



# Homeowners Guide to Roof Replacement and Repair

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# Introduction

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If your Atlanta area roof is in rough shape, Pro Roofing & Siding is your answer for a high quality shingle roof replacement!

Above all, a shingle roof replacement will improve the curb appeal and add value to your home instantly. Not to mention it will be keeping you dry and worry free for years to come. A roof should be one of those things that you get done and not worry about it for a while. For this reason, you need to make sure you choose the right roofer to replace your roof.

Modern roofing materials now come in many choices of color and styles. Therefore, no matter what style of home you have; traditional or contemporary, there's a shingle roof replacement option for you. At Pro Roofing & Siding of Marietta, GA, we will walk you through the replacement process from start to finish.

This eBook is here to tell you about everything you need to know when deciding to go through the roof replacement process!

***If you have any questions at all about getting a new roof on your property, don't hesitate to reach out to our knowledgeable team!***



# How to know when you need a roof replacement

It's pretty well known that to live a healthy and happy life; you should treat your body like a temple. However, many people don't realize the same philosophy should apply to your home as well. If you neglect the issues in your home, they won't just go away on their own. Ignoring the leak in your roof will only escalate and cost you an arm and a leg in the long run. Below I will go over the most common roofing issues to look out for and be aware of.

## Things to look for inside your home

### Leaks After a Rainstorm

Leaks in your roof are a telltale sign that there may be an opening in your roof and are nothing to ignore. Even small leaks can result in more significant problems such as damaged ceilings, destroyed insulation, rotting sheathing and framing, and mold. It is always better to take the proper precautions and have a roofing professional inspect your roof. A quick free inspection could save you from scrambling for pots or buckets to catch the rainwater.

### Water Damage

Even if you do not explicitly see the stream of water coming from a leak in your roof, it is crucial to be aware of the other signs that would indicate a leak. Stains and dark streaks on your ceiling are a symptom of moisture reaching your ceiling. This moisture from the roof can also reach the walls and leave stains from top to bottom. Aesthetically, but more importantly, structurally, this is a huge problem that you should address by contacting a roofing contractor to help repair the root of the problem.



A good test to see if there is any damage to your roof is to look inside your attic or a similar location where you can see the roof's underside. With the lights off in your attic, you may be able to see small streaks or cracks of daylight shining through the roof on a bright day. This is a clear sign that the roof is damaged or that shingles are missing.

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## Things to look for outside your home

### Shingle Health

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There are various signs of damage that you can search for from the ground level. It is recommended that you should avoid climbing up on your roof if you don't have to. The safest method is just to get a free inspection done by an experienced roofing contractor. They know what to look for and can give solutions.



***Missing granules are essential for aesthetic beauty, fire resistance, and UV ray protection to your home. From the ground level, you can notice if your asphalt shingles are looking like they are worn out or bare. Shingles can begin to wear down over time and start to decay.***

Decaying shingles happen over time and will become brittle, cracked, curled, or even fall off, leaving the bare roof exposed. An inspection of your roof can identify the health of your shingles and determine whether a replacement is needed.

Fallen shingles on the ground outside your home should raise some alarm as it could be a symptom of structural damage on your roof. Fallen shingles can result from old roof age, improper installation, or strong winds. Often, many broken or missing shingles are a strong indication that you may need a roof replacement.



# Check for environmental damage

Our homes are so much better at handling the elements and weathering the storms than we are. But that doesn't mean the external environment doesn't take its toll on the roof over time. Be sure to frequently conduct proper roofing maintenance practices and be aware of signs of wear and tear on your roof.

Biological Growth, such as moss, will grow on your roof and be removed by cleaning the area with a mixture of bleach and water or easily brushing away. From the ground level, you can inspect your roof and look for these dark patches of growth.

Wildlife Damage can be a nuisance as the little critters that should be outside, try to make a home inside your roof. Once the little home-invader is removed (in a humane way) from your roof, the small holes in your roof can be repaired. It would also be wise to check your sources of roof ventilation to ensure that they are not clogged with nests or leaves.

Wind or Hail Damage can create exposures in your roof that will lead to further issues. After an intense storm, it is a good idea to inspect your roof for damage. Even small dents in the shingles from hailstones can build up and become a source of leaks in the future.

## Gutter Build up

As per the Spring cleaning tradition, a good eavesdrops cleaning is a large part of essential roof maintenance. While you're up there, it would be good to look out for gutters that may be sagging or showing signs of damage. If you notice a substantial build-up of granules, pieces of shingles, or other roof materials among the leaves during your cleaning, it could be an indication that your roof is getting old, and you may need a roof replacement.



# Things to Keep an Eye Out For

There are many distinct indications of damage that you can look for both inside and outside your home. But there are also more subtle signs that might point to you needing a



## Higher energy bills

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Something that could be a sign that you need a new roof but easy to blow off as not as big a deal is an increase in your energy bills. You might think that your child is spending more time on their phone and racking up the energy bill. But a better explanation is that your roof is aging, becoming thin, and not doing as good a job at keeping the appropriate climate inside your home.



## Roof is over a certain age

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Dependent on the materials and the quality of installation of your roof, you should consider getting a new roof done when your roof is around 20 years old or so. However, if you go with a low-cost roofer who will cut corners and use cheap materials, that lifespan will be considerably shorter. It is better not to wait until a disaster strikes to consider getting a checkup on your roof.

So, for your physical and financial health, you should treat your home like a temple the same way you take care of yourself. Don't let those nagging issues go undealt with. Contact a trusted roofing contractor to inspect your home today.



# Choosing the Best Roofer



## Things to look for inside your home

Since your roof keeps your home and everything it contains safe and protected from the elements, it makes good sense to hire a qualified professional roofer when your roof needs repairs or a replacement. Given the number of roofers in the metro Atlanta area, finding one who's trustworthy and experienced can seem like a challenging task. By using the following criteria as a guide, you'll find it easier to choose the best contractor without getting overwhelmed.



## Company History and Reputation

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A roofing contractor who does quality repairs and installations, stands behind their workmanship and cares about customer satisfaction will have a lengthy history in the area. They'll also have numerous references that you can contact and a portfolio of completed projects that you can view. Other indicators of a good reputation that you should also check for include positive reviews with online sites like Angie's List, Kudzu, and accreditation with the Better Business Bureau (BBB).



## Proper Insurance Coverage

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Conscientious contractors protect their customers against accidental property damage and employee work site injuries by having ample liability and workers' compensation insurance coverage in place. They'll also willingly provide you with copies of their up-to-date insurance certificates when you ask.



## Good Financial Health

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Roofers who are financially stable won't ask for a hefty upfront payment from you to buy materials before they can begin work on your home, and they'll get lien waivers signed when they pay subcontractors and suppliers to protect you against property liens after your roofing project is finished.

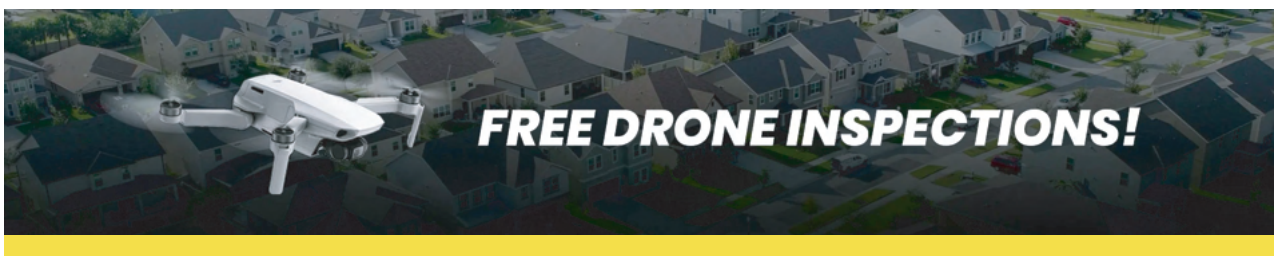


## Manufacturer Certifications

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Certifications from leading material manufacturers are another way to judge whether you should hire a particular roofer. Manufacturers like GAF and Owens Corning only award certifications to select, top-level contractors who meet their stringent standards for ongoing training, installation expertise, financial solvency, licensing, insurance coverage, good business practices and customer service. Using certifications to help you choose a contractor also gives you an opportunity to upgrade your warranty coverage, as manufacturers only allow contractors they've certified to offer their best warranties, such as GAF's Golden Pledge® limited warranty that provides non-prorated coverage of up to 25 years on workmanship and 50 years on materials.

***If you're looking for a reputable, certified  
roofer in the Atlanta area, contact us today at  
Pro Roofing & Siding.***



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## Choosing your Roofing Materials

There are two scenarios in which the roof on your home would draw attention; if it is in really bad shape and looks close to collapse or if it's beautifully done and maintained to near mint condition. If your old roof looks like it may be damaged, you might be due for a roof replacement. A new roof can be a significant investment, so the quality of material, installation, and the value-added to your home should be top of mind when making your decisions.

Whether you're leaning towards the tried and true asphalt shingle roof, or the worry-free metal roof, there are pros and cons to each. We have been helping guide homeowners in making these tough decisions for over a decade. That's why it's always valuable to consult a trusted professional roofer during this process; they may also be able to help you with financing your new roof. Give our ProRoofing team a call to schedule a free inspection and ask them which roofing material would best work for you.



# Asphalt Shingles

Asphalt shingles are the most popular roofing material in America and for a good reason too. However, even though this inexpensive roofing system is used widely across the country, it still has some flaws. We recommend doing research on which asphalt shingles work best for you and your particular style.



## PROS

### 💰 An Affordable Solution

Shingle roofs are a smart choice for the American household, but only when installed properly by an experienced roofing contractor. If a low-cost roofer were to put up your roof with new shingles and cut corners along the way, repairs might be soon needed. When shingles are correctly installed and maintained as it should be, they can last up to 15 years. Don't take a chance with a low-cost roofer and risk needing to redo your roof after their sloppy job. Choose a roofer that will do it the right way the first time to get the most out of your asphalt shingles.





## A Distinguished Look

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A shingle roof that is mindfully installed with great attention to detail will surely increase your home's curb appeal and raise your property's value. Being a GAF Master-Elite roofing contractor, we have proven our craft's quality and built our reputation around it. We choose to install GAF shingles because they are the number one brand in America and come in various styles and colors. Consult your project manager on providing you with materials on all that GAF has to offer.



## Easy to Install and Repair

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Another benefit to asphalt shingle roofs is that they are relatively straight forward to install and repair. If your home's roof decking is in good condition, shingles may put over existing top shingles to repair the damage. Ask your local roofing contractor about doing such repairs; it is typically against building code to have more than two layers of shingles on a roof. It is always a better idea to get a professional roofing contractor to install shingles in your roof over doing it yourself. They will be able to do it the right way and can offer warranties on their work.

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## CONS



## Attentive Maintenance Required

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An asphalt shingle roof requires more attention than other roofing materials do when maintaining it for the long term. Although your roof will thank you for putting in this extra effort and better handle anything a storm throws at it. Asphalt shingles are more susceptible to deteriorating from weather conditions over time. Ask your project manager for your roofing project about which maintenance plans they offer.

## More Susceptible to the Elements

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The most well-known con for asphalt shingle roofs is how susceptible to weather conditions and storms they are. If you do not keep your roof clean of debris and moisture can build up, shingles will quickly decay. Simultaneously, high winds can lift shingles, causing them to break off. Heavy hail can put dents into your roof, a gateway for water to leak into your home. Although shingles can be quite durable, they are not unbreakable. Check out our other posts on weather damage as well as storm damage. They outline how to identify and handle the damage caused by storms.

## Not Environmentally Friendly

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The unfortunate thing about asphalt shingles is that it is not the most environmentally friendly in its production and disposal. The materials that it's made of are not easily recyclable compared to other roofing materials such as metal or tile roofs. When an asphalt shingle completely decays, it will often be sent to landfills, whereas metal roofs may be recycled or repurposed.

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***Contact us for a free shingle roof  
replacement estimate!***

**We are expert installers of the top shingle brands.**



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# Metal Roofing

Traditionally, metal roofs were commonly used in the context of commercial roofing. However, there has been a recent shift towards residential households with metal roofs. Placing a metal roof on your home can be a sensible decision as it is much more durable than the status-quo asphalt shingle roof. But even though it is better for the long term, there are pros and cons to each roofing system.



## PROS

### Durability

It is no secret that one of the things that a metal roof excels at is durability and long lifespans compared to their shingle roof counterparts. But did you know that metal roofs last upwards of 50 plus years? Additionally, most warranties on metal roofs start at a minimum of 30 years and can go up to 75 years. If you know that you will be at your home for a long time and don't want to worry about your roof, a metal roof might be the way to go.



## Energy Efficiency

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When properly installed by an experienced roofer, a metal roof will have profound benefits that will save you money over its lifetime. A metal roof can be quite energy-efficient as it is more effective at insulating your home and keeping the appropriate indoor climate. If you notice that your energy bills are starting to grow higher than usual, maybe you should consider a new metal roof.



## Environmentally Friendly

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Relative to other roofing materials, a metal roof is much more environmentally friendly. Often, metal roofs are produced with recycled metals and can be broken down again at the end of its life cycle. The long lifespan of a metal roof also means a less frequent turnover of materials is produced and broken down. If you're concerned about leaving the world a better place for your grandkids, a metal roof can be a sustainable solution.



## Comes in a Variety of Styles

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Some might think that a metal roof would appear to be cold and unattractive. However, many developments to the appearance of metal roofing make it one of your home's most attractive choices. Your home curb appeal will increase your property value on the market. Reach out to your local roofing professional to ask about the different styles and colors that your metal roof can come in. A metal roof will surely make your home be the envy on the block.

# CONS



## High Upfront Cost

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The most obvious downside to metal roofing that turns many people away is the high upfront cost of material and installation. This cost is, of course, higher than the commonly used asphalt shingle roof. But you get what you pay for. If the price is the largest barrier for you getting a new metal roof, research local roofing companies that would provide you with financing programs or guide you in a cost-benefit analysis.



## May need periodic painting

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Typically, metal roofs are a no-fuss roofing system that requires a pretty low level of maintenance. They can be cleaned simply with water and by clearing off debris that falls onto the surface. However, occasionally your metal roof may need a repaint job to keep it looking as fresh as the day it was installed. It is also possible that hail or large debris fell onto your metal roof, causing scratches in the paint. There is rarely anything serious about that, but getting a licensed roofer to inspect any damage could save you in the future.



## Are They Noisy?

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It is a myth that metal roofing is noisier than asphalt shingles are. There is evidence that shows the contrary, but it is dependent on the quality of the installation. If a metal roof is not placed correctly and there is a gap between the underlayment and the metal sheet. Then it can be quite noisy during a hail or rainstorm. But that's why the quality of the roofer is equally as important as the materials on your roof. Get yourself a GAF Master-Elite Contractor who can give you both the quality of material and quality of the installation.



# Financing your Project

Replacing your roof can be a costly and frustrating process, especially if you don't know about all of the financing options available to you. We're going to walk you through some roof replacement financing options, and help give you the knowledge to choose the right method for your needs.



## Rebates & Governmental Loans for Roofing

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The FHA, or Federal Housing Authority, has a type of loan called a Title I loan. Homeowners with limited equity in their homes, along with good credit, typically qualify for Title I loans. There are also some tax rebates and incentives available in certain states, depending on whether you choose energy efficient roofing. Information on these can be found through the Department of Energy and DSIRE, the Database of State Incentives for Renewable Energy.



## Home Equity Line of Credit

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A HELOC, or home equity line of credit, is a loan in which you use the equity from your home to secure a loan. This type of financing is typically reserved for larger expenses. It can be used to pay for your new roof, and paid off over time.



## New Credit Line

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You may be qualified to get a new credit card. If so, be sure to look for one that is offered with an interest-free introductory period of at least 12 months. You can use this card solely to pay for your new roof, break up the cost into 12 equal payments, and make one payment each month to pay off the balance by the end of the interest-free period. This method requires that you be diligent in both your monthly payments, and the amount you pay each month. Getting off track could result in large interest charges.



## Pro Roofing Financing

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At Pro Roofing & Siding, we understand that the above options may not be available to all of our customers. That's why we offer financing options for your new roof through a partnership with Service Finance. Our roof replacement financing options offer flexibility, low interest rates, and low monthly payments.

You have several options for financing your roof replacement, and many different roofing options. It can seem overwhelming to decide which is best for you, as well as what kind of roof you want, the materials to be used, and a host of other decisions. Our roofing professionals can help you make the right decisions for you. When you face roof replacement, trust the local experts at Pro Roofing & Siding.

# What to Expect During a Roof Replacement?



When your roof begins to suffer from old age, wear and tear, or severe weathering, it may be time to for a roof replacement. Since many homeowners are overwhelmed by the thought of having their roofing replaced, here is a simple walk through to help prepare you for this project:

## An Honest Opinion

There are many reasons why your roof may not be in the best shape. The remedy does not always require a total replacement. When you schedule a roof inspection and consultation with Pro Roofing & Siding, we will tell you when a simpler repair is necessary (damaged flashing or gutters), versus when you really need roof replacement. We can also point you to the best kind of shingles for your home neighborhood. If your roof project is covered by your homeowner's insurance policy, we are always happy to help talk you through the process and provide any paperwork that you need for your claim.

## Tear Off

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Some shady contractors will suggest that you can simply put another layer of shingles over your current layer instead of roof replacement, but we generally do not recommend this.

Every additional layer of shingles you put on in the heat of Marietta will halve the lifespan of your roof: 30 year shingles are suddenly only good for 15 years when you install them over existing shingles, which is a needless expense. Additionally, warranties are not available for roofs that are built this way.

## Decking

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After the old shingles have been torn off, we sometimes discover that the decking or plywood under your shingles has begun to rot. We will inspect each piece and replace it as necessary, both for the safety of our crew and for the integrity of your roof replacement.

## Reshingling and Flashing

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Once the decking is solid, we install underlayment and a water barrier, as needed. Then, new shingles are laid over the entire surface.

We also flash, or seal, around chimneys, vent pipes and any other protrusions as well as installing drip edges above your gutters.

## Inspection and Lien Release

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When the project is done, we will walk you through the final inspection and answer any questions you may have. Once we know that you are satisfied with our work and have received payment, will give you a signed lien release.



## Success Stories

At Pro Roofing, we take our loyalty to our customers seriously.

Recently we got a call from a client that wanted us to come inspect their home's roof after seeing some dark stains on the shingles.

Upon inspection, we found that this roof was installed with Atlas Architectural Shingles, along with every other house in this neighborhood. We were surprised to find out that this particular roof had been installed in 2011 and was only a few years old, but the shingles were bleeding asphalt on each other creating tar like stains and run marks in multiple sections, covering a large area of the roof.

In the next page is a picture from our inspection showing the bleeding shingles.





These stains and runs indicated to us that the shingles were defective and would need to be replaced in order to ensure the longevity, value, and lifetime of the roof for the customer.

Right away, we got to work on all components of a settlement claim in order to get new shingles on this customer's home as soon as possible.

After some hefty paperwork and negotiation, Atlas Shingles honored the replacement claim and covered the cost of the labor and materials for a roof replacement. Pro Roofing and Siding was able to replace the defective shingles with new Atlas Architectural Shingles quickly and handle all the paperwork for the customer. We were also able to install the new roof with a 25 year labor warranty!

Here is the finished product after we were able to replace the defective roof.

<https://youtu.be/EEMH0ixXakw> At Pro Roofing and Siding, customer satisfaction is our objective. That being said, we are proud to be able to cultivate and maintain trustworthy relationships with our clients. Handling communications and insurance claims like this one helps us take the strain and stress off our customers.

Looking for a company who stands by their workmanship? Contact us at Pro Roofing today for all your home exterior needs!



## About Us

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At Pro Roofing & Siding, our customers' needs are of the utmost importance. As a locally owned and operated company, we believe that it is our duty to help the development of our communities in the metro Atlanta area.

Our commitment to our friends and neighbors pushes us to strive for excellence in everything we do, and our passion is transmitted to the quality of our work. Moreover, our comprehensive expertise in exterior home improvements will provide a boost to your property's value and curb appeal. We offer a wide variety of services to either residential or commercial properties.



## Services we offer

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- ✓ Roofing
- ✓ Siding
- ✓ Gutters
- ✓ Exterior Painting
- ✓ Windows
- ✓ Skylights
- ✓ Attic Insulation



# Frequently Asked Questions About Roofing

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## How can a homeowner recognize when a roof system has problems?

The most obvious downside to metal roofing that turns many people away is the high upfront cost of material and installation. This cost is, of course, higher than the commonly used asphalt shingle roof. But you get what you pay for. If the price is the largest barrier for you getting a new metal roof, research local roofing companies that would provide you with financing programs or guide you in a cost-benefit analysis.

## What are my options if I decide to re-roof?

You have two basic options. You can choose a complete replacement of the roof system, involving a tear-off of your existing roof system, or recover the existing roof system, involving only the installation of a new roof system. If you have already had one re-cover installed on your original roof system, roof sheathing replacement may be necessary.

In many instances building code requirements allow no more than one roof system re-cover before a complete replacement is necessary. Additionally manufacturers void their system warranty on recovers and require a complete roof replacement. Recover systems only last about half as long as full reroofs as flashings, the most important part of a roof, are not replaced on recover applications.

## My roof leaks. Do I need to have it replaced completely?

Not necessarily. Leaks can result from flashings that have come loose or a section of the roof system being damaged. A complete roof system failure however, generally is irreversible and a result of improper installation, choice of materials, or the roof system installation is inappropriate for the home or building.

## Can I do the work myself?

Most of the work should not be done yourself. Professional roofing contractors are trained to safely and efficiently repair or replace roof systems. You can damage your roof system by using improper roofing techniques and severely injure yourself by falling off of or through your roof.

Maintenance performed by home and building owners should be confined to inspecting roof systems during the fall and spring to check for cracked or curling shingles and cleaning gutters filled with dead leaves and other debris. If you inspect your roof yourself, use a firmly braced or tied off ladder equipped with rubber safety feet. Wear rubber soled shoes and stay on the ladder, (and off the roof system), if possible.

## How long can I expect my roof system to last?

Most new roof systems are designed to provide useful services ranging from 15, 20 even 25 years. Some roof system types such as slate, clay & concrete tile and metal systems can last longer.

Actual roof system lifespan is determined by a number of factors, including local climatic and environmental conditions, proper building and roof system design, material quality and suitability, proper application and adequate roof maintenance.

Roofing product manufacturers offer a variety of warranties on their products. Take a close look at those warranties to see what responsibilities and financial obligations manufacturers will assume if their products fail to reach their expected lives.





***Serving Cities in  
Metro Atlanta***



## CONTACT US



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