



# THREE WAYS TO PROTECT YOUR ROOF THIS YEAR

## INTRO

# ROOFING MAINTENANCE? OH YEAH!



You'll see them all over your neighborhood after a storm: signs in your neighbors front yard touting the new roof they just got, by some company that's been around for six months.

And this is after the previous roofing company they owned got sued, went out of business, or just moved on to the next storm. We get it: sometimes you need a new roof.

But, according to Reader's Digest, the replacement roofing industry is riddled with scam artists and unnecessary up-charges from fly by night companies that chase storms and take advantage of homeowners. In fact, according to their roofing experts, "90 percent of roof leaks come from incorrectly sealed roof flashings."

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- Reader's Digest

At Providence Roofing, we've been resealing vents, maintaining roofs, and installing new roofs for over 18 years, with only around 1 in 1000 roofs we see needing a full roof replacement.

Our monthly maintenance program ensures your roof is protected by the same company who is spending significant time on your roof every year. And if you need a new roof, we'll provide better service and better pricing than anyone around. Because as a member of our **Roofing Protection Program**, we care first about our long term relationship with you and your home.

So, here are the top three ways to ensure your roof is protected every year:



## NO.1

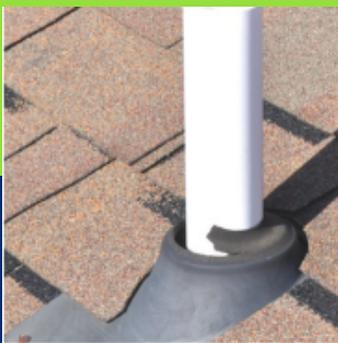
# RESEALING VENTS AND FLASHINGS

The number one cause of water intrusion into your home is improperly sealed vents and flashings. Typically, your shingles will last 15-20 years in our area, and as such, are very rarely the cause of leaks.

However, the caulk and roofing tar used in the sealing of vents and flashings tends to lose its effectiveness after 3-5 years, becoming brittle to the touch. These substances wear out due to the intense strain they receive from the heat and humidity and must be resealed. A typical home in our area has eight vents and flashings on it, so if just one wears out, you will begin to see water weeping in when it rains. It won't be a deluge, but over time, it will destroy your roof decking, weep into your attic insulation which will then lose its ability to keep your home cool, and can destroy sheetrock if left unchecked.

Water follows the path of least resistance, and if there are any imperfections in your seals, your attic and the interior of your home is the path of least resistance.

Typically, a roofing company will charge \$250 to reseal each vent on your roof. As a member of our Roofing Protection Program, each vent that needs to be resealed will only be \$69.99, and will be done within 24 hours of determination of need to avoid further water intrusion.



These rubber grommets wear out over time and need to be replaced.



This storm collar is on your HVAC vent as well as your water heater vent. After any repair or replacement this storm collar must be resealed.



Water intrusion through vents can lead to mold forming on your roof decking and compromising its integrity.

**NO.2**

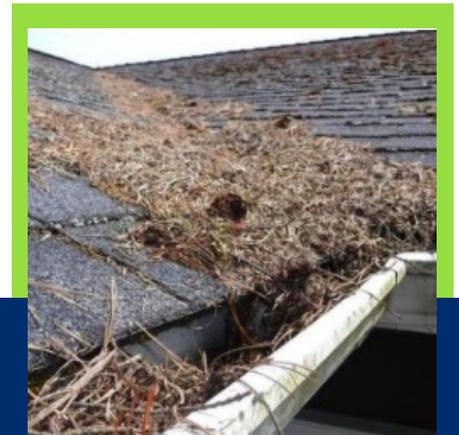
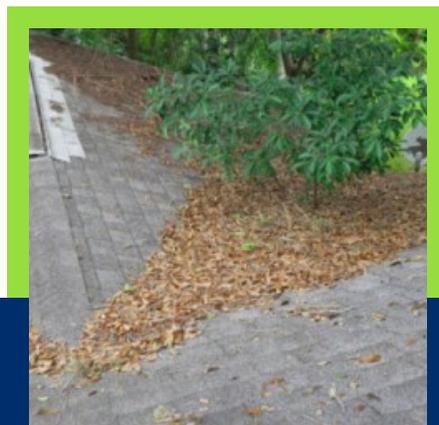
# **RESEALING VENTS AND FLASHINGS**

We love our trees and the way they shade our homes, provide beauty and value to our property, and dump leaves and debris on our roof!

Well, maybe not the last one. Its true, any overhanging trees will inevitably drop their leaves and branches onto your roof, getting trapped in the peaks, eaves, and gutters on your home. This debris traps moisture and seriously deteriorates the life of your shingles that need to dry out after being exposed to rain.

Many people are shocked to hear that water can actually travel up to 8 inches uphill due to high winds and the debris that traps water on your roof.

Roofs are meant to move water away from your home, and the debris on your roof is acting as a dam, trapping water and moisture and getting to your roof decking and attic.



Most homeowners pay between \$350-\$1000 to have the debris removed from their roof every year.

As a member of our Roofing Protection Program, we remove the debris from your roof and gutters every year, free of charge.

NO.3

# GET OUT YOUR LADDER AND INSPECT THAT ROOF!

The best way to check on the performance of your roof is to get up there and inspect for missing shingles, debris, and vents that are not properly flashed. It's easy to assume things are working great from afar, such as standing on the street looking at your home to get a full and accurate view of the roof.

But, it doesn't beat the real thing of getting up there, walking around, and doing a full inspection. But many homeowners in our area have a very steep roof, are afraid of heights, or simply don't have a ladder tall enough to reach those second story eaves.

When Providence Roofing performs your free, annual roof inspection, we can make recommendations based on what we see when walking around your roof. And if there's significant damage, we'll work with your insurance company to get your roof replaced at wholesale pricing. We don't want you getting on your roof, risking life and limb, to do an inspection. Allow the insured professionals at We Protect Roofs to get up there and keep you safe

