

Each Year Over 584,783 Complaints & Lawsuits Are Filed Against Roofing Contractors.

Wall Street Journal

Roofing Your Home can be a very stressful and expensive experience, and if you don't take the proper precautions up front, it can quickly turn into a nightmare. So how do you find a roofing contractor that you can trust your home to and feel confident you made the best decision? If you are beginning to look for a roofing contractor to re-roof your home, make sure they can properly answer these 21 critical questions.

Financial Stability

1. How promptly do they pay their suppliers? Can they prove it? If a roofing contractor is financially unstable—in business or personally—they may not have the ability to pay their suppliers promptly...or even at all. The result: The material supplier can legally put a lien on your home which could prohibit you from selling your property (not to mention the hassle). You would be legally obligated to pay the supplier, even if you've already paid the contractor for the job in full. This could cost you several thousands of dollars! **Waukesha Roofing** has the highest **Dun & Bradstreet** financial rating available, and will provide the documentation to back this up.

2. Will they provide a Supplier Lien Waiver letter up front! **Waukesha Roofing** will, without hesitation. Don't be fooled, some might promise a lien waiver letter, but you must demand that it is provided UP FRONT, before the job begins...and certainly before making any first payment. Remember, over 75% of roofing contractors are not financially stable...very few of them will be able to provide this proof, or level of financial stability and consumer protection for you or your family. A Bank Letter of Financial Stability should also back this up. More on this later...

3. Can they provide you with a current business license on request? Be sure they have been operating under the same name for a minimum of 10 years. Many roofing companies pop up after a wind or hailstorm hits...but an astounding 48% of them go out of business in their first year. What's more, many of those that went out of business will open up the following year under a different name to avoid the past customer complaints and problems. **Waukesha Roofing** has been in business since 1913, and will have a copy of our Wisconsin Department of Commerce **Dwelling Contractor Financial Responsibility Certification** business license available for your review at time of estimate presentation.

4. Can they also provide Trade Association Certificates of Good Standing? Belonging to trade associations implies quality, integrity, and ethical behavior on the part of the contractor. **Waukesha Roofing** is a member in good standing of the **Midwest Roofing Contractors Association** (MRCA), **Associated Builders & Contractors** (ABC), **Metropolitan Builders Association** (MBA), the **Wisconsin Builders Association** (WBA), **Milwaukee / NARI Home Improvement Council** (NARI) as well as the **Better Business Bureau** (BBB).

5. What About Asking for Cash Up Front? Reputable roofing contractors won't need cash up front for 99% of all jobs they do. The only circumstances that would justify asking for a deposit up front would be a project that required special order, non-returnable roofing materials. Be careful of contractors who ask for money up front, especially if your roof uses a standard asphalt shingle or wood shingle or shake. This is the top area of fraud among contractors.

21 Critical Questions to Get Answers to Before Roofing Your Home

Financial Stability continued...

6. Can they provide a Bank Letter of Financial Stability & Character: This signed document from the bank will show you the financial stability and the banks judgment of character of the company you're working with. Insist on seeing this letter so that you know that you're dealing with a company that is stable and financially sound.

Protection

7. Can they provide you with an Insurance Certificate? You need to know if your contractor carries general liability insurance for both commercial and residential projects. **Waukesha Roofing** carries no less than \$1,000,000 of General Liability for each occurrence, and \$1,000,000 in Automotive coverage; and a \$4,000,000 Umbrella policy; in addition to the maximum Workman's Comp insurance coverage set by the State of Wisconsin. **Over three-fourths of roofing companies in Wisconsin are not financially stable...**and do not carry proper insurance coverage to protect you against losses. Demand to see proof of proper coverage.

8. Are they willing to list you on their policy as an Additional Insured? At no Additional Expense? If it makes our customers more comfortable, we will list you on our policy as an additional insured. What this means is that you are covered by our policy, much the same way as your homeowners protection covers you against any damages to your home. The difference is that if it becomes necessary to make a claim, it is on our policy, not yours, protecting you from future rate increases tied to making a claim on your homeowners policy.

9. Do they have a Bonded Assurance Program? **Waukesha Roofing** will make available for a slight additional charge A-rated protection through **The Ohio Casualty Insurance Company**. What this means to you is the performance & payment bond assures you that all specified work will be completed as quoted and all labor costs and material suppliers will be paid in full.

Experience & Expertise

10. Do the workers installing your roof have at least 10 years experience? Ours do, in fact, the average number of years of experience for a **Waukesha Roofing** crew is 11.4 years on the job, even higher if we added our supervisors and estimators experience into the mix. What this means to you is that our roofing teams have seen it all, and have experience with all types of roofing scenarios. We avoid the mistakes that less experienced roofers will make, and know the difference between a major problem, and one that just looks that way, saving you money in the end by not doing work that is unnecessary. Contractors that don't have crews with this level of experience will more than likely put on roofs that will have reoccurring leaks and other problems, the result of shoddy workmanship. This can be avoided if the consumer will demand experienced installers and strict adherence to material procedures.

11. Are the shinglers on your roof certified for the product and roof system they are installing? We are an **OCF Preferred Contractor**, a **GAF Authorized Residential Roofing Installer**, and an **ELK Peak Performance Contractor**, in addition to certificates of training and competence from all major roofing material suppliers that we install. Ask for their certification for technical competency in using the product they are going to apply to your roof. Roofs and roofing materials are NOT all the same. There are several different types of roofing and not all contractors are proficient in all of them. Have your contractor produce his letter of certification saying that he has passed all technical requirements to properly install the product on your roof at the level of quality recommended by the manufacturer.

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Experience & Expertise continued...

12. What kind of Safety training have their roofers received? Roofing is one of the most hazardous occupations out there. Safety training is a priority at **Waukesha Roofing**, because if an installer knows how to protect himself from accident or injury, that means he also knows how to protect you. All of our installers have been trained in hazardous material handling, fall protection training, proper ladder & scaffold use, proper lifting technique, & have completed the OSHA 10 hour safety course. In addition, all employees must pass a pre-employment drug-screening test, receive first aid training, and participate in quarterly safety refresher training.

13. Do they have a Code of Competency and Compliance for the roofers that will be on your property? **Waukesha Roofing** has one that all our workers must sign & adhere to. With some roofing companies, the workers that show up on the job site are not the type of people you would want to invite over for Sunday dinner. Problems and complaints stem from loud aggressive music being played, beer and other alcohol being consumed on the premises, loud foul language or even possibly drug use. These types of incidences are annoying and offensive at the least, and at worst could lead to accidents, poor workmanship, or even theft of your property. Anyone sent over to your home as part of a roofing crew for **Waukesha Roofing** knows what type of decorum is expected & demanded on the job.

14. Do they have a sub-contractors' Compliance Agreement? Demand that your contractor comply with these "Professional Service" Protection Points Written and legally binding sub-contractor agreement: **Waukesha Roofing** uses a 31-point signed contract Compliance Agreement prohibiting the use of alcohol, drugs, foul language, misconduct, and inappropriate behavior on the job site. It also serves to make sure that the workers wear decent clothing and show up to work on time. Make sure you see this agreement for the actual crew that is working on your home.

15. Is the job foreman always available to answer your questions? From the start of the first day on the job, to the end of the final 14 Point Final Inspection Review, the job foreman is on the job and available to you to answer any questions you have as the job progresses. At the end of each day he will also be available to give you an update, and forecast as to when the job will be complete.

PRICE

16. Is their price quote fair, detailed, and explain everything that is going to happen that you are going to be charged for, and is the price for the scope of work quoted GUARANTEED? Because no two roofing jobs are ever the same, it's important to find out what your job is going to cost in detail, and to understand what variables may be necessary to include in the job based on your particular situation. **Waukesha Roofing** has a proprietary computer software estimating program we call **Flash CAT**. It provides an estimate that is **Comprehensive, Accurate, & Thorough** that provides you with a **L-3** cost estimate that takes all visible variables into consideration. The quote you receive from **Flash CAT** shows all the detail you need to understand what you are looking at in plain English, and ensures you will get a fair, consistent quote.

Many other roofers base their quotes on how much you know about what is involved in a roofing job. With many other roofing companies, the less you know, the more you pay. With **Flash CAT**, you get a fair, fast & FREE estimate, every time! And in addition, the price for the scope of work quoted to you from Waukesha Roofing is **GUARANTEED!** The only exceptions would be if there is pre-existing damage, for example, rotten wood that is visibly concealed until the roof is opened up and any additional work you authorized that is not included in the original scope of work. Other than concealed damage and additional authorized work, if your roofing project takes more time and material than originally quoted, that's our expense, not yours.

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PRICE continued...

17. Does the Written Bid you receive meet the Level-2 (L-2) to Level-3 (L-3) Estimate Specifications: Many people are unaware that there are varying levels of job bid specifications. Most contractors provide a **L-0** (no written bid) or an **L-1** (basic receipt or invoice). The minimum you should accept is an **L-2** bid, which details the type and amount of materials to be used, and provides an overall estimate of what the project will cost. Even better than that is an **L-3** bid, which is developed using a **16 Point Critical Costing Evaluation** that includes all elements that go into a complete roofing job, and also provides optional upgrade variables to further enhance your roof investment. **Waukesha Roofing** only issues bids or estimates at the **L-3 level**. Always make sure the bid has the contractor's signature on it, and the amount of time it is valid.

ADDITIONAL POINTS TO CONSIDER:

18. Are they willing to provide current & past references? All reputable roofers carry pre-printed lists of references...that include customers from 1 to 5 years ago, as well as customers from the previous month. This list should contain at least 20 names from each of the last five years. **Waukesha Roofing** readily provides this list for you, so you don't have to ask.

19. Do you know who your job supervisor will be, and how often you will see him? At **Waukesha Roofing**, we insist on frequent inspection of jobs by the job supervisor, which provides an additional level of project supervision above the job foreman. Frequent inspection allows for better communication between the installers and the supervisor...and ultimately better communication with you. The proper frequency of supervision varies from daily to weekly depending on the job. For most standard residential jobs, your job supervisor should show up at least once a day. The result is a job that is on schedule, on budget, with fault-free workmanship. Plus, it allows the homeowner the opportunity to ask questions, and get answers promptly.

20. Do they employ a Quality Compliance audit and checklist: At **Waukesha Roofing**, there are 11 audits that will take place during the installation of your new roof. You probably don't know what they are and most companies don't...or they don't follow them. Ask for your quality audit checklist. Each point should be inspected, graded and passed off by a job inspector and the list should be reviewed with you during and after the completion of the job.

21. Do they have a Daily Clean-up to-do list, in addition to a Post-Job 14 Point Final Inspection Review? At **Waukesha Roofing**, the condition of your yard is a top priority for us, period. Your home and yard should be picked up and secured daily by the crew. Any scrap materials should be placed in the dumpster at the end of the day. After the job is completed, a total project clean up should take place, including meticulous removal of any nails or other debris in your yard. If a contractor does not have a specific, detailed clean up procedure, you will be cleaning up after them for months to come.

We hope the 21 questions and answers contained in this report have helped you understand what is important to be aware of as you begin the process of Roofing your home. Whether you trust *Waukesha Roofing* or some other Roofing Contractor to assist you with your roofing project, make sure you get these 21 questions answered to your complete satisfaction before letting anyone work on your roof.