

When you need a
roof, **Integrity** and
Quality Matter.



www.IQ-Roofing.com



Insured & Certified

How can we Help?



Complimentary
Inspection



Emergency
Repairs



Storm
Damage



Roof
Repair



Roof
Replacement



Roof
Maintenance

THE **INTELLIGENT** CHOICE FOR
YOUR ROOFING NEEDS.

"Well done is better than well said"
- Benjamin Franklin

“Always do right. This will gratify some people and astonish the rest.”
Mark Twain

THE IQ DIFFERENCE

INTEGRITY MATTERS

Honest Assessments

If you don't need a new roof, we won't try to sell you one.

Straight Forward Sales

Because like you, we hate gimmicks.

Material and Labor Refund

We won't shortchange you.

Taking Ownership

If we make a mistake, we'll own it and make it right.

QUALITY MATTERS

Materials

You get what you pay for. It's true with roofing too.

Craftsmanship

Our craftsmanship is the best because we only hire the best.

Warranty

We stand behind our work.

IT'S AS SIMPLE AS THAT.



THE IQ PROCESS

IQ Roofing utilizes a thorough six-phase process to ensure that your roof is installed in the most professional manner.

Committed TEAM

The process is only as good as the team that implements it.

Our two installation supervisors are committed professionals who comprise 45 years of combined experience.

Smart SAFETY

The process is only as safe as the team that executes it.

We require all of our team members to adhere strictly to the safety standards outlined in our “Work Smart” Safety Guide!

WHY CHOOSE A TOP BRAND?

It's easy to get wrapped up in the visual aesthetics (like color options) and overlook the quality aspect, but that would be a mistake.

SOME THINGS TO CONSIDER:

The real question is: what will your shingles look like in 15 to 25 years, not next week? Are they at risk of...

- Premature fading/streaking?
- Algae growth?
- Loss of granules?

BRAND POPULARITY (based on US Sales):	GAF No. 1	OWENS CORNING No. 2	CertainTeed SAINT-GOBAIN No. 3
TYPE OF SHINGLE	Fiberglass-reinforced asphalt	Fiberglass-reinforced asphalt	Fiberglass-reinforced asphalt
CONSTRUCTION	Fused layers (SBS modified Bitumen)	Fused layers (SBS modified Bitumen)	Fused layers (SBS modified Bitumen)
LAYERS OF PROTECTION (Installed)	3 or 4	3 or 4	4 or 5
WIND SPEED RATINGS (Most popular lines)	110-150 mph	110-130 mph	110-150 mph
NUMBER OF PRODUCT LINES (Asphalt Shingles)	16	17	17
PRICING	Slightly Higher	Comparable	Comparable
OUR RANKING	No.3	No.2	No.1
TOP ADVANTAGE OVER COMPETITORS	GREATER SELECTION OF COLORS; MOST INSTALLED BRAND IN US	USUALLY MORE AFFORDABLE; OFFERS 4 TIERS OF WARRANTIES	SHINGLES ARE DENSER; FEWER WARRANTY LOOPHOLES

Did you know...
These top 3 account for over 80% of all asphalt shingle sales in the US.

A "FORD/CHEVY/DODGE" DEBATE - There is no consensus on who is "the best" shingle manufacturer.



At the designer level all three brands are roughly equal.



Owens Corning's lower-end products aren't equitable to GAF or CertainTeed.



Roofing contractors are financially incentivized to push certain brands.



GAF is the market leader because they are better marketers than the competition.



Owens Corning's SURENAIL nail-line technology is a real innovation for the industry.



We AREN'T financially influenced by manufacturer incentives.

WORKMANSHIP WARRANTY

We stand behind our work!

We can do this because we have the highest level of confidence in our installation process.



SEVEN-YEAR WORKMANSHIP WARRANTY

IQ Roofing offers a valuable seven-year workmanship warranty, which can be extended to a maximum of 25 years. It also can be transferred one time.



ZERO COST TO YOU

Our workmanship warranty will cover every aspect related to the craftsmanship of our installation process. If there is an issue due to workmanship, we will handle all expenses necessary to resolve it.

MATERIAL WARRANTY:

We recommend installing only the best!

Roofing Manufacturer	CertainTeed <small>SMART-COVER</small>	GAF	OWENS CORNING	TAMKO <small>ROOFING PRODUCTS</small>	IKO <small>Setting the Standard</small>
Products	Landmark Pro Landmark IR Landmark Premium	Timerline NS Timerline HD TLine Ultra HD Camelot 2	Oakridge Duration Duration Premium Duration Cool	Heritage Heritage Premium	Cambridge Royal Estate Grandeur Grand Slate Armourshake
Warranty Coverage	Any defect, including aesthetic defects	Defects that directly "affect performance or cause leaks"	Defects that directly "affect performance or cause leaks"	Defects that directly cause leaks	Defects that result in a leak
Warranty Length	Lifetime All Homeowners	Lifetime SFDH Only	Lifetime SFDH Only	30/50 Years All Buildings	Lifetime SFDH Only
Length non-SFDH in Years	40	40	40	30/50 Years	40
Non-Prorated Coverage	Replacement Material and Labor	Replacement Material and Labor	Replacement Material and Labor	Replacement Material and Labor	Replacement Material and Labor
Non-Prorated years	10	10	10	15/20 Years	15
Non-Prorated Non-SFDH in Years	5	5	5	15/20 Years	15
Prorated Years	11-40	11-40	11-40	16-30/21-50 Years	16-40
Prorated Non-SFDH in Years	6-40	6-40	6-40	16-30/21-50 Years	16-40
Retained Value SFDH	20% in yaers 41+	20% in yaers 41+	20% in yaers 41+	0% after 30/50	9% in years 41+
Transferability	In 1 st 10 Years, thereafter 2 year coverage	In 1 st 10 Years, thereafter 2 year coverage	In 1 st 10 Years, thereafter 2 year coverage	In 1 st 5 Years, no transfer thereafter	In 1 st 7 Years, there after prorated 15 year TTL
Transfer Requirement	60 Day Notice	60 Day Notice	60 Day Notice	60 Day Notice	60 Day Notice & \$100 fee
Wind Warranty (MPH)	110/130	110/130	110/130 Oak 130 Duration	110/130	110/130
Wind Warranty Length in Years	15	15	15	15	15
Algae Resistance Warranty Length in Years	10	10	10	10	10

While the odds are quite low that you'll experience a defect in your shingles, it is very reassuring to know that you've selected products from a responsible manufacturer, should you ever need to file a claim.

Not all warranties are created equal. We recommend you only use top quality brands for 2 key reasons:



1.) GREAT PRODUCTS = GREAT WARRANTIES

- Rigorously tested beyond minimum requirements
- Very low defect rate
- Great customer experience



2.) GREAT COVERAGE = PEACE OF MIND

- Lifetime warranties (non-prorated options available)
- Some non-prorated terms at all tiers

There are some brands we would warn homeowners to never consider installing on a home in this area because despite the manufacturer's warranty, real experience reveals that the shingles just do not perform well in our region.

**Craftsmanship warranty reduced to three years for certain IKO products.*

IQ PROCESS

Our process is based on best practices & experience. And it is proven!



1. SITE PREPARATION

1. Verify correct materials are delivered by our supplier
2. Post job permit, if required
3. Ensure landscaping, windows, amenities, and pets are protected
4. Remove small limb obstructions
5. Document job site

OUR PROCESS BEGINS BY ENSURING THAT EVERYTHING IS PREPARED AND PROTECTED BEFORE THE TEAR-OFF BEGINS.



2. TEAR OFF

1. Old roofing materials removed
2. Decking cleared and prepped

WE ENSURE ALL PREVIOUSLY INSTALLED MATERIALS ARE REMOVED AND THE DECKING IS PREPPED FOR INSTALLATION.



3. INSPECTION & REMEDIATION

1. Flashing (Dormers, chimney, skylights, other vertical intersections)
2. Decking
3. Valleys
4. Vent penetrations
5. Solar panel mounts
6. Chimney

WE PROFESSIONALLY INSPECT ALL OF YOUR ROOF ELEMENTS BEFORE YOUR NEW ROOF IS INSTALLED.



4. WATERPROOFING

1. Install ice and water shield in valleys
2. Install new flashing where needed
3. Install waterproof membrane to protect roof penetrations
4. Install synthetic roofing felt (underlayment)
5. Install drip edge flashing

WE ENSURE ALL AREAS ARE WATERTIGHT, BECAUSE WHAT'S THE POINT OF A NEW ROOF IF IT'S NOT WATERTIGHT?



5. INSTALLATION

1. Install shingles (starter -> field)
2. Upgrade ventilation system, if needed
3. Install ridge vents and ridge cap shingles
4. Paint all exposed metal and vents to match shingle color

YOUR SHINGLES ARE INSTALLED BY CRAFTSMEN WHO TAKE PRIDE IN THEIR WORK.



6. INSPECTION & WRAP-UP

1. Thoroughly cleanup all areas worked in
2. Perform QA inspection of roof
3. Haul away all debris
4. Conduct wrap-up meeting with customer

THE JOB ISN'T FINISHED UNTIL EVERYTHING IS INSPECTED AND YOU ARE SATISFIED.

INSIDER CORNER

Inside facts you deserve to know

MOST COMMON CONTRACTOR SHORT-CUTS

- Reusing old felt/tar paper
- Not remediating problem areas
- Not adequately prepping the decking
- Inadequately or improperly installing flashing
- Reusing or failing to replace valley material and/or other flashing
- Not properly sealing vulnerable areas
- Not using specialty starter shingles
- Installing different materials than billed
- Acquiring materials from the surplus market and not verifying compatibility

FOUR WAYS TO VOID YOUR WARRANTY

-  **1. Improper roof ventilation** | If your home isn't properly ventilated, additional moisture and heat will become trapped in your attic. This "wet heat" can cause the shingles to wear prematurely and fade.
-  **2. Incorrect installation** | It is critical that your shingles are installed per the manufacture's specifications, by a Certified installer. Remember, it really matters who installs them.
-  **3. Pressure washing** | Sometimes homeowners will pressure wash their roof to quickly remove algae and moss. However, this is one of the worst things you can do for the longevity of your roof. If you have algae or moss, there are mass-market products that will easily remove them.
-  **4. Installing over an old roof** | Putting a new roof over the existing one can void or shorten your warranty. This is due to slower dissipation of heat and uneven shingle wear due to bulges as the new shingles stick to the old.

RoofTalk: A few more tid-bits that might interest you...

Why are Granules so Cool?

THEY PROVIDE COLOR AND TEXTURE: Roof granules are the little colored pieces of "gravel" that make up the uppermost part of a shingle. They're tinted (through a ceramic firing process) and create the texture and color that give your roof a distinctive look.

THEY PROTECT: In addition to providing color & texture, granules are the first-level of protection for your roof. Not only do they shed water, they also are engineered with a coating that actually blocks UV rays.

THEY HAVE SOMETHING IN COMMON WITH POST-IT NOTES: Yep, believe it or not, the vast majority of shingle granules are made by 3M, the company that makes Post-It Notes.

Why is ventilation so important?

HOTTER AIR OUT, COOLER AIR IN: When properly ventilated, the hot air is efficiently routed out of your attic by the cooler air that is drawn in from the inlets.

YOUR HOME'S "RESPIRATORY SYSTEM": The pocket of heated air that occupies your attic is no longer a risk to your roof's health whenever that space is allowed to "breathe" by a properly installed ventilation system.

ATTIC ECOLOGY: By allowing the environment under your roof (your attic) to be uninviting to most living organisms like mold, mildew, insects, and critters, adequate and proper ventilation plays a very significant role in the entire Roof System of your home, thereby also protecting you and your family from such unwanted dangers.

IQ "SMART" MAINTENANCE PROGRAM

- Check for and resecure nail pops
- Check for lifted shingles
- Inspect for hail or high wind damage
- Inspect all caulk points
- Clean off roof debris
- Inspect gutters
- Inspect flashings at all penetrations
- Trim small branches close to roof
- Clean skylights

Deliverables:

1. Deliver a summary report with pictures after each inspection.
2. Advise homeowner of any needed repairs.

1 YEAR FOR FREE

*WITH PURCHASE OF
A NEW ROOF

\$275 PER YEAR
(ONE ANNUAL VISIT)

\$400 PER YEAR
(TWO ANNUAL VISITS)


DID YOU KNOW?





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GET IN TOUCH

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