



GAF

**Commercial Roof
Maintenance**
Grow Your Business

**We protect
what matters most™**



**“200,000 unfilled
construction jobs”**

*Construction Dive
June 5, 2019*



Production
6+ person crew

Service
2 person crew



**Maintenance &
repair 60+%
margins**



“Half the volume of maintenance work will return 2x the money that can be expected from competitively bidding new or reroofing work”
-NRCA

REACTIVE MAINTENANCE

- Reactive work performed on “critical defects”
- Problems that present an immediate threat of water intrusion into the building interior

PROACTIVE MAINTENANCE

- Managing the roof as an “asset”
- Proactively performing work on an existing roof system



What is Maintenance?

main·te·nance

1. *the process of maintaining or preserving someone or something, or the state of being maintained.*

- Care, upkeep, prolongation, continuance, repairs
- Destruction, neglect, end, ignorance

Maintenance is..... An opportunity

- Grow your business
- Close more re-roofing
- Build relationships



Why aren't more companies
offering these services?

Where do I start?



- Managing
- Software
- Marketing
- Pricing

Managing & Software

- Growth must be organic
- Key people in the right roles
- Using software?

Market Your Services

- **Target Existing Customers**

 - Face-to-Face

 - Email/Phone Campaigns

- **Define Your Offering**

 - Basic Inspection

 - First 2 Years Complimentary



Offer the GAF WellRoof Guarantee Extension

If Your Basic Diamond Pledge™ Coverage Is...	Your FREE Added Coverage Is...	And Your Total Guarantee Coverage With WellRoof® Extension Is...
10 years	2½ more years	12½ years
12 years	3 more years	15 years
15 years	3¾ more years	18¾ years
20 years	5 more years	25 years
25 years	6¼ more years	31¼ years
30 years	5 more years	35 years



Pricing Inspections

- Flat Rate
- Square Foot
- Job by Job



- Complexity
- Time
- Distance

How many leak calls do you service per week?

- 3 Inspections/ week (156 inspections per year)
@ \$500 = **\$78,000/ year**
- Identify 3 corrective items every inspection
156 inspections @ \$500 = **\$78,000/ year**
- Maintenance + repairs = **\$156,000 year**
- What if you doubled or tripled that...



Preventative Maintenance

Did you know nearly 80% of roofs are replaced prematurely? Routine roof inspections are an important component to all low slope roofing systems and could maximize the life of your roof by nearly 40%. The NRCA recommends inspections in the spring and fall and after any major weather event. Preventative maintenance it is also required by the manufacturer in order to ensure complete coverage of your NDL (No Dollar Limit) Guarantee.

During each visit we will inspect the following:

- Check exterior/ interior walls for signs of leaks, staining, or cracks
- Check interior roof deck for leaks, deterioration, and mild
- Check roof edges/coping/metal for leaks, staining
- Check field of roof for damage, loose fasteners
- Check penetrations/ flashings
- Clean out all gutters, downspouts, scuppers, and drains
- Check HVAC unit components
- Check for vandalism, ponding water, debris, physical damage

I would like to receive routine preventative maintenance inspections

Select: YES NO

Please select the frequency of inspections

Annual _____ Bi-annual _____ Quarterly _____

Price _____

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It Is Not a Question of **IF**...



It Is **WHEN**, AND
HOW MUCH!



True Value of their Asset



- Production downtime
- Lost use of space
- Tenant complaints
- Slip and fall accidents
- Mold and mildew problems
- Destroyed inventory
- Damaged interiors

Become Their Go-To Roofer

Problem: Pitch Pockets



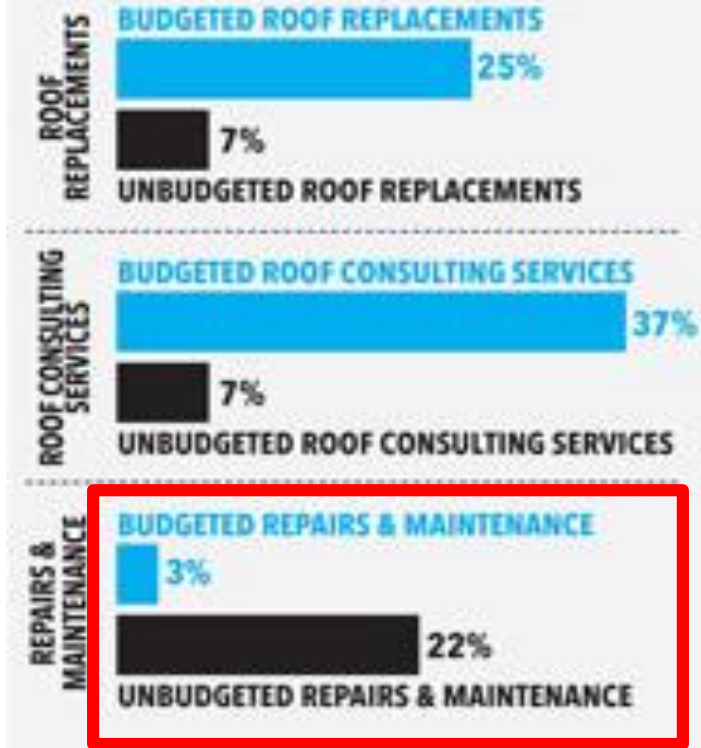
Pitch pocket holds water, or has deteriorated. Shrinkage of the filler has occurred allowing water to enter. Replacement may be needed due to aging and deterioration.

Corrective Action:



If the pitch pocket is in salvageable condition, additional filler material may be added. There are several options for replacement, possibly eliminating the pitch pocket, and using a 3 course modified flashing material.

- Regular scheduled inspections with photos & report (FCS)
- Manage their property as an ASSET
- M&R is tax deductible
- Assist in repair & re-roofing budgeting

FIGURE 4. BUDGETED AND UNBUDGETED ROOFING EXPENSES

- 3% Budgeted M&R
- 22% Unbudgeted M&R

Unplanned Repairs are Costly

*US Air Force Multi-year maintenance study
600 million sf*

- Reactive Maintenance > \$0.15 per ft²/year
- Proactive Maintenance \$0.04 per ft²/year

100,000 sq. ft. roof

Reactive - \$15,000

Proactive - \$4,000

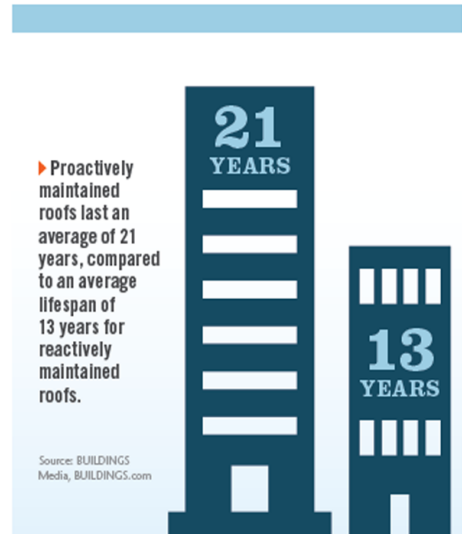
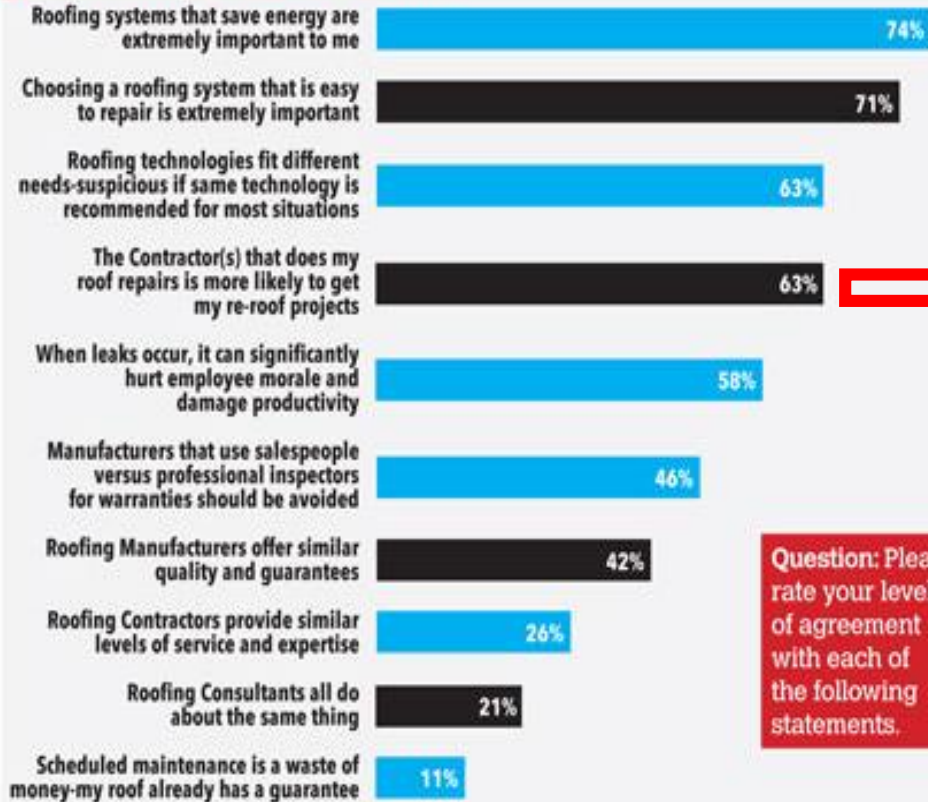


FIGURE 8. ROOFING RELATED PERCEPTIONS



Question: Please rate your level of agreement with each of the following statements.

63% of owners awarded the re-roof to the contractor who maintained it

Maintenance is an Opportunity





What's your biggest
challenge?

GAF

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