



Presents:

Ten Important Issues

**Every Homeowner Should Be
Aware Of When Choosing A
Roofing & Construction Company**

In this document, we will go over various issues that homeowners need to consider when deciding which roofing and construction contractor they should hire:

- 1. Is The Contractor FULLY Licensed & Insured?**
- 2. Does The Contractor Employ Factory-Certified Workers?**
- 3. What Does The Contractor Do To Ensure A Clean Job Site?**
- 4. Does The Contractor Have Insurance Claims Experience?**
- 5. Does The Contractor Have The Resources To Get Jobs Done Quickly?**
- 6. What Kind Of Reputation Does The Contractor Have?**
- 7. Does The Contractor Offer Payment Options?**
- 8. Is The Contractor Local?**
- 9. How Experienced Is The Contractor?**
- 10. What Kind Of Guarantee Does The Contractor Offer?**



Issue #1: Is The Contractor FULLY Licensed & Insured?

To keep their costs low, many contractors carry inadequate or no liability insurance. They may say they are insured, but they may not be insured for roofing, only general construction. Or they may be insured for roofing but only for a low amount that would not protect you adequately if an accident occurred.

This is a 'CERTIFICATE OF LIABILITY INSURANCE' form from ACOPIA. It contains a table with columns for 'POLICY NUMBER', 'INSURANCE TYPE', and 'LIMITS'. The table is mostly blank, with some text in the 'LIMITS' column. Below the table, there is a section for 'INSURANCE INFORMATION' and a signature line for the 'INSURANCE AGENT'.This is a 'HOME IMPROVEMENT CONTRACTOR REGISTRATION APPLICATION' form. It includes a header with the title and a URL. Below the header, there is a section for 'Please refer to instructions sheet' and a 'New Registration' button. The form has several sections for 'Section A' and 'Section B' with various input fields and checkboxes.

Licensed & Insured for Your Protection

In order to provide peace of mind you deserve, *Master's Roofing and Construction* has taken the steps necessary to be fully licensed by the Commonwealth of Pennsylvania. In addition, we carry both Worker's Compensation coverage and \$2 million in liability coverage to protect your home.

If you hire a home improvement contractor without adequate insurance coverage and an accident occurs on your property, YOU may be held responsible and made to pay any damages!



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Issue #2: Does The Contractor Employ Factory-Certified Workers?



Did you know that roofing manufacturers' guarantees are null and void if their products are not installed by manufacturer-certified roofing installers? To have even greater peace of mind, ensure that the contractor of your choice is **GAF Master Elite certified**. To become a factory-certified GAF Master Elite™ roofing contractor, *Master's Roofing & Construction* had to show that we are:

- **Fully Licensed**
- **Adequately Insured**
- **Have a Proven Reputation**
- **Committed to Ongoing Professional Training**

The Importance Of Certification

Master's Roofing & Construction is **GAF Master Elite** certified. GAF certification ensures that installers are not only doing the best and most thorough job possible; but they are doing it in compliance with the roofing manufacturer's specifications, thereby protecting your warranty.

Hiring certified contractors will protect you in the future in case there is an issue with the construction. Often, contractors who have not been certified by a manufacturer may do a replacement roof for your home and not install it properly. Not only can this pose a potential immediate risk for you and your family, but it can also be a financial one as well. When you attempt to have corrections or repairs done later you may find that you have little to no options.

GAF has some of the most stringent standards in the industry and only the top 3% of all roofing contractors have been able to qualify for this certification.

Master's Roofing and Construction is proud to say that we are **GAF Master Elite certified** and among that top 3%. With serious winters and harsh weather it is important that you protect you and your family with a strong and well warranted roof.



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Issue #3: What Does The Contractor Do To Ensure A Clean Job Site?



One concern homeowners have when considering the possibility of a new roof is the fear that going through the commitment of home improvement and construction requires a lot of mess. Many people have either personally experienced, or seen contractors who not only look as though they are devastating the area they are working in, but also leave it no where near as clean as it was when they began their project. So the question is this: Is it possible to have a new roof without having all of the mess? The answer surprisingly is yes.

No Debris & No Heavy Trucks On Your Lawn!

One of the benefits of hiring *Master's Roofing & Construction* is the revolutionary "New Roof No Mess®" system. With this system, we utilize a self-propelled buggy (Roofers Buggy) to collect roofing debris. This protects your lawn, shrubbery, flowers and landscaping which according to a recent survey is the number one concern of homeowners when getting a new roof.



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Issue #4: Does The Contractor Have Storm Damage Experience?



When disaster strikes your home, like the hail damage in the photo to the left, **Master's Roofing & Construction** is ready to respond. Hurricanes bring high winds, damaging hail, and heavy rain that can all cause damage to your home's exterior, including your roof, gutters, siding, awnings and windows.

Our professionals are trained at spotting all kinds of storm damage to your home. We will provide a very thorough estimate that

you can present to your insurance company to ensure that any claims you file with them will be adequately covered for all damage that occurred, including damage that some insurance adjusters may not be experienced enough to locate. And in the case of a large storm, it is not too uncommon for an insurance company to hire lots of inexperienced adjusters to keep up with the volume of storm claims that insurance customers file, and some of those adjusters may not even bother to go up on your roof to verify whether or not any storm damage had occurred in hard to access places.

Why should you have to pay out-of-pocket just because your insurance adjuster missed some storm damage to your home?

We're here to prevent that from happening. Most roofing and construction companies just don't have the expertise or the staff available to do a thorough job estimating storm damage. **Master's Roofing & Construction** does!



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Issue #5: Does The Contractor Have The Resources To Get Jobs Done Quickly?

When looking for roofing and construction contractors, many homeowners are rightfully concerned that their home and property will be in a state of disrepair and under construction for an unreasonable amount of time. **Master's Roofing & Construction** has several construction crews, multiple vehicles, easily moved dumpster trailers, and enough tools and materials on hand to get your job done quickly with minimal disruption to your home.



Our ability to work quickly and efficiently on a number of customer's projects is what separates us from the competition. We can reroof most homes in just one day and we have no desire to drag out a construction project any more than you do. We want to get finished - to your satisfaction - as quickly as possible so that we can get paid and so that you can get on with the things that are important to you.

We Are The Right Size To Operate Most Efficiently

Master's Roofing & Construction has several crews, various kinds of trucks and other vehicles, dumpster trailers, and enough tools and materials on hand to get the done quickly, professionally and affordably!

We have all the equipment needed to get the job done right!



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Issue #6: What Kind Of Reputation Does The Contractor Have?

The best advertising for our company are the delighted customers in eastern Pennsylvania who have experienced the exceptional service and attention delivered by *Master's Roofing & Construction*. Read what some of our customers have to say about their experience with us.

What our customers say about us:

“I would recommend Master's Roofing & Construction to others, because I believe they...”

- Know their stuff.
- Are very reputable and stand behind their work.
- ARE VERY PROFESSIONAL WORKED NON STOP TIL JOB WAS DONE.
- Did a great job and cleaned up very good.
- PROVIDE EXCELLENT SERVICE.
- MAKE EVERY EFFORT TO SATISFY THE HOMEOWNER.
- ARE ONE IF NOT THE BEST ROOFING COMPANIES IN THE AREA.
- Performed better and followed up than other contractors.
- Worked hard to be better than the rest of the contractors running around our neighborhood following hail storm. They made sure they made me aware what differentiated them, plus they were local.
- Are very helpful in showing you the roofing that you will be getting.
- HAVE INTEGRITY, HONEST, SENSIBLE AND RETURN PHONE CALLS PROMPTLY.
- The installation included a complete roofing system. Most bang for the buck.
- TRULY VERY HONEST PEOPLE.
- DID AN OUTSTANDING JOB.
- STAND BEHIND THEIR WORK.
- DID AN EXCELLENT JOB.
- ARE HONEST, COURTEOUS, PROFESSIONAL. DO A GOOD JOB WITH CLEAN UP, RECOMMENDED SEVERAL PEOPLE.
- WERE PROFESSIONAL, COMPLETED WORK TO MY SATISFACTION.
- Did everything expected in a professional manner.





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Issue #7: Does The Contractor Offer Payment Options?



Master's Roofing & Construction offers payment options from “same-as-cash” programs to “zero-percent” programs, allowing you great flexibility, affordability, and the ability to add additional projects.

Call or complete the Quick Estimate form and one of our professional estimators will gladly assist you to make your next project affordable.

Also, keep in mind: The lowest estimate is usually not the cheapest estimate. Low estimates can often mean poor workmanship, poor quality materials, uninsured workers, useless guarantees, hidden fees, scams and the possibility of having very serious problems down the road that could require having to redo the shoddy work of the “bargain” contractor.

One of the most common warning signs of a bad deal is someone offering to do a job for much lower cost than other contractors are quoting. Like anything else, you don't get something for nothing. So, be careful when choosing your roofing contractor based upon the lowest price. There are no “bargain basement prices” when it comes to quality home construction. Make sure everything is specifically spelled out in the contract to avoid being ripped off.

Low Estimates Are Rarely Cheap Estimates

Doing a job twice is never the cheapest option but doing it right the first time is. And doing it right the first time is the way that *Master's Roofing & Construction* operates.



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Issue #8: Is The Contractor Local?

Does it really matter how close the contractor is to your home? It sure does, especially if you need to call them back to take care of some aspect of the project that needs further attention. And “storm chasers” who live out of state are not likely to be easy to get in touch with once they have left the area to move on to the next storm damaged area.



Master's Roofing & Construction is a local business serving homeowners and businesses in eastern Pennsylvania with our offices and suppliers in Weatherly PA and the surrounding areas. We are here to stay. We have many friends and family in the area, we attend houses of worship in the area, and we have been building customer relationships in the area for many years.

If Your Contractor Is Not Local, Will They Care As Much?

If your roofing and construction contractor is not from the area, then are they going to be as concerned about their reputation and about getting referrals for a job well done as a local contractor? You don't want to find out the hard way!



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Issue #9: How Experienced Is The Contractor?

One of the most critical issues when choosing a contractor is “How experienced are they?”. Just because a contractor says they know how to do something does not make it so. Expertise usually is spread out across more than one person, especially when you are talking about all the skills and trades involved in your average roofing and construction job. Beware of one or two man outfits that say they can do it all.



Master's Roofing & Construction employs people whose families have been in the roofing and construction business for three generations. We demand the same level of expertise and talent from our employees as you would expect from anyone you hire to make repairs or upgrades to your home.

We have a sizable staff of roofers and tradesman who have a great deal of experience with steep roofs, high roofs, flat roofs, metal roofs, shingled roofs, skylight installation, gutters, siding, awnings, replacement windows, dormers, decks, porches, carports, garages, additions and interior work. You name it, we do it, because we have the staff that can handle just about any kind of construction project. And even concerning the things we don't do, we have trusted subcontractors we can refer you to for things like tree removal and such.

Experience Is Of Utmost Importance!

When you are looking at a project that will affect the life of your home, can you afford to hire contractors who don't have a broad range of construction experience like *Master's Roofing & Construction*? If work needs to be done that a contractor is not an expert in, will they create problems for you by doing work they might botch up because they don't understand “best practices” or because they don't have the proper training to do things correctly – according to the most current construction codes?



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Issue #10: What Kind Of Guarantee Does The Contractor Offer?



Many contractors say they offer manufacturer's warranties on the materials they install, but then they neglect to tell you that those warranties are meaningless because the contractor is not certified by the manufacturer to do an installation that the manufacturer is willing to stand behind. So what you get from those non-certified roofing companies is nothing - in terms of a warranty. However, **Master's Roofing & Construction** is certified by GAF – one of the nation's leading roofing materials manufacturers. Therefore, we can offer you a valid manufacturer's warranty such as the **GAF Weather Stopper System Plus** warranty and the **Weather Stopper Golden Pledge** warranty. We offer several GAF warranty options, allowing you to choose the level of protection that makes the most sense for your home and your budget. And in addition to manufacturer warranties on products and materials, Master's Roofing offers **our own workmanship guarantee**.

Master's Roofing & Construction Guarantees Mean Something

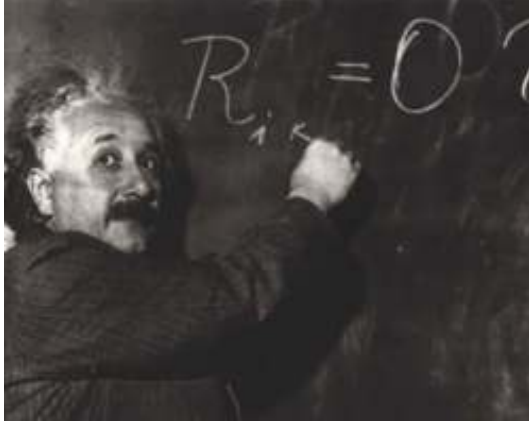
If there is ever a problem with one of our jobs due to installation issues, we'll be right over to repair or replace it! If there is a problem with the manufacturer's materials, we'll take care of that also.



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Master's Roofing And Construction - The Problem Solvers



There is nothing more frustrating than getting involved in a home improvement project, excited about the outcome, only to realize that you are in way over your head. Although this can be embarrassing for some, even to the point where they are afraid to seek out help, the certified professionals at *Master's Roofing & Construction* know how to help you in nearly any difficult situation you can throw at them.

Master's has served homeowners of eastern Pennsylvania for many years and has helped them to keep their homes safe, and secure from all that nature can swing at them. When problems arise Master's has been the "Problem solvers" in renovation, remodeling, repairing, or even entirely new construction projects. We approach every project we are involved in with the utmost professionalism and using our years of expertise we establish the most effective, inexpensive, and energy efficient approach to address it.

Our Pledge to Our Customers

Our mission is to protect your home and family from the elements while creating a more beautiful, safer and more energy efficient environment for you to enjoy!

For more information on roofing, siding, replacement windows or any other home improvements, please feel free to contact us:

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