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Must-Know Secrets Every Homeowner Should Know Before Hiring a Roofer



"We Take the Risk Out of Roofing Repairs & Replacements"

Secret #1

Don't Just Take Their Word—Make Them Prove It

Many roofing contractors say they're licensed and insured—but unless they show you proof, you could be financially responsible if something goes wrong. Always ask to see:

- A valid contractor's license (check the expiration date)
- General liability insurance
- Workers' compensation coverage
- Manufacturer certifications (like GAF, Owens Corning, etc.)
- Recent local references

A reputable contractor will gladly provide documentation. If they hesitate or make excuses, it's time to walk away.

Secret #2

The Lowest Price Doesn't Mean the Best Deal

Low bids are often missing key components that protect your roof and your wallet. Here's what's often skipped—and why it matters:

Ice & Water Shield

Why it's important: Applied along eaves and valleys, this membrane prevents leaks from wind-driven rain and ice dams.

Benefit: Prevents rot, mold, and interior damage during storms and freeze-thaw cycles.

Proper Attic Ventilation

Why it's important: Without airflow, heat and moisture build up, warping your decking and damaging shingles from beneath.

Benefit: Extends roof life, lowers energy bills, and prevents mold.

Premium Underlayment

Why it's important: The layer under your shingles provides backup moisture protection. Cheap felt tears easily and absorbs water.

Benefit: Synthetic underlayment resists moisture and protects your home during storms—even if shingles blow off.



High-Quality Flashing

Why it's important: Flashing seals edges and penetrations like chimneys and skylights. Skipping or cheaping out here guarantees leaks.

Benefit: Prevents hidden water damage where it hits hardest—inside your home.

Trained, Professional Installers

Why it's important: Materials only perform if installed correctly. Untrained labor = failed roofs.

Benefit: A proper install means full manufacturer warranty, fewer issues, and longer roof life.

Bottom Line: Paying a little more upfront for a complete roofing system will save you thousands in long-term repairs.

Secret #3

Beware the "Model Home Discount" Scam

"If you sign today, we'll give you a big discount because we want to use your home in our advertising." Sounds nice, right? It's not. It's an old pressure tactic designed to rush you into a deal.

Real roofers don't need gimmicks to earn your trust. If the offer is legit, it will still be there tomorrow. Never sign a contract just because someone is pushing you to.

Secret #4

Be Wary of Door-to-Door "Roof Inspectors"

After a storm, you may get a knock at the door offering a free roof inspection. While some are legit, many are out-of-town crews or scammers looking for a quick score.

Red flags:

- No business license or local address
- No insurance or certifications
- Asking you to sign something "just to inspect"

Only let verified professionals on your property. A little caution goes a long way.



Secret #5

Ask These 11 Questions Before Letting Them Near Your Roof

Vet your roofer like you'd vet a babysitter. Ask:

1. Are you licensed and insured?
2. Do you carry workers' comp?
3. Will you pull all required permits?
4. Do you offer a written, itemized estimate?
5. What's your workmanship warranty?
6. Who supervises the job?
7. Can I see photos of recent projects?
8. Do you have recent references?
9. How do you handle daily cleanup?
10. What % of your business comes from referrals?
11. How do you handle change orders?

A good roofer will appreciate these questions. A shady one won't.

Secret #6

Details Matter

Most roofing disasters happen when little details are ignored. Before the first shingle goes on, make sure you've discussed:

- Dumpster location
- Property protection (landscaping, gutters, driveways)
- Working hours and crew expectations
- Point of contact and job updates
- Payment schedule
- What happens if materials or plans change

Don't assume anything. A great roofer over-communicates.

Secret #7

Plan Your Project With a Roofing Specialist

A quick quote isn't enough. A true roofing pro will:

- Walk your roof and attic
- Explain material options and warranties
- Help with HOA approvals, if needed
- Show you samples and recent job photos
- Talk you through ventilation, decking, and underlayment

Planning your project thoroughly means no surprises—and a roof you can count on.

Secret #8

Check Their Reviews—And Call Their Past Customers

Online reviews are helpful—but real conversations are even better. Ask for:

- At least 3 recent customers you can call
- Local homes you can drive by to see their work

If a contractor can't (or won't) give you references, that's a major red flag.

Call their past clients and ask:

- Did they show up on time?
- Was the crew polite and clean?
- Did the roof finish on time and budget?
- Would you hire them again?

A contractor with happy customers will be proud to show them off.

Final Thought: Protect Your Home. Protect Your Wallet.

Your roof is your home's first line of defense. Don't gamble on it.

Choosing the right contractor means you'll get peace of mind, long-term value, and a roof that lasts.

If you're considering a roof replacement or repair, give us a call. No pressure. No gimmicks. Just honest advice, professional service, and a job done right.





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