
STRONG
ROOFING**

YOUR ROOF

If you are reading this manual, your property may need a new roof due to water leaks, storm damage, or the roof system is coming to the end of its lifecycle. You may need to repair or replace a roof only a few times as a homeowner. Our goal is to ensure you have all the information you need to make the best decision for your property.



SAFETY & PROTECTION

A strong roofing system can protect your home or building from harsh weather conditions, such as rain, wind, snow, and extreme temperatures.



ENERGY EFFICIENCY

A well-designed and properly installed roofing system can help regulate the temperature inside your home, reducing the need for heating and cooling and lowering your energy bills.



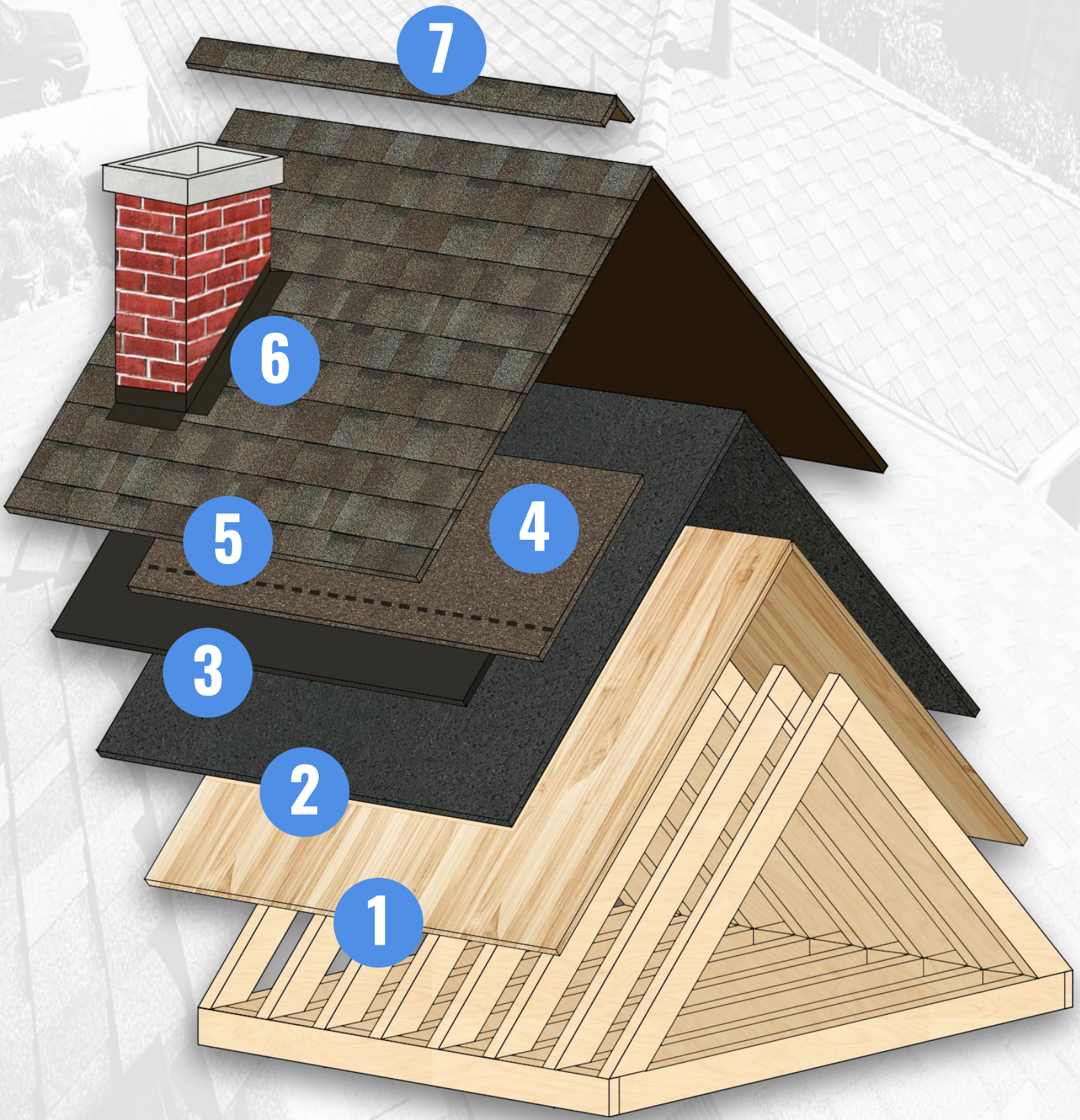
INCREASED PROPERTY VALUE

A durable roofing system can increase the value of your property by enhancing its overall curb appeal and protecting it from damage caused by leaks, mold, and other structural issues.



LONG-LASTING DURABILITY

A strong roofing system made from high-quality materials and installed by a professional roofing contractor can provide many years of reliable service, reducing the need for frequent repairs or replacement.



LAYERS OF A ROOFING SYSTEM



A roofing system is more than just a sturdy material on top. Durable roofing systems include multiple layers of insulation, waterproofing, and ventilation. A roofing professional will usually provide you with multiple build options based on your budget and needs. This infographic will walk you through the main layers of a roofing system to better understand what's included in these estimates. The layers of a strong roofing system can vary depending on the type of roofing system being installed, but in general, the following layers are often included:

1

ATTIC & DECKING

The decking layer is built over the attic structure. It is the base layer of the roofing system and provides the foundation for the rest of the layers. It is typically made of wood. In some cases, the decking layer may be damaged and need to be replaced as well.

2

UNDERLAYMENT

The underlayment layer is installed on top of the decking layer and provides an additional layer of protection against moisture and leaks. It is typically made of a water-resistant material.

3

ICE & WATER SHIELD

The ice and water shield is an extra layer used to help protect the decking and interior of the home from damage caused by ice dams that may occur due to the freeze/thaw during the winter months.

4

STARTER SHINGLE

Starter Shingles are the first layer of shingles on the roof. They add an extra layer of seal and protection in your roofing system.

5

SHINGLES

The top layer of the roofing system is the shingles. This layer is designed to provide the main barrier against the elements.

6

FLASHING

The flashing layer seals the gaps and joints in the roofing system, such as around chimneys, vents, and skylights. It is typically made of metal and helps to prevent water from penetrating the roof.

7

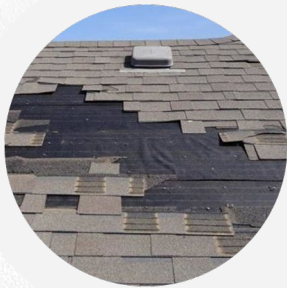
RIDGES & VENTILATION

The final layer of a strong roofing system is the ventilation system. A ridge vent or other ventilation system helps to regulate the temperature inside the attic, which can prevent moisture buildup and reduce energy costs.



INSPECTING YOUR ROOF

As a homeowner, it's not always easy to tell when you need repairs or a complete roof replacement. We've highlighted some of the indicators of roof damage that the roof inspector will be looking out for.



MISSING OR CRACKED SHINGLES OR TILES

Check for any apparent damage or missing pieces on your roof's surface.



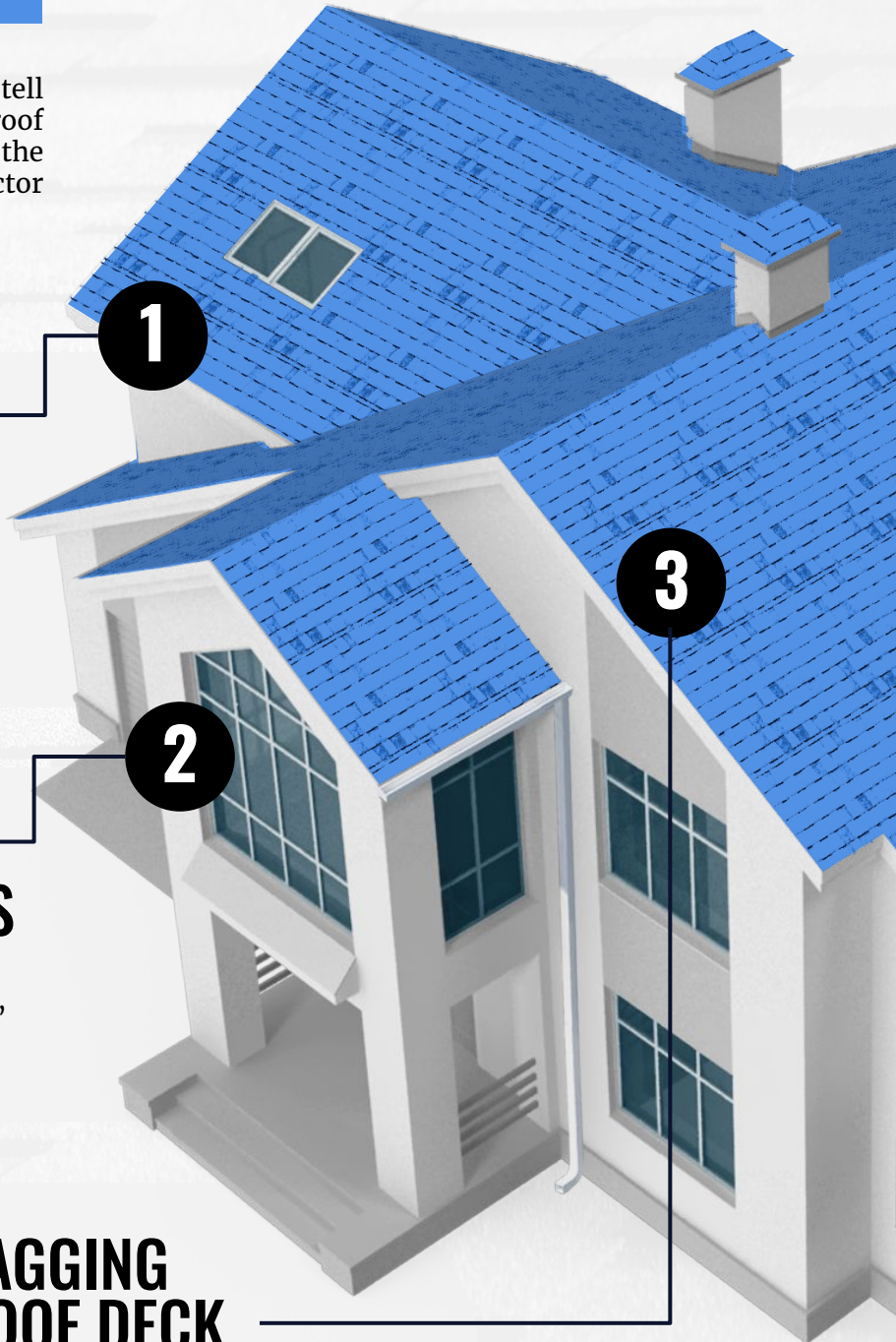
LEAKS OR WATER STAINS

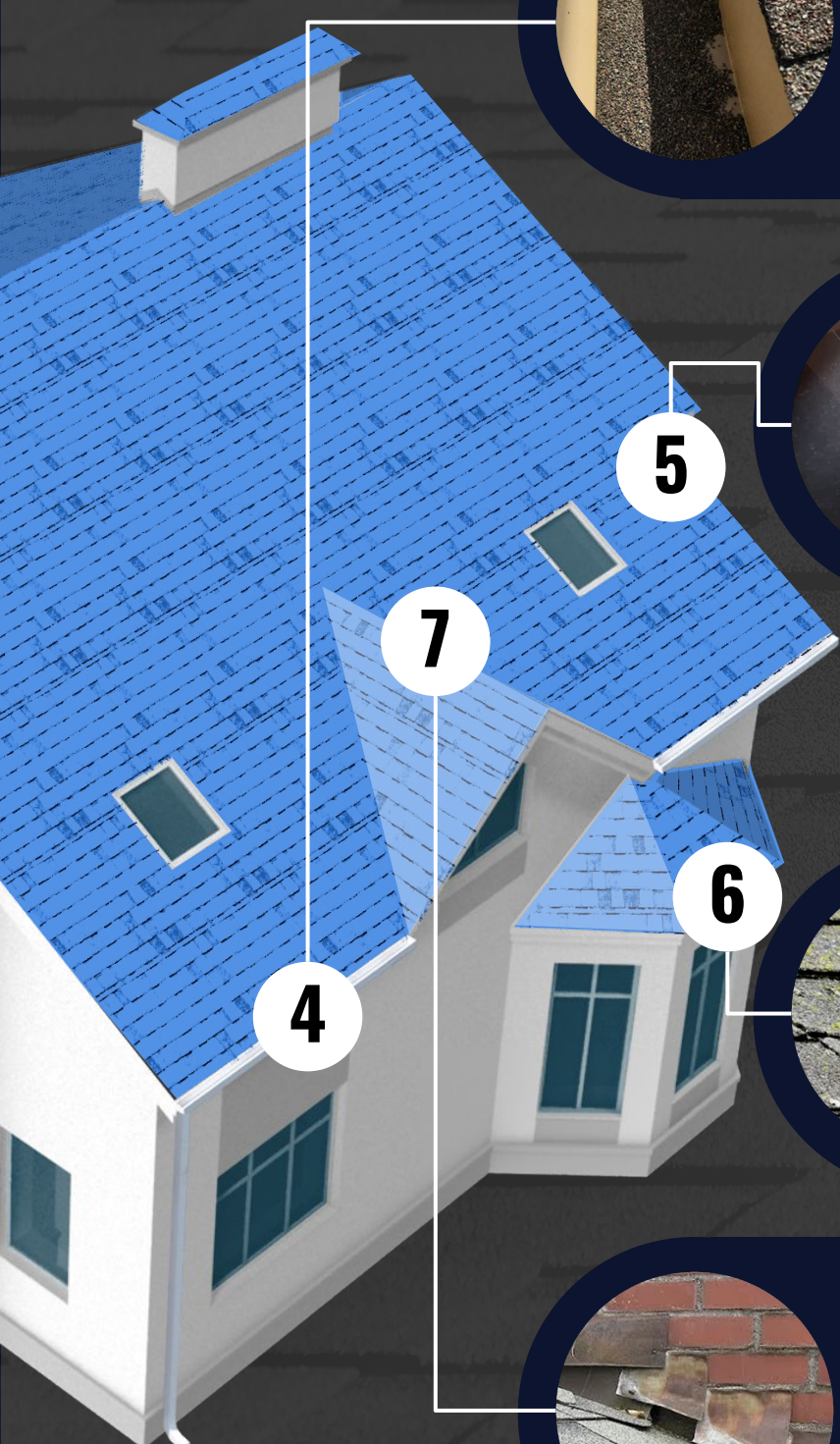
Look for signs of water damage inside your home, such as water stains on your ceiling or walls.



SAGGING ROOF DECK

If your roof is sagging in certain areas, it's a sign of structural damage to the decking.





GRANULES IN GUTTERS

If you see a buildup of granules from your shingles in your gutters, it could indicate that your shingles are starting to deteriorate.



INCREASED ENERGY BILLS

If your energy bills have suddenly increased, it could be a sign that your roof is not functioning correctly, allowing air to escape.



MOLD OR MILDEW GROWTH

Check for mold or mildew growth on your roof, as this could be a sign of water damage.



DAMAGED FLASHING

Look for any cracks or damage to the metal flashing around vents, chimneys, and other roof penetrations.



OUR ROOFING PROCESS



1. ROOF ASSESSMENT

The first step is to have a professional contractor assess the condition of your roof. We will inspect the roof to determine if it needs to be replaced and identify any potential issues that may need to be addressed immediately.



4. BUILD DAY

On the production day we will begin the process of removing your old roof and installing the new one. This is our chance to assess the decking. We will assess the quality of the surface and notify you if there will be any additional charges.



2. PROPOSAL

After the assessment, we will go over our findings and recommendations. We will provide you with an estimate of the cost of the replacement, the colors and materials you'd like, and finalize our contract.



5. QUALITY ASSURANCE

After the work is complete, we will perform a final inspection to ensure that the roof is properly installed. We will also do a final clean up to make sure we leave your property better than before.



3. SCHEDULING

Once you've signed the contract, we will need to schedule the roofing project on a time and date that works for you. Our team will order materials for your project which should arrive before the build date. Make sure to follow our What to Expect checklist to keep your property safe and clear.



ROOFING MATERIAL

Today, there are many types of resilient roofing materials for your home. Asphalt shingles remain the most popular roof covering. Shingle roofs provide a versatile and stylish design for your home. They come in a wide range of colors, shapes, and styles that fit any style of home.



SHINGLE



AFFORDABILITY

Shingles are one of the most affordable roofing materials available. They are relatively easy to install and require minimal maintenance, making them a cost-effective option for homeowners.



VARIETY OF STYLES

Shingles come in a wide range of colors and styles, allowing you to choose a look that complements your home's architectural style and aesthetic.



DURABILITY

Shingles are durable and can withstand harsh weather conditions, such as heavy rain, wind, and snow. Many shingle materials are fire-resistant, providing an added layer of protection for your home.



SHINGLE

ROOFING FAQs

Q How do I know if I need a new roof?

A

Sometimes, this answer is obvious: a hole in your roof, missing shingles, leaks, or animals living in your attic. Other times, the signs you need a new roof are little more subtle. If your roof is more than 12-15 years old, it may be time to get a replacement and get ahead of any problems that result from a damaged roof.

Q How often does a roof need to be replaced?

A

The longevity of your roof will depend on its materials, its installation, and its ventilation, so it's hard to give a straight answer. Typically, a solid, correctly installed roof will last between 12-15 years. Depending on the quality and type of shingles you choose and the base underlayment of your roof, that number can go up to 30 or more.

Q How much does a new roof cost?

A

Every roof is different, so every roof costs a different amount. When considering the price of your new roof, roofing contractors take a few factors into consideration: size, old roof removal, style, shape, materials, and other features like chimneys, skylights, and vents that they need to work around. A replacement roof is a big investment, and giving a quote without examining your unique situation would not be in our customers' best interest. However, once the price of your new roof is calculated, there are plenty of ways to finance your roof, making paying for your roof replacement easy and affordable.

Q What's covered by my Home Insurance?

A

Your home insurance doesn't typically cover wear and tear roof damage. You can file a claim with your insurance company if the damage was directly related to severe weather-related events like hail storms, tornadoes, or hurricanes.

Q Should I purchase a warranty?

A

We recommend that you add a warranty to your roof. Regular maintenance and repairs covered under the warranty can help extend the life of your roof, ensuring that it lasts as long as possible.

Q How do I choose the right contractor?

A

It's crucial to find a trustworthy and experienced roofing contractor to ensure your new roof is installed correctly. Check their credentials, references, and reviews to make sure you're making the right choice. Make sure you also read the fine print in your contract and estimate to make sure you are getting the right roofing system your property needs.



WHAT TO EXPECTING A NEW ROOF

Once you've chosen the right roofing system, here are some essential things to keep in mind when starting the roofing build at your property:



Please walk around the exterior of your home and take any valuables inside and store them somewhere safe.



Do not drive into the driveway when work is in progress, there may be stray nails during the building process.



Clear or remove anything in your driveway, so we have a clear work area. Remember also to move the deck table/chairs and solar lights.



Remove ALL valuables and pictures from walls that may fall during the heavier parts of the installation.



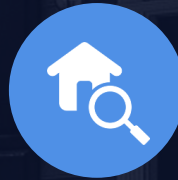
Warning! It may get messy when we install your roof, but the entire job site will be clean before we leave.



If possible, mow the lawn a few days before we arrive (it makes finding debris easier with shorter grass).



If you have any pets, please keep them indoors or somewhere safe for the days that we are working.



After underlayment is installed, typically, there will be a couple of inspections. Then the roof is installed, followed by a final inspection.



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Thank You

Thank you for taking the time to better understand the roofing process.

If you have any questions about the process or want to get started, give us a call!



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