

How to **AVOID** Being



When Hiring a Roofer

*A Common Sense Guide to
Hiring a Roofing Contractor*

Nicholas V. Bryditzki

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A Common Sense Guide to Hiring a Roofing Contractor

By

Nicholas V. Bryditzki

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According to the Better Business Bureau, 10.7 million complaints have been filed against remodeling contractors... and 80% of consumers who took the lowest bid offered to them had major problems getting their projects completed!

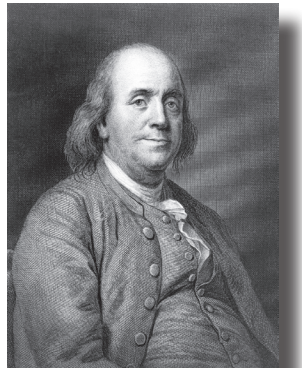
“Roofs are like windshield wipers, we never think about them until it rains” - Nicholas Bryditzki

We all enjoy the weather in the Valley of the Sun, well at least 8 months out of the year. Most of the time we never think about our roofs until it rains. Many commercial and residential property owners don't realize how our beautiful Arizona weather affects our roofs. Think about it, your roof has to deal with the summer heat, the monsoons and the cold days of January and February, that's a lot of change for any roofing material.

These are scary times for our nation, we have record high inflation, the world is in unrest, another Presidential election in a few years. Crime is on the rise; life is becoming more expensive so we all have to watch our hard earned dollars.

But this is still America! Whether Democrat or Republican, Conservative or Liberal, we all are Americans.

We must, indeed, all hang together or, most assuredly, we shall all hang separately. - Benjamin Franklin



If you're in possession of this booklet, chances are...

1. You have a roof leak that you have ignored and now you're concerned that a roofer is going to say, "You Need A New Roof."
2. You're in the process of selling or buying a piece of property and you want to know what the condition of your roof is.
3. You're in the process of interviewing roofing contractors, hoping not to make a costly mistake..

Whatever the reason, you've made a good decision to take a moment to read this helpful information.



Hello! My name is Nicholas Bryditzki,

As a homeowner first and then a contractor, insurance adjuster, and certified infrared roof inspector, I have compiled this informational booklet to help provide property owners with important and valuable information on choosing the right contractor.

I have sincere hope that you will find the following pages a little entertaining, but most of all, informative. In your hands, you now hold a valued resource that will aid you in the steps in choosing the right contractor.

TRM Roof Tip #1 No matter which contractor you choose, remember that you'll be "married" to them for quite a while; try to make the best choice possible for you and your family.

Let's Start with Basic Roofing Knowledge

I am going to give you a quick tour of the overall roofing experience, introducing you to the players and documents generally involved. I'll walk you through the entire roofing process, from when you need to talk to a roofing contractor, the sales tricks and tactics, your homeowner's insurance policy, and the actual "catch you in your underwear" physical roofing process. I'll even provide you with a contractor interview checklist to help you make sure to find the person/company best suited for your specific needs!

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Remember When...?

I remember the milkman, the neighborhood barber, and the local mechanic at the service station where they actually came out and pumped the gas for my mother. I remember going to the local bakery with my father; he would pick up his order of bread and rolls and the baker would always hand me a cookie. Service... The days of real service "where everybody knew your name". Everything was new and life just seemed... simpler.



Workmanship, pride, and reliability were woven into the consumer experience, and businesses stood behind their products and services. Customers were the greatest assets a business could boast, and life-long relationships between consumers and local business owners were the norm in the days when contracts were just a handshake. Both my father and grandfather were contractors and they always imprinted a few adages in my head: “a person’s word is his bond,” “go the extra mile,” and “always under promise and over deliver.” Nowadays, those are just clichés listed on corporate websites and brochures.



My grandfather, a painting contractor.

In the 1930's, his company painted Treasure Island for the 1939 World's Fair.

Paint Now Pay Later

Money is available NOW. Do that much needed painting your home requires before the ravages of another winter make additional costly repairs necessary. Like thousands of other home owners you have found it impossible to do this before because an immediate cash outlay which you could not afford was necessary. The U. S. Government created the Federal Housing Act for you.

Can you borrow money? If you can't you can't pay for it. It is five times the amount.

Where can you get the money? It is supplied by the Federal Housing Administration.

When can you get the money? You can get it when you apply for it.

What will the money be used for? It will be used to pay for the repairs.

Cost of Repairs	Monthly Payment
\$100.00	2.00
150.00	3.00
200.00	4.00
250.00	5.00
300.00	6.00
350.00	7.00
400.00	8.00
450.00	9.00
500.00	10.00

These monthly payments are for loans from \$100 to \$500.

**GENERAL
SAN FRANCISCO**
2627 Army Street

House of Victor

Carpet & Drape COMBO \$248.95

FRESH PILE WILSON CARPET
Drapes (Hand dyed) - Double Fullness
Includes: Installation, Delivery, Unrolling, and Trimming.

Choose from 11 Drape Treatments Colors Call for Book

Mr. Victor at **589-4040**

604 San Mateo Ave. SAN BRUNO

HAND FINISHED - DOUBLE FULLNESS
Price includes Heavy Duty Buck, Spring Pulley Installation & Tack

SHOP - COMPARE THEN CALL

Based on average house of 1200 sq. ft. with 8' ceilings. If higher in order add \$25 per additional foot.

Here are some advertisements used by my grandfather, a painting contractor, and my father, a flooring and drapery contractor.

Below is my grandfather's team, celebrating a hard day's work on a downtown high-rise.

Victor F. Bryditzki

San Francisco

INTS and GOOD PAINTS - that's (COVER)



\$6590 buys this detached home in **MIRALOMA PARK**

The last photo is my father's work van. After having the van lettered with his company name, my dad brought it home, left the door open while showing it to our neighbors, and my mom drove around the corner and accidentally hit the van, ripping the driver's door from its hinges. My father and our neighbors stared at the driver's door laying in the middle of the street. I know my dad was



furious but I can still remember how everybody laughed... What else could you have done?



So You Have a Roof Leak... or feel there is something wrong with your roof.

First of all, let's not panic. Since it doesn't rain as much here as it does in other states like Washington, Oregon or even Texas, you don't have to panic. On the other hand, being proactive is not only smart but makes economical sense. If you own a home, industrial or commercial building it's always wise to have your roof inspected annually. Heck, most roofers will do this for free.

It's a small leak!

I personally have listened to many residential and commercial property owners inform me that they just kept painting over the leak stains on their ceilings... WHAT???. Yes, every time it rained they would paint over the leak stain. Unfortunately, most of the time the stain got larger which meant the leak became worst and roof replacement was their only option.

Now you are faced with not knowing if your roof can be repaired or if you really need a new roof, especially because you don't want your family sleeping under a leaky roof. Trust me, it can all be very hectic and stressful. Between choosing the right roofing contractor, the cost, and the actual roofing process.

So how do you avoid being ripped off, left hanging, or overcharged & under serviced?

What can you do to protect you and your hard-earned money in a world where excellent customer service, craftsmanship and honesty are simply fleeting memories?

Hopefully, this booklet can provide you with useful information.



First, let's get the insurance question out of the way: Will my homeowner's insurance cover my roof leak?

Obviously, insurance policies differ between insurance companies, types of coverage, and individual states' laws. Every homeowner should understand what his or her Insurance actually covers.

Generally, your homeowner's covers catastrophic events, such as a hailstorm, wind storm, etc., (like Arizona had in 2010). There has to be a "storm created" opening for your homeowner's insurance to actually cover damage. In most cases, roof neglect is not a covered peril. Now many times it will cover the damage from a neglected roof, but not repair the roof itself.

There are two basic coverage's on your policy that you should be aware of in your homeowner's policy.

Actual Cash Value (ACV)

Actual Cash Value (ACV) is computed by subtracting depreciation, which is based on age and condition – from replacement cost. Replacement cost is another method of valuation. An example would be as follows: You purchased a new roof in 1990 for \$6000. The replacement cost value in today's market is \$10,000. Actual Cash Value (ACV) insurance would only pay the Actual Cash Value at the time of loss. The ACV would be the replacement cost (at today's prices), less depreciation. In this example, the insurance company may pay an estimated cost of \$4,500 less your deductible.

Replacement Cost Value (RCV)

Replacement Cost Value (RCV) is the amount that an insurance company would pay, at the present time, to replace your roof. In the example above, the replacement cost is \$10,000. The insurance company would pay out the value of the roof in today's market of \$10,000, less your deductible. Most likely, you have Replacement Cost Value type coverage; which entitles you to have your replaced roof with like kind and quality when it is of equal or better condition than it was before the damage occurred.

What will my Homeowners Insurance Cover?

Since Arizona is not subject to annual hail or storms like Texas, Oklahoma or Kansas, most Arizona property owners have little knowledge of what is covered by their insurance. Many are under the impression that their insurance will cover roof repair or roof replacement. The next two pages will help illustrate what is covered and what is not.

COVERED



NOT COVERED



What will my Homeowners Insurance Cover? Cont.

COVERED



NOT COVERED



Your Roofing Contractor

I have a tendency to believe that there is inherent good in all people; this belief has separated me from my money more than once. Like I stated earlier, having a major roof issue and searching for a roofer can be overwhelming. There are good, reputable licensed roofing contractors, your chances of finding one decreases year after year.

The 3 Bid Process

The three-bid process actually started with the United States Federal government. They require that all departments always get three bids. Thus, through the decades it has trickled into the private sector. With that being said, many property owners like getting three bids especially if you have never purchase a new roof before.

Recently, a family member was moving and asked for my help in choosing a professional mover. I never hired a moving company before so I suggested we get three bids. It was like interviewing prospective employees. As each one came out I picked their brain, was educated on the whole process and then had multiple bids to choose from. As an experiment I gathered several more bids. This became redundant, all the bids settled in three price groups, the low bidders, the high bidders and the ones in the middle.



Your Roofing Contractor Cont.

We looked at all eight proposals and comparing prices, scope of work, etc. Looking at the low bidders, we thought that they may have missed something to justify the low price or could nickel and dime us on the back end. We looked at all the high bids seeing if they were offering something more to justify the price. We then examined the two that were the middle, to see if anything was missing or different from the other 6 proposals.

Here's what we found: We tossed the low bidders and the high bidders out; leaving us the two middle companies. They were both providing similar services, had similar products and both worked within our time frame. It came down to this, I liked one over the other, she educated me on the process, and informed us of things we were unaware of, so we chose her company.

In reality there is no reason to ever get more than three bids, but there are some exceptions. First, you can't find a roofer that you personally like or can get along with. Or, the proposals are all over the place and you need more information. Remember, this is going to be a long-term relationship!

TRM Roof Tip #2: If you are just looking for the cheapest fix or cheapest price, be up front with your contractors, this way you don't waste your or their time.



Hiring the Right Contractor

Using the “marriage” analogy, do you want someone that will help walk you through the roofing process, show you options, and be there down the road if you need them?

Interviewing contractors is a time-consuming, and sometimes very frustrating, process. But there are a few steps you can take to reduce the chances of making a

bad decision. *Remember, you’re going to be “married” to your contractor for the life of your warranty.*



All Dogs Go to Heaven; I Think Some Contractors Should Go To H%#*!

It seems that many roofing sales guys appear to be more interested in the sale, than installing a good roof. Here’s something to remember: Most roofing salespeople are paid straight commission on the entire amount of the job. The more the selling price, the more money they make.

I have listened to story after story how a roofing contractor or sales person misrepresented what they were selling. Things I hate about roofing sales people, high pressure on older folks, cutting corners, poor craftsmanship and leaving the property a mess.



Tile Roofing Sales Inspection Case Study

Recently, a homeowner called my office for a second opinion on her tile roof. The first roofer that was first on the scene gave her a proposal for a new roof, (replacing the underlayment). The roofer informed her that her underlayment was “shot”, the desert heat had deteriorated the underlayment and replacement was the only option.

During my inspection of the tile roof, I removed some tiles to inspect the underlayment. The battens were bright white with a nice tight underlayment. I did locate an area where she had a leak and proposed to repair that area. She didn’t need a whole new roof. The first roofer out, just happen to be a roofer sales guy trying to sell a roof!

Below are two pictures of typical 30# tile roof underlayment. The one on the left is in good condition and the one the right is at failure leaking into the house. The homeowner was told the one on the left was at failure... Ask your estimator to see pics.



**Underlayment
in good condition**



**Underlayment
in bad condition**

TRM Roof Tip #3: When your roofing contractor, estimator or sales person shows up you need to remember my “marriage-analogy”. You will be in a 2 to 20 year relationship with this person. So be careful when interviewing contractors.

Critical Questions to Ask Your Roofer

Are they Licensed and bonded?

In the State of Arizona they are REQUIRED to have a roofing license. You can look up your prospective contractor at the Arizona State Registrar of Contractors under "Contractor Inquiry" all online. Here's the link: <http://www.azroc.gov/roc/contractorsearch.html>. Every contractor is required to have a contractor's bond by the State of Arizona State Registrar of Contractors under A.R.S. 32-1152. The bond guarantees contractor performance and payment or compliance with license standards.

Do they carry liability insurance? Many contractors don't even carry insurance, period! Without liability insurance, if an accident occurs on your property, you could be held liable and taken to court!

What type of supervision do they have? This is a very important! You need to know if they are just going to drop off a crew and come back to pick up a check, or will there be a superintendent or project manager that you can communicate with on a daily basis. You don't want to come home and see your roof wide open and no one to be found.

Do you bring in a dumpster or remove the roofing debris every-day? This is a very important question. Many roofing contractors have tear-off trailers and remove roofing debris every day. Others use a roll off dumpster and leave it there until the job is completed. Just ask your contractor which one they use.

When it comes to wood or other change orders. Some roofers just might want to skip over this part of the proposal. Once they have torn off your roof you are at their mercy. Ask about how they charge for fascia or wood decking, get specific, you definitely don't want any surprises!

2 Personal Questions to Ask Your Roofing Sales Representative

When a roofing salesperson knocks on your door and starts his or her small talk, ask these 2 great questions:

What is his or her personal roofing experience?

Is he or she personally certified by organizations like NRCIA, SPFA, RCI, The Tile Institute, HAAG Engineering, or other contractor organizations? I personally feel comfortable in a person who invests in themselves.

How long have they been with the company?

Most will have been recently hired. Does the company provide training? Ask to see their supervisor to ensure you have an experienced inspector on your roof and not just a “rookie” salesperson trying to make a quick buck.

Google® your sales representative and the company they represent. This is great! You never know what you’ll find.



TRM Roof Tip #4: There are a lot of great roofing salespeople out there that will do a great job, just take the time and do your best to find the one that will best suit your specific needs!



No One Likes a Pushy Sales Guy... Even in Roofing!

In most sales situations, the roofing salesperson wants to create a sense of urgency, then create a feeling of obligation, owning the problem. They will build fear and work on your ignorance of roofing... ***then go in for the close (or kill)!***



Face the facts; dealing with a persistent and pushy salespeople can be very stressful and the pressure can be ridiculous. They can easily catch you off guard even if you call a roofing contractor and set up an appointment for an estimate or roof inspection, there is going to be that moment one many will try to get you to sign a roofing proposal.

The best scenario is that they can email you an estimate that day or a few days later, and you can actually request that.

If they show up at your door, or text you, email, or phone calls, salespeople can be very persistent and it's very easy to end up purchasing a roof that you don't want, need or over pay for.

Last Things to Avoid & Think About

AVOID buying out of fear. Your estimator/salesperson may exaggerate the condition of your roof in order to create a sense of fear. They may also warn you that grave and serious consequences will result if you do not act immediately. This is especially the case for senior citizens who are too often targeted by con men and unscrupulous contractors. Whatever the repair issue is (except maybe a hole in your roof left by a giant meteorite), it can surely wait at least 24 hours. **Remember if it's important, it can wait at least 24 hours. If it is life threatening, DIAL 911!**

AVOID talking in those uncomfortable conversation moments, especially after he starts asking those closing or leading questions: "Does that make sense?" Or with a smile in his voice he may say, "Am I getting close to having a new homeowner?" A well-trained "closer" will shut up, hoping that you answer or speak first. The biggest rule used by a good "closer" is asking questions and then keeping quiet during the close. It's normal to feel uncomfortable when there's an extended silent pause, and it's human nature to fill the silence with an answer. Let him speak first. Guaranteed, he will start discounting or offering something! **Silence is a sales killer! If pressure starts to build... it's OKAY TO KEEP QUIET, NO MATTER HOW AWKWARD IT MAY BE!**
"He who talks first loses".

BEWARE of FREE INSPECTIONS and TOO GOOD TO BE TRUE DISCOUNTS. Not to take away from honest businesses, but we've all experienced or at least seen the ads placed by auto repair shops "Free Air Conditioning Check up" or "Free Tire Rotation!" The purpose of offering anything free is to create a sales opportunity for the business. There's no such thing as a free lunch. In contracting, most will provide you a "free" roof inspection and yes, most are very honest. Just remember they are there to try to sell a new roof! If after they inspect your roof, then say, "you need a new roof"... Get two other "free" roof inspections. Use common sense as well as the knowledge that you are in control.

Food For Thought...

The beginning of most roofing disasters start with the initial meeting and the sales process. Here are some common occurrences (some misleading):

1. The contractor or roofing salesperson promises the world to you and promises that he/she will take care of everything.
2. The contractor or roofing salesperson offers the customer a super great deal and/or cheap price.
3. You believe the roofing salesperson, and think you're getting a great deal, "Everything is going to be fine!"
4. Your project goes south and you are shocked! They didn't do everything they promised. What they said they were going to do they didn't. Hidden charges, bad wood, nail in your tire, etc.

REMEMBER: Roofing is a messy, noisy, unpredictable, catch-you-in-your-underwear, never knowing what you will find when they remove your roof, work trucks surrounding your house, workers-pounding-up-above, dogs-barking, longer-than-expected construction project.

So before you trust just anyone to be on your property for 3 to 5 days, interview them and check their work and credentials. They don't have to be in business for 100 years, but they have to know what they're doing. And when it rains all you have is their word, a phone number and a piece of paper.

TRM Roof Tip #5: If it sounds too good to be true... it most likely is. There's no such thing as a free lunch. Check out their license at the Arizona Registrar of contractors here's the link:
<http://www.azroc.gov/roc/contractorsearch.html>

When your contractor or sales estimator shows up

After cordial small talk and introductions, most contractors or sales estimators will verify or gather consumer information and general questions should be asked about the roof and problems you may be having. A good estimator will discuss what he will be doing and why. Sort of like when you go to the dentist, they explain the procedure so there is no surprise during the process.

The estimator should ask and really needs to “walk the roof”. He should be looking at the type of roof you have, obvious issues, size of roof, access and he may also need to check inside the attic. The estimator or contractor will then review his findings with you in brief or at length and answer questions you might have. As a good roofing professional, he should offer choices with regards to the various levels of the job estimate. He should discuss options that may require additional expense such as skylights, gutters, bad decking or fascia wood or even extra expenses for difficult access to your property. Or he may just give you the written estimate and politely take his leave.

Many companies have custom pre-printed scopes of works/contracts, with company logo, address, and license number. The estimator can easily fill in the specifics of your roof. Others use generic contractor’s estimates sheets from Staples® or Office Depot®.

Now that email is so common, many will put a detailed estimate together and email back to you. You can easily compare the roofing proposals against each other from your kitchen table. Call or email back your questions to your estimator. Takes all the sales pressure away.

TRM Roof Tip #6: For the contractors you’re not going to hire, it’s only fair to let them know your decision. They did spend the time to inspect your roof and provided you a estimate and proposal.

On The Flip Side

I still find myself surprised how blatantly some contractors treat women differently than men, or how they treat seniors compared to younger property owners. If you are alone and find yourself in a sales situation be sure to let the sales person or estimator know you will not be making any decision that day and you would like the opportunity to think it over, or you won't be making a decision without first discussing it with your spouse or significant other. Put them on notice that you are a savvy consumer.

Scott MacMillian, contractor and president of the highly rated A Better Roofing Company in Seattle says, *"The high-pressure approach happens all the time in the roofing industry. A roof is only done once or twice in a person's lifetime, so it's easy to fall victim because there is no point of reference or very little experience in making such a large purchase"*.



Let's Not Forget About The Unlicensed Contractor:

Each year, the Registrar investigates thousands of complaints from consumers against unlicensed entities attempting to perform contracting work. The complaints too often involve a consumer paying a large amount of money in exchange for little to no work or work not meeting minimum industry standards. *Arizona Registrar of Contractors*

I know many good and decent roofing craftsmen out there that install good roofs. Unfortunately, they are unlicensed and many work for other licensed roofing contractors. Some are just doing "side work". Though they can be knowledgeable and a skilled worker, you as a property owner should avoid this option. YOU are liable for all of his actions and there is no recourse for his mistakes. Since they are unlicensed YOU are not eligible for the Registrar of Contractor's Recovery Fund.

The Recovery Fund is governed by statute and available only to owner occupants . A "person injured" as defined by statute, can recover losses incurred due to poor workmanship or non-performance by a licensed residential contractor.

The unlicensed contractor can disappear in the middle of the project, he could take materials you already paid for, he could cause damages to your property or do faulty work and there is nothing that can be done!

TRM Roof Tip #7: Always ask to see their proof of liability insurance and contractor's license.



Before you even THINK about going solar, there are a few things you need to know.

No matter how you heard about your solar company, door knockers, Google, or an advertisement there are only a few companies that physically install solar systems, compared to the many solar sales organizations. Most Phoenix solar companies are sales organizations or authorized dealers that put your solar programs together. They have built relationships with the installation companies providing team approach to renewable energy.

How do I know if I should replace my roof before getting my new solar system?

If your tile or shingle roof is pushing 20-Years, its best to have it replaced prior to having solar installed. Many times, a solar representative won't mention the possibility of a new roof because it may blow the sale. But who's going to pay for that decision down the road. You guessed it, you'll be paying to have the solar panels removed, re-installed plus purchasing for a new roof.

Best to get your roof done at the same time you get your new solar system.



Most Common Arizona Roof Systems



We can't Forget Our Walkdecks & Balconies



Shingle Roof Systems

Typical asphalt composition shingles are available in 3-tab or laminated. Shingles are installed with 15# or 30# underlayment and nailed or stapled directly over solid decking or sheathing. Most shingle manufacturers offer material warranties from 25-50 years. Several offer workmanship warranties backed by the manufacture for up to 20 years like GAF/ELK®, Certinteed®, etc.

Why Shingle Roof Systems Go Bad:

Lack of maintenance and care is the number one reason why shingle roofs go bad. Deterioration of flashings, critical area details are not regularly maintained. Our Arizona sun dries the oil from the shingle and causes cracking, delamination and general deterioration. Our Arizona heat can reduce their life span and increasing the need for roof shingle repair.



Tile Roof Systems

In Arizona the most common tile systems are, sandcast, clay and concrete tiles. Most of what you see are concrete tile roofs. Most building codes call for one layer 30# felt with a 2" head lap. Even though the tile may last decades the underlayment usually last 15 to 20 years.

Why Tile Roof Systems Go Bad:

Slipped, broken or missing tiles. This leaves the felt exposed to our desert sun and it will deteriorate causing it to dry out, crack and curl. Anyone walking on a tile roofs can break tiles, satellite installers, HVAC technicians, inexperienced roofers, etc.

Sloppy installation of the tile system. The installers went too fast not paying attention to critical detail areas at walls, skylights, valleys, chimneys and roof vents. Flashing details are one of the most vulnerable areas.

Deteriorated underlayment, remember there is supposed to be around 2" laps of felt, many times there's not. So when the felt curl it exposes the decking. If water gets behind the tile and flows down, it may back up on the battens and get behind the felt into the building assembly.

Valley areas get filled with debris and when it rains the water can't flow properly so it backs up beyond the valley metal usually following a batten and gets behind the flashing causing leaks.

Your actual tile should last a lifetime in Phoenix... it's just your underlayment that's the real issue.

Many property owners expect their tile roof to last a lifetime and are caught off guard when a roofer informs them they need a new roof. The concrete or clay tile usually can last a lifetime, but the underlayment won't.

Typical Residential Tile R&R (Remove and Reinstall)

A very common project in the Valley of the Sun. A quick overview; first, remove and stack the tile. Then remove the battens, install new metal flashings as needed, install new underlayment; SBS Modified, Fontana G40, some come with a manufacturer's warranty, (Double ASTM 40#, my personal favorite), new battens, re-install the existing tile, install new hip and ridge enclosures. Watertight for the next several decades!



Roof Tile Underlayment, is it important?

Traditional Felt Underlayment VS New Synthetic Underlayment



What exactly is my tile roof's underlayment:

This is the water proofing barrier between your tiles and your wood deck, first line of defense.

There are two types of underlayment systems;

Traditional SBS Modified 40# underlayment

system (my personal favorite) and the syn-

thetic (polyethylene or polypropylene) un-

derlayment system., new battens, re-install

the existing tile, install new hip and ridge enclosures. Watertight for the next several decades!

Traditional 40# Underlayment:

In the Phoenix metro market there are 3 top manufactures of traditional SBS Modified underlayment: Fontana Vulcaseal® G40, Layfast® SBS TU43, and Boral®'s Ply 40. These underlayments are SBS (Styrene-Butadiene-Styrene) Modified Bitumen with infused fiberglass making them extremely long-lasting membrane, tried, true and tested! Most reliable phoenix contractors use a double layer providing a bullet proof underlayment system for your tile roof.

Synthetic Underlayment:

There are many synthetic underlayment products like, Titanium, Rhino Roof, Tyvek, and Tigerpaw, just to name a few. It is paper thin, very light, up to 4 times lighter than traditional 40# tile underlayment, so it's fast to install, and safe to walk on for the installer. The material costs and labor cost are less expensive than the traditional double layer 40# underlayment systems.

The Synthetic Sales Gimmick

Many Arizona Roofing Contractors will demonstrate on how tough and strong a synthetic underlayment is by trying to tear a piece in half... it can't be done. Of course, you can make the same argument by using a standard TARP purchased at Home Depot® or Lowes®.



Cost:

Many roofers charge more for a synthetic underlayment system, but actually costs less than traditional SBS underlayment, plus they are only using one paper thin layer, as mentioned earlier it's easier to install saving them labor costs.

Quality:

As you are now aware, synthetic underlayment is lightweight and much thinner, about 20 mils thick. Most roofing contractors only install a single layer. THINK! You have a single layer of 20 mills protecting your house. Plus, it is not self-healing like their counterpart the SBS underlayment system, meaning when it is punctured by a fastener it does not seal around it like the SBS 40# underlayment does. Our heat can be brutal on synthetic underlayment systems as well



Traditional 40# Underlayment System

Most reputable roofing contractors use a double layer, approximately 110 mills of thickness and an 18" head lap verses the standard 2" or lower. It is self-healing meaning it seals around each fastener. Two-layers takes longer to install verses a single layer of a paper-thin synthetic underlayment. Traditional underlayment like Fontana® VulcaSeal® G40 rolls cover about 200 square feet, is quite dense and one installer can only carry one roll at a time. While the synthetic underlayment comes in 1000 square foot rolls and installer can easily carry it on his shoulder without fear of a back injury, Like I said. "very light material"



Flat Roof Systems

The most common flat systems are, Built Up, Modified Bitumen and SPF Sprayed Polyurethane Foam roof systems. Built up roofs are a series of plies installed on top of each other sealed with hot asphalt, usually found on older flat roofs. Modified bitumen can be torch applied or Self Adhered, (peel and stick). SPF Spray foam is one of the most popular systems, it's self flashing, has an insulation factor which lowers utility cost and allows the HVAC units to work less. When done properly this system will last a lifetime. All these systems should have annual inspections to extend the life of the roofing system.

Why Flat Roof Systems Go Bad:

The biggest cause of failure is lack of inspections and maintenance. Our Arizona sun bakes these roofs day after day causing cracks, splits, delamination and deterioration. This causes UV damage to the plies, layers and/or coating.

Ponding or standing water, if the system has a loose lap, cracking roof vents or poorly flashed scuppers the standing water will penetrate the seams or membrane.

Poor workmanship, not properly fasten base sheets, short laps, thin foam passes, thin coatings and poorly done repairs.

Pigeon and other roof debris: This can cause premature roof deterioration, can clogged scuppers and drains which can become unhealthy for occupants.

On the next several pages I will illustrate the installation of both foam (SPF) and Modified Bitumen. In both cases I had the original roof removed.

Foam (SPF Sprayed Polurethane Foam) Residential Project

Foam has so many advantages over your typical modified bitumen. It is monolithic (no seams), light weight, weighs less than one pound per square foot, provides an insulation R-Value of 6.5 per inch and with premium Armor Flex Silicone coating, has incredible reflectivity! Plus, foam can lower your utility costs!



Modified Bitumen Commercial Project

Modified bitumen is primarily used on commercial and industrial structures. On the residential side it is used for patios and other “non-conditioned” spaces like garages with flat roofs.



Arizona Walk Decks and Balconies

Living in the Valley of the Sun we love our outdoor living. But there's nothing worse than an walk deck or balcony that leaks. Here's a typical balcony restoration using the trusted PLI-DEK™ System. The PLI-DEK™ waterproof deck system is low maintenance, waterproof, class A fire rated and is really the best option for balconies and walkdecks.



Conclusion & Thoughts

Having a roof leak can be demoralizing. Since it doesn't rain, as much here is Arizona, many folks put off repairing their roof. Other's are apprehensive about talking to roofing contractors all together, fearing being taken advantage of. I can personally understand all the reasons why. But putting off a roof repair can only make matters worse and more expensive.

So, as your roofing journey begins, I have provided several Contractor Check Lists on the last pages. I hope this booklet was help and reduces your chance of having a roofing disaster. As mentioned earlier, times have changed and people are different.

But some things should never change... like service, craftsmanship, and a great value.

Wishing you all the best, here are a few of my favorite quotes in life!

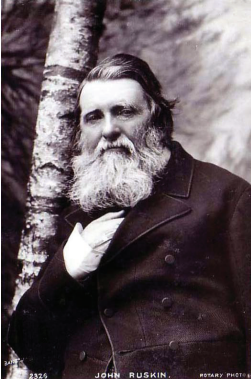


Nicholas Bryditzki

"Here is a simple but powerful rule - always give people more than what they expect to get." - *Nelson Boswell*

"There is only one boss. The customer and he can fire everybody in the company from the chairman on down, simply by spending his money somewhere else." - *Sam Walton*

"Biggest question: Isn't it really 'customer helping' rather than customer service? And wouldn't you deliver better service if you thought of it that way?" - *Jeffrey Gitomer*



Pricing

It is unwise to pay too much. But it is worse to pay too little.

When you pay too much, you lose a little money, that's all.

When you pay too little, you sometimes lose everything, because the thing you bought was incapable of doing the thing it was bought to do.

The common law of business balance prohibits paying too little and getting a lot. It can not be done.

If you deal with the lowest bidder, it is well to add something for the risk you run and if you do that, you will have enough to pay for something better.

There is hardly anything in the world that someone can't make a little worse and sell a little cheaper- and people who consider price alone are this man's lawful prey.

John Ruskin

John Ruskin (February 1819 – 20 January 1900) was a British art critic and social thinker, also remembered as an author, poet and artist. His essays on art and architecture were extremely influential in the Victorian and Edwardian eras.

Contractor Interview Checklist

Contractor: _____

Are you Licensed and what is ROC # _____

Do you carry General Liability Insurance? (Always insist on a minimum of \$1,000,000 per project).
Who is your insurance carrier? _____

How do you handle your "roof removal and clean up, all the dirty -work?" Do you use a professional roof removal company, do you have your own crew or do you pick up workers off the street when you need them? _____

Do you haul everything off daily or leave a dumpster? _____

What type of supervision do you have? _____

If something unexpected happens (such as bad & weathered wood) how do you handle that? _____

Do you have a wood pricing guide? _____

How long have you worked for this company? How many other companies have you worked for in the last three years?
Names of companies _____

What professional training do YOU, personally, have? (*See if they have invested in themselves to be able to take better care of your home.*)

Notes: _____

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Notes: _____

About the Author



Nicholas Bryditzki started TRM Roofing with a simple goal in mind, provide the best roofing services in The Valley of the Sun. He wanted to make sure his team loved what they do and want his clients to be ecstatic with thier work... That's not only his company's goal, but also his personal mission!! He and his team will strive to earn your business, give you a drama free experience and earn a five-star rating!

In 2008 He founded The Roof Medics, later sold it to his mentor and semi-retired in 2012. When his youngest son was discharged from the Military, he wanted to leave a legacy for his children. So, in 2016 Bryditzki and his son launched Total Roof Management, (TRM Roofing LLC).

In 2012 He invented the Sentinel Solar Roof Pump for flat roofs that pond water. On August 29, 2017, Bryditzki was awarded two US Patents for his invention.

In 2016, as mentioned, he founded TRM Roofing which is a Veteran family-owned business. His wife Janet runs the office and his son, Victor runs the field. Both his wife and he served in the first Gulf War and their son served in the second Gulf War. Bryditzki claim, "None of us were "Rambos" (except maybe my son), just a couple of kids who answered when their country called".

In 2020 He founded FloorDek a garage floor renovation company. That company specializes in garage floor, plane hangar and patio renovations for both commercial and residential property owners.



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ROC CR34 332227



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