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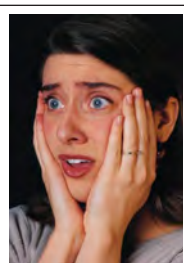
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### What are the **BIGGEST MISTAKES** to watch out for on a re-roof project?

Roofing projects can be daunting and full of potential pitfalls if you're not careful. Did you know that choosing the wrong contractor or neglecting research could cost you thousands? To answer your question, I will highlight the biggest mistakes homeowners make when handling their roofing projects and how you can avoid them.

- **Hiring an expensive big-name contractor.** When it comes to roof installation, many homeowners believe that hiring a big-name contractor guarantees quality work. While some companies have well-known names, many use subcontractors to complete the work all while charging a hefty price tag. In many instances, smaller or local contractors can provide better quality work for significantly less. The key is to conduct proper research and consider multiple bids.

- **Neglecting critical research about your roofer, products, and warranties.** Ignoring to research both your contractor and the materials they'll use can lead to disastrous results. Take the time to look into the roofer's credentials, reviews, and past projects. Investigate the roofing materials as well. Are they suitable for your climate? Will they stand the test of time? Additionally, ensure you understand the manufacturer's warranty for the products used. Some warranties may seem enticing but can be voided by the smallest infraction. By performing thorough research prior to signing your contract, you can avoid countless headaches in the future.

- **Getting stuck with a no-money-down finance deal you can't afford.** Many roofing companies offer no-money-down financing to entice you into their deals, but you need to be very careful since 0% financing could lead you into long-term debt or worse yet you could lose your home. Here's my Dave Ramsey insight; *How will you be able to pay it later if you can't pay it now?* We suggest saving up and paying for your roof outright when feasible or seek out local reputable lenders with competitive rates.

- **Choosing the cheapest estimate and later freaking out about poor quality.** When comparing estimates, it can be tempting to select the cheapest option available. While saving money is paramount, opting for the least expensive estimate can often backfire. Low bids can indicate poor quality materials or cut corners during the installation process. Your roof protects your home and its contents; it's not the area to skimp on. Invest in a quality roof and you'll save yourself from extensive repairs and replacements in the future.

- **Choosing the wrong roof product or color.** The roof you select dramatically affects your home's aesthetic appeal, value, and protection. *Architectural asphalt shingles* are a reliable choice for most homeowners and should last 20-30 years, however metal roofing is really increasing in popularity due to its long life and low maintenance. *Standing seam metal* costs around double the cost of shingles but ends up lasting around 100 years, while the more economical *Paradise Panel* costs around 25% more than shingles with

an expected life of 40-50 years. In addition, neglecting to choose your roof's color to fit your home's style can lead to an expensive new roof that you are embarrassed to live with.

- **Neglecting to read the contract and warranty fine print.** Once you've decided on a roofer, ensuring you read through the contract carefully is imperative. The contract outlines the scope of work, timelines, payments, and warranty details. Failing to comprehend the fine print can leave you in tough situations post-installation. For instance many manufacturers offer a labor warranty on top of their standard product warranty, however the fine print voids the warranty if the product is installed incorrectly which is the only time the labor warranty is really needed. Clarifying these aspects can save you from disputes later. If unsure, tell your salesman you need more time and ask questions from another unbiased expert in the industry.

- **Choosing a contractor that isn't experienced with your unique project**

**situation.** Not all roofing projects are created equal. For example if you want a metal roof you should choose a roofer with experience installing metal; On the other hand your roofer might not be the best fit for a deck or sun porch etc. Always inquire about the contractor's previous experience with your specific type of project before making a selection. You want a knowledgeable partner who has experience with your specific project and situation.

Visit our *Research Center* (see ad below) or call Isaac with any roof-related questions. We'll fix your roof issues fast and create a safe sanctuary where you can enjoy quality family time and live out the American dream!



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