

CLASSIC METAL ROOFS

BUYER'S GUIDE

How To Ensure That You Have Found The Right Roofer...
The First Time!



CLASSIC METAL ROOFS, LLC
"THE BEST ROOFS UNDER THE SUN."



BUYER'S GUIDE

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“I Was Shocked And Embarrassed When I Found Out That The Biggest Complaint About Our Industry Is One I Never Imagined!”

MIKE GONET, SR. PARTNER
CLASSIC METAL ROOFS

How To Ensure That You Have Found The Right Roofer... The First Time!

So...you hear the thunder rolling in from a distance. Normally, this isn't something you would pay much attention to, except TODAY you discovered that your roof was leaking. Now...that thunder is a sign of problems on the horizon and you've decided to start your search for a roofing company that will keep your problems from becoming...well, a catastrophe.

But you also know it's a topic that you're not intimately familiar with, so you're not quite sure where to begin, right?

Well, Congratulations! You've landed on the right company to help you with your needs. To prove this, we're providing you with this incredible Buyer's Guide to answer questions you might have been afraid to ask so you can have the confidence to make the decision that's best for you.

If you've done any research to this point, you've heard the horror stories that we've heard. This starts with the biggest complaint about services like ours...and it's as basic as the job simply doesn't get done right! Can you believe it? Something as simple as making sure that things are installed properly is the largest complaint! I was shocked!

Of course, there are others...unfinished projects, shoddy workmanship, missed deadlines, those that overpromise and under-deliver. In our time in the industry, we've heard it all. But this is your home! This is your castle! You can't trust something as important as your roof to a trial-and-error approach, can you?

We've always done a good job and treated our customers right. And we've been able to build a nice business because of it. But I've noticed over the years that some consumers will choose less than-reputable companies to do jobs for them—usually because they are quoted less money. Don't get me wrong—I'm all for good, honest competition. But it pains me to see good folks risk their hard-earned money with a company who has no track record—or worse, a bad (but hidden) track record.

Personally, I've always felt that industry standards weren't tough enough. That's why I wanted to find a way to educate consumers about how to choose the right roofing company based on facts, data, information...not just hearsay. You may have already run into those who think that a truck, ladder and hammer makes them a qualified roofer. That's why I've pioneered this guide...to create a set of standards that companies should be able to uphold and you, as a customer, should expect. This guide calls for businesses to uphold a high set of standards that will allow you to judge BEFOREHAND whether or not a particular roofing company is likely to do the job right.

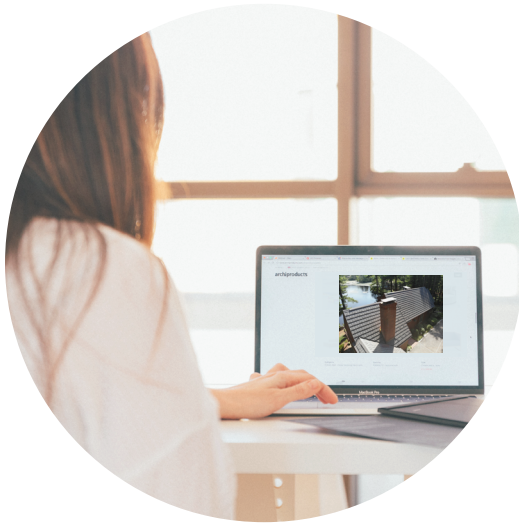
Before you hire any company to provide you a quote and start working on your home, make sure you consult this guide and INSIST that the company comply with EVERY SINGLE STANDARD in this book. If you do, chances are excellent you'll get exactly what you want out of your project.

Mike Gonet, Sr. Partner
Classic Metal Roofs

- 1 -

STABILITY

You need to make sure that any roofing company you do business with has proven themselves in the past and will be there if you need them in the future. Don't just ASK them if their business is stable; look for tangible proof of longevity and financial stability by asking for the items listed on the next few pages.



What To Look For:

Company Tangibles

Why It's Important: Believe it or not, many fly-by-night roofing companies don't even maintain an office! We call those "One-Truck Chuck's" because they are a one-man show that believes they can do the job right...even when they lack the expertise.

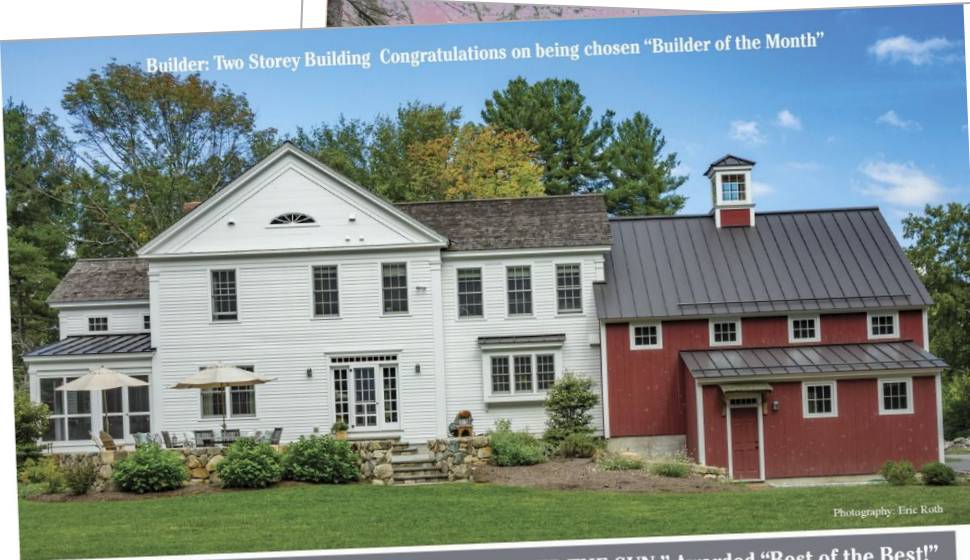
Make sure that any company you're dealing with is substantial enough to have a real office with all the normal business functions - accounting, sales, etc. If they can't offer even these basic items, that should tell you something.



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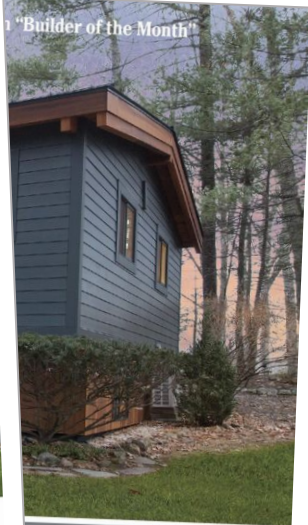
Where to Find Us

Builder: Two Storey Building Congratulations on being chosen "Builder of the Month"



Photography: Eric Roth

"Builder of the Month"



Classic Metal Roofs, LLC "THE BEST ROOFS UNDER THE SUN." Awarded "Best of the Best!"



When you need a local residential metal roofing contractor in southern New England, you can rely on Classic Metal Roofs, LLC. For over a decade, our family-owned business has helped make over homes throughout the Northeast. With expert roofing solutions and personable, down-to-earth customer service, we know how to make your home beautiful, safe, and ready to face the harsh New England weather.

We are dedicated to providing outstanding results – at a competitive price. Whether you need roof repair, snow retention system, a new installation, or replacement, our knowledgeable consultants will help you find the perfect roofing solution. Classic Metal Roofs, LLC never uses subcontractors. There is no need – we have the region's best metal mechanics.

We preside over every installation ourselves to ensure that each job adheres to our high standards for quality and precision. This means that homeowners can rest assured that the new roof will withstand the test of time.

Classic Metal Roofs, LLC specializes in aluminum metal roofing, which is the go-to material for most of our metal roofing projects. Aluminum is durable, reflects heat, and works well with the industry's highest standard of coatings and colors. In addition to aluminum roofing, we also offer copper and zinc roofing options. We do not recommend steel, galvanized, or galvalume metal roofing for residential applications, as these materials will show rust in a very short period of time.

Our product lines include the most state-of-the-art materials on the market, including metal shingles in Slate and Shake profiles. We supply and install standing seam metal roofs for homeowners who prefer that profile. Finally, for low slope and flat roof applications we represent IB Roof Systems' single-ply membrane system, which offers the best residential warranty in the industry. Whatever your need or taste is, we can supply and install the product your home needs to face the harsh, unpredictable climate in CT, MA, NH, or RI.



It is difficult to find a roofing company that knows and does the installation process from start to finish. For roofing solutions in Southern New England, you can rely on Classic Metal Roofs, LLC. Call your local metal roofing contractor today at one of our regional offices in Stow, MA; East Berlin, CT; West Warwick, RI; and Nashua, NH. We will help you find the right roofing solution for your home.

Awarded "Best of the Best!"



It is difficult to find a roofing company that does the installation process from start to finish. For roofing solutions in Southern New England, you can rely on Classic Metal Roofs, LLC. Call your local metal roofing contractor today at one of our regional offices in Stow, MA; East Berlin, CT; West Warwick, RI; and Nashua, NH. We will help you find the right roofing solution for your home.



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Visit us on Facebook for our most recent projects

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WEBSITE



EVENTS



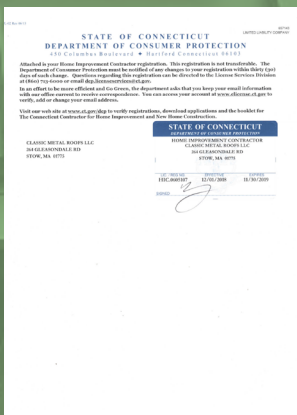
What To Look For: Bank Letter

Why It's Important: This signed document from the company's bank will show you the financial stability and the bank's judgment of character of the company you're working with. Insist on seeing this letter so you know that you're dealing with a company that is stable and financially sound.



What To Look For: Supplier Letter

Why It's Important: This is written confirmation of the company's dealings with a supplier of the product that they build with. These letters are easy for your contractor to obtain from suppliers—if yours says they are difficult to obtain, then there might be something that they're trying to hide.



What To Look For: Business License

Why It's Important: You need to be certain that the company you're about to partner up with has been around for a while. How do you do this? Simple... take a look at their business license that will demonstrate that they have been operating under the same name for a minimum of 5 years. As you know, many businesses open and close their doors multiple times to avoid past customer complaints.

- II -

Reputation

You can tell a great deal about a business based on what others are saying about them—particularly their customers. The old advice of “ask for 3 references” is just too easy to fake. You’ll need to get a little tougher with your potential roofer to protect yourself. Insist that any business you’re considering can produce the things listed on the next few pages to **PROVE** that their reputation is solid.

What Does Google Say?

If you're a savvy Internet searcher, then you won't need help finding a roofer online. Nonetheless, there are some subtleties here that you should be aware of. Plus, I'll share with you a little "secret trick" that will give you phenomenal insight into any particular company. It truly could be the difference between a disaster and a perfect experience!

First, let's start with the basics. By entering "metal roofing contractor" or any similar combination, and the name of your nearest major city, you should easily find at least 20 companies that you could connect with that could be your choice.

But keep this in mind: A high ranking in Google (such as Page 1, #1 on the list) doesn't necessarily mean they're the best roofer around! It simply means that Google thinks they best fit the description of your search.

If they show up in the "paid search" / "sponsored ads" section, it also doesn't necessarily mean they're the best out there! It just means they've spent a lot of money to buy advertising to show up in that space. That's all!

Now, let's talk about that "secret trick" I mentioned earlier that will give you 100 TIMES more insight about any particular metal roofing contractor. Let's say you're interested in a company called "World's Best Metal Roofing Contractor" If you'd like to find out a little bit more about them, the secret is to "Google search" the phrase "World's Best Metal Roofing Contractor" and add the word "complaint" at the same time!

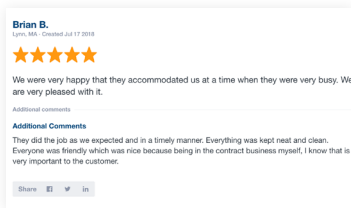
If World's Best Roofing Contractor has a lot of complaints against it, you're likely to see MANY Google listings showing those complaints. Click on each link to get more details and really get an understanding of the entire picture of the business.

Now...just because someone posted a negative comment or review about a company doesn't mean you shouldn't use them! Some complaints are posted by competitors, sometimes they're posted by people who won't be happy no matter how great the service has been (you know the type!). Fortunately, though, these are easy to see right through and (ideally) reading the rebuttal from the company themselves will give you more insight as to whether or not it's a valid concern or just a rogue complaint.



What To Look For: Membership

Why It's Important: Any reputable company will be a member of at least their local Chamber of Commerce—and often multiple Chambers. They may also be involved in reputable Industry groups. You may want to do a little research on the groups to which your potential future partner belongs!



What To Look For: Customer References

Why It's Important: All reputable businesses carry pre-printed lists of references. Typically, these references can span current (within 6 months) to even 5 years ago. Don't be afraid to ask for copies of those references if they're not presented to you directly!



What To Look For: Accolades

Why It's Important: Any company that has been in business for a length of time and has done a great job will often receive awards or accolades. Perhaps they've received an award of some kind, maybe they've been certified by an organization or association, or sometimes they've been mentioned in an article, blog or white paper. If the company you're thinking about working with can't produce SOMETHING, well...maybe they haven't been worthy of accolades!

- III -

Professionalism

[pro-fes-sion-al-ism (n.) Professional status, methods, character, or standards; the expertness characteristic of a professional person.]

A well managed metal roofing contractor doesn't just do good work. They also understand that when dealing with customers, it's often the little things that make a big difference. You should find a partner that shows you respect by the way they treat you, the way they look, the way they treat your property, and how they pay attention to details. Check any roofing team you're considering against these standards of professionalism found on the next few pages.



What To Look For:

Bid Specifications

Why It's Important: Many people are unaware that there are varying levels of job bid specifications. Every business does things their own way and all are slightly different. So you know what to expect, it's often beneficial to at least see a sample of what the bid specifications or quote presentations look like. It provides clients with the opportunity to understand what goes into a bid so they can be better prepared.

Classic Metal Roofs, LLC
Assessment & Estimate

Customer Name: _____
Date: _____

Customer Address: _____
Phone: _____

Pre-Installation

 Pre-Installation Inspection by Roofing Consultant
 Obtain permits (in accordance with local law, as needed)

Roof Preparation

 Strip and remove _____ layer(s) of roofing material (per visual inspection)
 Inspect decking (wood) for rot or deterioration
 Re-nail and secure existing decking (if necessary)
 Clean roof deck to provide smooth nailing surface
 Replace rotted fascia or trim board (per visual inspection)
 Resheath roof. (CDX to code) price per square: _____

Cold Roof

 Install cold roof with /without insulation.

Snow Protection System

 Snow brakes # _____
 Snow rail 2/3 liner feet _____
 Other _____

Underlayment

 Install Grace ice and water shield to code.
 Install woven polypropylene underlayment/slip sheet life time warrantee.

Flashings

 Install drip edge/rake edge along entire perimeter of roof
 Install new flashing at roof-to-wall junctions
 Install new boot or flange and seal all vent pipes
 Install new flashing around chimney
 Build cricket
 Install new flashing around existing skylights

Gutter Protection

 Freedom Filter

Balanced Ventilation

 Install ridge vent
 Install low profile vents
 Install turbine vents
 Install soffit vents

Decking/Slope

 Install "Recovery Board"
 Install _____ inch insulation
 _____ ISO/EPS/1/2" FF
 Dens Deck/fully adhered/mechanically attached
 Gravel stop/drip edge

Accessories

 Install new replacement skylights

Final

 Magnetically sweep job site
 Clean gutters of job-related debris
 Haul away all job-related debris
 Final inspection with homeowner

COMMENTS: _____

Option #1 TEMPORARY Roofing	Option #2 LIFETIME
Initial Cost _____	INVESTMENT _____
15 Year replacement cost _____	15 Years _____
Total COST after 15 years _____	30 Years _____
Total Cost after 30 years _____	Est. Monthly Payment _____

Roofing Consultant: _____ Phone: _____

This Estimate does not constitute a Contract. Estimate valid for 30 days from original estimate date.
264 Gleasondale Road • Stow, Massachusetts 01775 • 866-660-6668 • www.classicmetalroofs.com

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What To Look For:

Proposal Sample / Contract Sample

Why It's Important: Usually the signed contract or proposal has the most detail: who has responsibility for what, the details of the work to be performed, the expectation of our company as well as the expectation of the client. You should have all of this detail to avoid questions or issues down the road, so it's often wise (if possible) to have a sample of a contract or proposal available to you for your review.

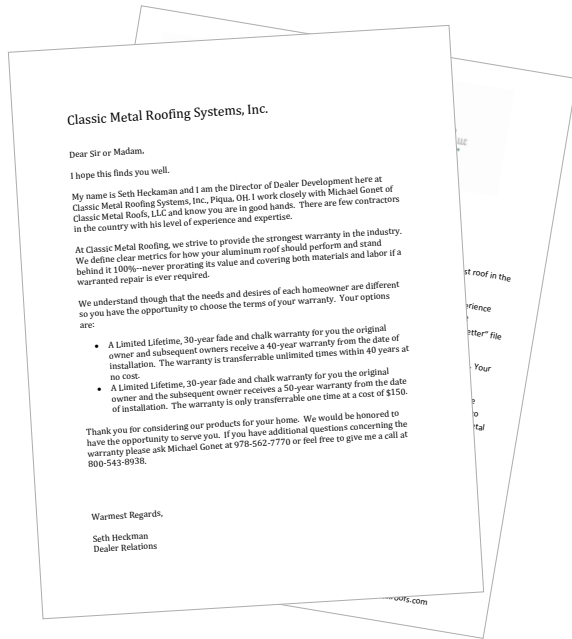


- IV -

Workmanship

[work·man·ship (n.) The skill of a craftsman or artisan; the quality of something made.]

Ultimately, any business owner providing a product or service must be competent to do the job right the first time. Competence comes as a result of training, experience, and good old-fashioned hard work. As you evaluate a company, look for signs that they can do the job right the first time.



What To Look For: Warranty Letter



What To Look For: Workmanship Warranty Letter

Non-Disclosure Agreement

This Nondisclosure agreement (the "Agreement") is entered into by and between **LEK Technology Consultants** located at 12788 Gilliard Rd Winter Garden, FL 34787 and _____, located at _____, collectively referred to as the "parties" for the purpose of preventing the unauthorized disclosure of Confidential Information as defined below. The parties agree to enter into this Agreement with respect to the disclosure of Confidential Information to the other (the "Receiving Party") of certain proprietary and confidential information (the "Confidential Information").

- 1. Definition of Confidential Information.** For purposes of this Agreement, "Confidential Information" shall include all information or material that has or could have commercial value or other utility in the business in which Disclosing Party is engaged.
 - 2. Exclusions from Confidential Information.** Receiving Party's obligations under this Agreement do not extend to information that is: (a) publicly known at the time of disclosure or subsequently becomes publicly known through no fault of the Receiving Party; (b) discovered or created by the Receiving Party before disclosure by Disclosing Party; (c) learned by the Receiving Party through legitimate means other than from the Disclosing Party or Disclosing Party's representatives; or (d) is disclosed by Receiving Party with Disclosing Party's prior written approval.
 - 3. Obligations of Receiving Party.** Receiving Party shall hold and maintain the Confidential Information in strictest confidence for the sole and exclusive benefit of the Disclosing Party. Receiving Party shall carefully restrict access to Confidential Information to employees, contractors, and third parties as is reasonably required and shall require those persons to sign nondisclosure restrictions at least as protective as those in this Agreement. Receiving Party shall not, without prior written approval of Disclosing Party, use for the Receiving Party's own benefit, publish, copy, or otherwise disclose to others, or permit the use by others for their benefit or to the detriment of Disclosing Party, any Confidential Information. Receiving Party shall return to Disclosing Party any and all records, notes, and other written, printed, or tangible materials in its possession pertaining to Confidential Information immediately if Disclosing Party requests it in writing.
 - 4. Time Periods.** The nondisclosure provisions of this Agreement shall survive the termination of this Agreement and Receiving Party's duty to hold Confidential Information in confidence shall remain in effect until the Confidential Information no longer qualifies as a trade secret or until Disclosing Party sends Receiving Party written notice releasing Receiving Party from this Agreement, whichever occurs first.
 - 5. Relationships.** Nothing contained in this Agreement shall be deemed to constitute either party a partner, joint venture or employee of the other party for any purpose.
 - 6. Severability.** If a court finds any provision of this Agreement invalid or unenforceable, the remainder of this Agreement shall be interpreted so as best to affect the intent of the parties.
 - 7. Integration.** This Agreement expresses the complete understanding of the parties with respect to the subject matter and supercedes all prior proposals, agreements, representations, and understandings. This Agreement may not be amended except in a writing signed by both parties.
 - 8. Waiver.** The failure to exercise any right provided in this Agreement shall not be a waiver of prior or subsequent rights.
- This Agreement and each party's obligations shall be binding on the representatives, assigns, and successors of such party. Each party has signed this Agreement through its authorized representative.

Lek Technology Consultants

Signature: _____

Printed Name: _____

Title: _____

Dated: _____

Signature: _____

Printed Name: _____

Title: _____

Dated: _____

What To Look For:

Non-Disclosure Agreement

Why It's Important: Although it's not generally an issue with roofing companies to be privy to sensitive information, it's important to know that as they deal with other companies in the course of their business, they may be required to have a level of business security and professionalism. Therefore, we feel that it's vital to provide a Non-Disclosure Agreement as part of our standard documentation. This provides a level of safety and security to both the homeowner knowing that they're dealing with a professional organization and our team as well and we believe this should be a standard document shared for every engagement.



What To Look For:

Price Integrity

Why It's Important: In a competitive marketplace, it is important for you to be sure that you are getting the best possible price for your metal roofing project. Naturally, price is only one component of the value equation, so it's critical that all price comparisons are done on an "apples-to-apples" basis. Additionally, while some companies keep pricing very close to the vest, we will even invite our prospects to speak to our satisfied clients and discuss the services we've provided.

Where does your company fit into the local market?

When it comes to this industry, it's easy to separate the companies that do metal roofing services into three segments...

PREMIUM PROVIDERS

MID-LEVEL PROVIDERS

SMALL PROVIDERS

Each segment certainly has its pros and cons, so as you're selecting a partner, it will be up to you to decide what is the best fit for your organization.

We define ourselves as a Mid-Level provider with Premium Level service. This should be something that's very important to you as there are many companies that are small, one or two person operations, that come and go quickly. Every time some roofing company goes out of business, those employees will start a new "company" to get work, but in six months when they find a new job you're unfortunately left to your own devices.

This, and everything we've mentioned here, is why you need to pay attention to the components discussed throughout this guide to be certain you're finding the right fit!

Frequently Asked Questions

Are you saying that you are the only company in the area that can uphold these standards?

Most companies cannot uphold them, but there are several good, honest Metal Roofing contractors to be found. Just be sure to take the time and use this guide to make sure before you hire anyone.

Can a company just “fake” these standards?

Not likely. Most shady, one-man operations that don't put any effort into making their businesses good also won't put effort into faking these standards. It's a lot easier for them to just move on to their next unsuspecting victim.

What if a provider says they can do all these things, but can't show the proof?

Don't settle for lip service. Demand to see the documentation for every single standard on the checklist to the right.

Are there any other things I should look for/watch out for that aren't listed in the pages of this guide?

Look for some of these telltale signs of potential provider who shouldn't be trusted:

- Main phone numbers that ring to cell phones
- Main phone numbers that are never answered by a receptionist
- No business cards or cheap/homemade business cards
- No company logo on work clothes/uniform
- Few references available
- Unresolved BBB complaints or no report at all
- Prices that are unusually low compared to other bids
- No website or very poor website
- Ability to start on your job immediately—no backlog
- Unwillingness to give any information without being asked first

What are the most common reasons you have disputes with customers?

The nice part is...we don't have many! If we do, they come from honest mistakes and was prior to organizing and providing materials such as this guide. Usually these disputes and disagreements result from a misunderstanding of expectations so our team focuses on being certain each party understands their role and what those expectations are.

Customer Bill of Rights

Classic Metal Roofs, LLC (CMR) believes that each customer should understand his or her rights as a customer and should understand our pledge to our customers.

We have professional responsibilities and ethical obligations to act with integrity, honesty, competency, and confidentiality and to instill and preserve your confidence in the work that we provide.

In recognition of our responsibilities and obligations, we hereby promote and proclaim the following rights to our clients:

1. CMR shall act with **PROFESSIONAL INTEGRITY** at all times. You are entitled to be treated with courtesy and professional consideration at all times by all of our employees.
2. CMR shall have **RESPECT FOR YOUR TIME**. You are entitled to have scheduled appointments and for our work to be done within the timeframes promised.
3. CMR shall **RESPOND TO YOUR URGENT NEEDS** in a timely manner. You are entitled to receive a response within 24 hours of your request - or sooner. We are available for emergencies 24/7.
4. CMR shall provide you with **SAFE AND COMPETENT SERVICES**. You are entitled to receive the services of trained professionals that will work in accordance with our industry's high expectations.
5. CMR shall be sure that all of your **QUESTIONS ARE ANSWERED**. You are entitled to ask any questions you may have and to have those questions or concerns answered to your satisfaction and within a timely manner.

6. CMR shall provide you with ACCURATE INFORMATION AND SERVICES. You are entitled to receive accurate and detailed estimations of time and costs associated with the services that we have promised to deliver..

7. CMR shall have your concerns addressed by INDUSTRIAL PROFESSIONALS. You are entitled to receive services by professionally trained technicians and skilled personnel who maintain the highest professional judgment and who will give you their undivided attention.

8. CMR shall treat you with HONESTY. You are entitled to receive services from a team of professionals who will be honest and forthright and who will not knowingly understate or overstate problems or concerns.

9. CMR shall hold your personal information with STRICT CONFIDENTIALITY. You are entitled to work with a team of professionals who will not disclose your personal information to other parties without your expressed permission.

10. CMR shall RESPECT YOUR PROPERTY. You are entitled to have your property treated as if it were the property of the team providing services to you.

11. CMR shall treat you with PERSONAL RESPECT. You are entitled to be treated with respect and as a member of our family.

Should we fail in our responsibilities and obligations to you, our client, we will work diligently to correct any issues that may arise, and we will correct them to your full satisfaction. Under no circumstances will we, as a company, seek to minimize or disregard your concerns. Our goal is to adhere to the foregoing Customer Bill of Rights at all times and during all communications.



information@classicmetalroofs.com