

Services Guide

Roofing Contractors

**NOTE 1: This information is pulled from credible sources. This information is a guide. Any information used from this guide must be re-contextualized (no copying and pasting). Re-contextualize information incorporating SEO and business specifics.*

**NOTE 2: For MCP websites, stick to general information and avoid specifics.*

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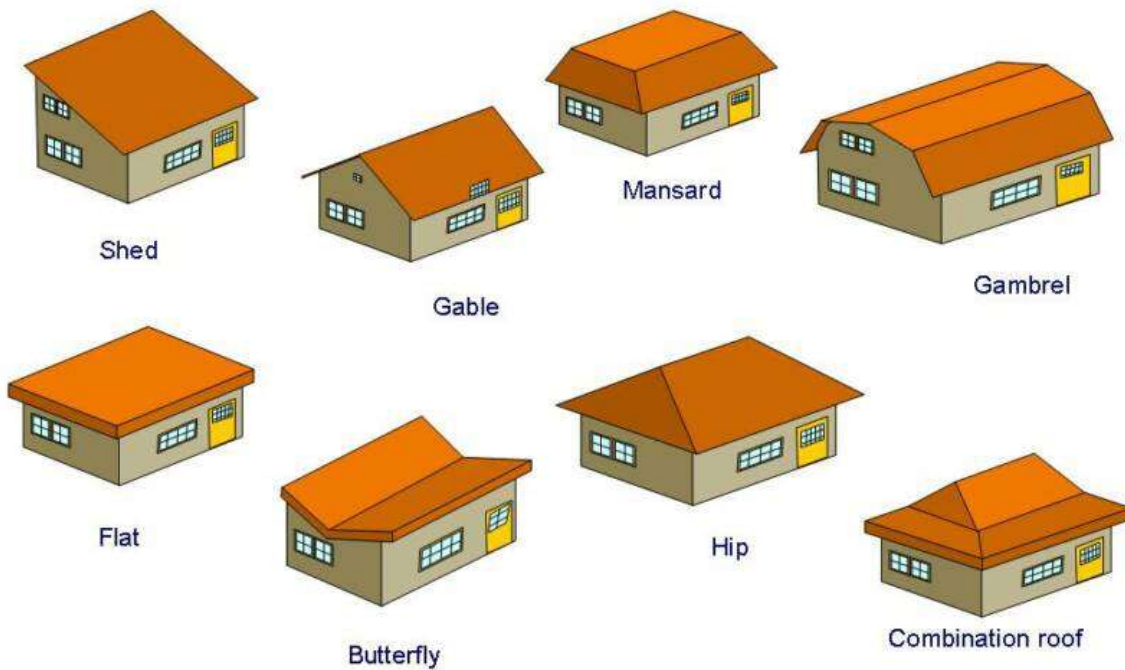
1. ROOFING CONTRACTORS OVERVIEW

1.1 GENERAL INFORMATION

<http://www.centralohiohomeinspector.com/Slide51.JPG>

- Commercial and residential roof repair, installation and maintenance
- Roofing contractors work in a team to fix or install roofs
- Types of roofs:

Construction & Style



ROOF

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1.2 SEO

Keywords (First Row – BEST, Last Row – LEAST)

○ Roofer	○ Metal roofing	○ Roof repair	○ Roof shingles
○ Fascia board	○ Soffit	○ Gutter	○ Gutter cleaning
○ Steel roofing	○ Roof tiles	○ Roof insulation	○ Roof types
○ Gutter repair	○ Vinyl siding	○ Rain gutters	○ Downspout

* “Shingles” on its own as a keyword is about the disease, needs secondary word

1.3 TYPES OF ROOFING MATERIALS (RESIDENTIAL)

<http://www.goldkeyroofing.com/wp-content/uploads/roofing-materials-at-a-glance2.jpg>

<http://www.todayshomeowner.com/choosing-a-roof/>

<http://www.eurekamodern.com/roofs.htm>

These types of roofs are applied to mostly residential roofs.

Type	Description	Benefits
Clay Tile	<ul style="list-style-type: none"> ○ Made from natural clay which is fired in a kiln ○ Traditional Italian or Spanish look, can also be made to resemble wood shakes or slate ○ Eco-Friendly: Made from natural materials but requires significant energy to manufacture. ○ Durability: Long lasting and low maintenance but brittle and can break. ○ Weight: Heavy, require reinforced roof framing to support. ○ Slope: Can be used on moderate to steeper sloped roofs. ○ Cost: Expensive. 	<ul style="list-style-type: none"> ○ Attractive ○ Long-lasting ○ Low-maintenance ○ Comes in a variety of colours ○ Fire-resistant and fair-low wind resistance
Slate Tile	<ul style="list-style-type: none"> ○ Materials: Made from natural slate rock. ○ Appearance: Usually dark gray with 	<ul style="list-style-type: none"> ○ Beautiful appearance ○ Fireproof

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	<ul style="list-style-type: none"> ○ irregular appearance. ○ Eco-Friendly: Made from natural materials. ○ Durability: Long lasting, durable (depending on where quarried). ○ Weight: Heavy, require reinforced roofing structure to support. ○ Slope: Steep sloped roofs only. ○ Fire & Wind: Good fire and wind resistance. ○ Cost: Very expensive. Requires specially trained workers to install. 	<ul style="list-style-type: none"> ○ Long-lasting ○ Low maintenance
<p>Concrete Tile (Fibre Reinforced)</p>	<ul style="list-style-type: none"> ○ Materials: Made from a mixture of cement and sand. ○ Appearance: Can be made to resemble traditional clay tiles, wood shakes, or slate. Color can be throughout tile or only applied on the surface. ○ Eco-Friendly: Made from natural materials but requires significant energy to manufacture. ○ Durability: Long lasting and low maintenance but can break. ○ Weight: Heavy, require reinforced roof framing to support. ○ Slope: Can be used on moderate to steeper sloped roofs. ○ Fire & Wind: Excellent fire resistance, fair to low wind resistance. ○ Cost: Moderate. 	<ul style="list-style-type: none"> ○ Durable ○ Low maintenance ○ Relatively light-weight ○ Comes in a variety of colours and styles
<p>Metal</p>	<ul style="list-style-type: none"> ○ Materials: May be composed of steel, aluminum, copper, or zinc alloy. Steel roofs come with either a zinc coating or painted finish. Copper roofs are installed unfinished and acquire a protective green patina with age. ○ Appearance: Available in sheets or in shingles that resemble other materials. Can be installed with the fasteners hidden (standing seam) or exposed. 	<ul style="list-style-type: none"> ○ Durable ○ Fire retardant ○ Low maintenance ○ Energy-efficient ○ Low-weight ○ Variety of styles and colours ○ Recyclable ○ Can be installed over existing roofs

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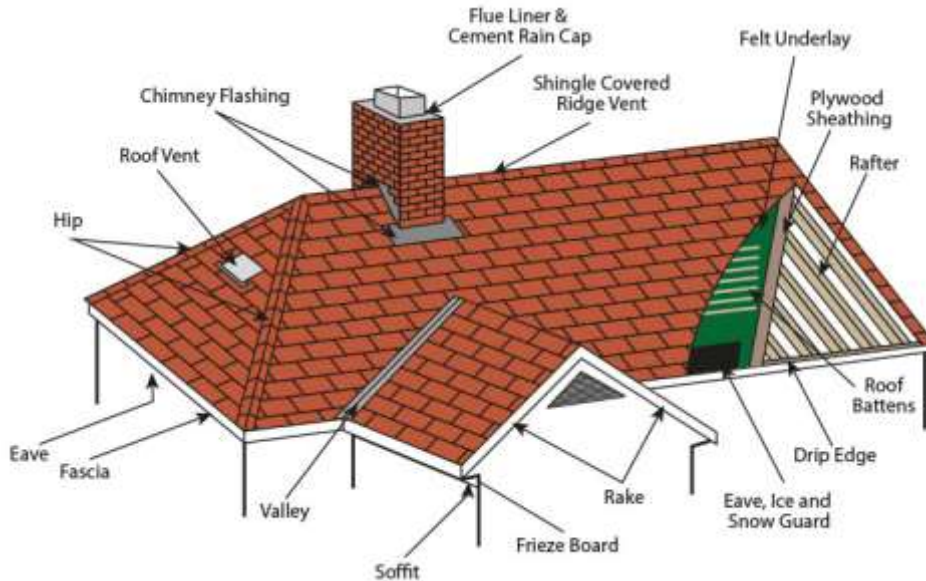
	<ul style="list-style-type: none"> ○ Eco-Friendly: May be made from recycled materials and can be recycled when replaced. Absorb a third less heat than asphalt. ○ Durability: Fairly to very durable, depending on the material. ○ Weight: Lightweight. ○ Slope: Available for low or steep sloped roofs. ○ Fire & Wind: Good resistance to both fire and wind. ○ Cost: Moderate (steel) to expensive (copper). 	
<p>Wood Shingles & Shakes</p>	<ul style="list-style-type: none"> ○ Materials: Commonly made of cedar, but can also be made of other rot resistant woods, such as redwood. ○ Appearance: Gives natural look, weathers to a silvery gray. Available in sawn shingles or thicker split shakes. ○ Eco-Friendly: Made from natural materials. ○ Durability: Short lifespan and requires periodic maintenance. ○ Weight: Moderate in weight. ○ Slope: Can be used on moderate to steep sloped roofs. ○ Fire & Wind: Good wind resistance, poor fire resistance (can be treated with a fire retardant). ○ Cost: Moderate. 	<ul style="list-style-type: none"> ○ Natural look ○ Offers insulation value ○ Easy to repair and replace ○ Long-lasting
<p>Plastic Polymer</p>	<ul style="list-style-type: none"> ○ Materials: Molded from a high-tech plastic polymer material. ○ Appearance: Made to resemble slate or wood shakes. ○ Durability: Claimed to be long lasting and low maintenance. ○ Eco-Friendly: Some are made from recycled materials. Can be recycled when replaced. ○ Weight: Light to moderate in weight. 	<ul style="list-style-type: none"> ○ Long lasting ○ Low maintenance ○ Light to moderate weight ○ Fire and wind resistant ○ Can resemble natural wood or slate

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	<ul style="list-style-type: none"> ○ Slope: Can be used on moderate to steep sloped roofs. ○ Fire & Wind: Good fire and wind resistance. ○ Cost: Moderate. 	
Asphalt Shingle	<ul style="list-style-type: none"> ○ Materials: Made of either an organic paper fiber mat (better for cold weather and wind resistance) or fiberglass (more fire and moisture resistant) impregnated with asphalt and coated with mineral granules. ○ Appearance: Available in traditional 3-tab shingles or thicker laminated “architectural” shingles. ○ Eco-Friendly: Petroleum based product that’s not eco-friendly. Can be recycled, though often taken to landfills. ○ Durability: Not very durable. Algae resistant shingles are available in humid climates to prevent staining. ○ Weight: Moderate in weight. ○ Slope: Can be used on fairly low to steeper sloped roofs. ○ Fire & Wind: Good fire resistance, fair wind resistance. ○ Cost: Inexpensive to moderate. 	<ul style="list-style-type: none"> ○ Low cost ○ Easy to install ○ Variety of colours ○ Suitable for most residential applications ○ Easy to repair ○ Fire resistant
Tar and Gravel	<ul style="list-style-type: none"> ○ Consists of layers of asphalt and tar paper (or newer, more sophisticated materials) adhered with applications of molten asphalt. ○ The laminated layers get a top finish of gravel, some of which becomes embedded in the hot asphalt, and some of which lays loose on the surface of the roof. ○ The life expectancy of such a roof is 20 years. 	<ul style="list-style-type: none"> ○ The asphalt underneath the gravel is very durable ○ The purpose of the gravel is to shield the asphalt from the damaging effect of sun exposure - The gravel deflects UV light ○ It also provides a nice finished appearance if well maintained

1.4 PARTS OF THE ROOF

<http://rosewellroofing.co.uk/images/roofing-terms.jpg>



http://www.homeimprovementhelper.com/roof/roof_parts.htm

Type	Description	Benefits
Dormer	<ul style="list-style-type: none"> ○ Dormers are essentially the structure around a window that projects from a sloped roof. This structure is set vertically on the roof slope and has its own roof. ○ Dormers can be additions to a home, or they can be included as a part of new construction. 	<ul style="list-style-type: none"> ○ Along with the architectural beauty dormers bring to a home they are also functional in that they provide more internal space for attics as well as bringing in light and ventilation.
Roof Truss	<ul style="list-style-type: none"> ○ A truss is essentially a framed set of rafters that supports the roof of your house. 	<ul style="list-style-type: none"> ○ A truss offers greater strength which allows for a much wider span between walls than older traditional framing techniques. ○ Trusses allow for a wide variety of shapes to be used in designing a roof since they offer greater flexibility.

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		<ul style="list-style-type: none"> ○ As a bonus most trusses are built from wood which is a renewable resource and is thus an environmentally friendly building technique.
Rafters	<ul style="list-style-type: none"> ○ Rafters make up the main framework of all roofs. ○ Rafters rest on the top of the building wall and are inclined up to meet the ridge or another rafter which they are fastened to. ○ Rafters will be spaced every 16 - 48 inches depending upon the design of the roof. 	<ul style="list-style-type: none"> ○ The rafter will often extend beyond the wall (overhang) which creates the eaves of the building to help protect the siding and windows of the building as well as make sure that water from rain and/or snow will run off the roof farther away from the foundation of the house.
Decking or Sheathing	<ul style="list-style-type: none"> ○ Sheathing (or decking) is the layer of a roof that is used as the base for roof coverings to be nailed to. ○ It's underneath both the shingle (or other roof coverings) and membrane layers, and it covers the rafters ○ Sheathing usually consists of wood materials like plywood or OSB (oriented strand board). 	<ul style="list-style-type: none"> ○ The sheathing layer also acts as another layer of protection for the roof. ○ OSB is typically more environmentally friendly in that it is made from small fast growing trees, thus preserving forests.
Underlayment	<ul style="list-style-type: none"> ○ Roofing underlayment is used on pitched roofs as a second layer of protection for your roof. 	<ul style="list-style-type: none"> ○ Applied directly to the roof sheathing it's initial role is to protect the home from the elements while shingles are affixed to the roof. ○ When the roof is completed, the underlayment assists the shingle layer in repelling moisture helping to lengthen the lifespan of your roof.
Drip Edge	<ul style="list-style-type: none"> ○ A drip edge is a piece of metal, plastic or vinyl that is nailed at the bottom of the roof edge, or eaves, to facilitate proper water drainage. ○ The drip edge is one of the first things attached to the roof and 	<ul style="list-style-type: none"> ○ It allows for the water to drain into the gutters or cleanly off of the roof rather than running down the roof edge and down the fascia, which will eventually lead to rot.

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	<p>should be installed underneath the roofing felt with about inch of overhang extending past the fascia and hanging just over the gutters.</p> <ul style="list-style-type: none"> ○ A drip edge can range in materials and thickness, but typically a roof drip edge is most commonly made from aluminum. 	
Fascia	<ul style="list-style-type: none"> ○ Fascia is the name for the horizontal trim board that runs across the ends of the rafters. The Fascia is attached below the roof line and connects to the soffit. 	<ul style="list-style-type: none"> ○ The gutters of a house are attached to the fascia, and fascias are usually painted to match, or compliment, the exterior color of the house.
Soffit	<ul style="list-style-type: none"> ○ A soffit is the horizontal area under the roof overhang when it has been closed off for a more finished appearance. 	<ul style="list-style-type: none"> ○ One of the most highly recommended attic ventilation types is the soffit vent. ○ Vents are installed along the length of the soffit allowing cool air to enter the at the bottom of the attic space and rise to a ridge vent or gable vent at the top of the attic as it heats up.
Valley	<ul style="list-style-type: none"> ○ A roof valley is defined as the area where two roof fields join together making an inward angle. ○ Roof valleys are a very common area of failure in a roof, in other words where a leak is most likely to occur. There are two main methods of valley installation used to combat valley leaks. Woven or laced valley and the more common cut (or California) valley. Both methods may or may not be used in conjunction with metal flashing. 	<ul style="list-style-type: none"> ○ The style of installation chosen will likely depend on what is normal for the local climate but using metal flashing will typically result in a longer lasting roof. ○ It is important to take care of the valley(s) of your roof by making sure that branches, dirt, leaves, etc... are not allowed to collect. When this happens drainage is impeded and water can begin to back up under the shingles eventually causing a leak.
Ridge	<ul style="list-style-type: none"> ○ The ridge is at the top of a roof where the sides meet to form an angle. 	<ul style="list-style-type: none"> ○ Ridge vents (vented roof caps) are often installed to help with ventilation of the attic, and may

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	<ul style="list-style-type: none">○ The ridge runs the length of the roof, and must be shingled (or capped) with ridge cap shingles to keep water from making its way into the attic.	<ul style="list-style-type: none">○ run the length of the ridge.○ These vents allow warm air to escape the attic which draws cool air in through vents in the soffit.○ An important part of keeping the attic temperature nearer the outside temperature ridge vents help protect against moisture buildup, ice dams, etc...
Flashing	<ul style="list-style-type: none">○ Pieces of metal used to prevent the seepage of water around any intersection or projection in a roof, such as vent pipes, chimneys, valleys, and the joints at vertical walls.	<ul style="list-style-type: none">○ Flashing is used for protection against leaks in vulnerable areas of the roof and/or where there is heavy water runoff.
Starter Strip	<ul style="list-style-type: none">○ A starter strip is typically a row of shingle material that is applied on top of the underlayment and drip edge but underneath the primary shingle layer.	<ul style="list-style-type: none">○ it protects the shingles from wind at the bottom of the roof by being adhered to the edge of the eaves. (Without the layer being adhered at the edge a strong gust of wind could push the first layer of shingles back up the roof potentially pulling other layers with it.)○ Second, it fills in the spaces left by the tabs of most shingles so that there is always one or more layers covering the sheathing.

1.5 ROOFING REPAIR & REPLACEMENT SERVICES

General:

- Climate and weather conditions (snow, hail, hurricanes) can cut lifespan of a roof, and can cause damage that needs to be repaired
- quality of original construction, level of abuse, level of maintenance, appropriateness of design is what roofers take into consideration when determining whether to repair or replace

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Services under Roofing Repairs and Replacement:

<http://www.residentialroofingservices.com/roof-repairs>

Service	Description	Benefits
Repairing Gutters	<ul style="list-style-type: none">○ Gutters and downspouts can easily get clogged with leaves and other debris.○ When it combines with water, a heavy sludge is created, weighing down the gutters.○ Debris is cleared and any damage is repaired	<ul style="list-style-type: none">○ Unclogging gutters and repairing them so that they are effectively draining water and debris to the ground○ Preventing build-up of debris that will cause issues to structure
Repair or Replace Flashing	<ul style="list-style-type: none">○ Pipe boots and other flashing elements on the roof can crack and peel.	<ul style="list-style-type: none">○ Fix flashing to prevent water from leaking through the roof and into the attic
Replacing Shingles	<ul style="list-style-type: none">○ If a home or building is older or has just been through a lot of weathering, shingles lose their effectiveness at protecting your home.○ Rotten wood shingles that will eventually let water seep in are common problems	<ul style="list-style-type: none">○ Restoring your roof or sometimes replacing it with a new one is the best option to ensure no leaks happen○ Sometimes replacing it with a more resilient material can help it last longer
Repair or Replace Fascia	<ul style="list-style-type: none">○ Fascia can rot over time and will need to be repaired or replaced depending on its condition	<ul style="list-style-type: none">○ To make sure mold and rot doesn't travel deeper into your home

1.6 SIGNS THAT YOU NEED ROOF REPAIRS

- Cracked shingles
- Curling shingles
- Buckling shingles
- Bare spots in your shingles
- Shingles losing colour and granules (balding from age)
- Pieces of shingle found around the perimeter of your home or in your eavestrough
- Ruptured valleys
- Worn metal counter flashing

2. COMMERCIAL ROOFING

2.1 MAIN TYPES OF COMMERCIAL ROOFS

General:

- Most businesses choose to use flat roofs with the torch on method, or metal roofs because they are durable and also offer less maintenance.

Common Flat Roof Types:

<http://www.bcroofing.ca/services/torch-on-roofing/>

http://www.chisholmroofing.calls.net/flat_roofing.html

Type	Description	Benefits
Tar and Gravel	<ul style="list-style-type: none">○ Tar and gravel – also called ballasted or “built-up” roofing○ Consists of layers of asphalt and tar paper (or newer, more sophisticated materials) adhered with applications of molten asphalt.○ The laminated layers get a top finish of gravel, some of which becomes embedded in the hot asphalt, and some of which lays loose on the surface of the roof.○ The life expectancy of such a roof is 20 years.	<ul style="list-style-type: none">○ The asphalt underneath the gravel is very durable○ The purpose of the gravel is to shield the asphalt from the damaging effect of sun exposure - The gravel deflects UV light○ It also provides a nice finished appearance if well maintained
Torch on Roof	<ul style="list-style-type: none">○ Torch on roofing is composed of a combination of asphalt and resin○ the roofing material is rolled on and welded together permanently forming a bond with the layer or layers underneath.	<ul style="list-style-type: none">○ highly resistant to damage from the weather, debris, pests, and rot○ Unlike tar and gravel roofing, there are no noxious or unpleasant fumes during the installation process○ Eliminates the possibility of drain and eaves trough blockage.

Metal Roofing:

Description	Benefits
<ul style="list-style-type: none">○ Materials: May be composed of steel, aluminum, copper, or zinc alloy. Steel roofs come with either a zinc coating or painted finish. Copper roofs are installed unfinished and acquire a protective green patina with age.○ Appearance: Available in sheets or in shingles that resemble other materials. Can be installed with the fasteners hidden (standing seam) or exposed.○ Eco-Friendly: May be made from recycled materials and can be recycled when replaced. Absorb a third less heat than asphalt.○ Durability: Fairly to very durable, depending on the material.○ Weight: Lightweight.○ Slope: Available for low or steep sloped roofs.○ Fire & Wind: Good resistance to both fire and wind.○ Cost: Moderate (steel) to expensive (copper).	<ul style="list-style-type: none">○ Durable○ Fire retardant○ Low maintenance○ Energy-efficient○ Low-weight○ Variety of styles and colours○ Recyclable○ Can be installed over existing roofs