

Case Study

Homeowners at Laurel Oaks kept complaining about leaky roofs. But their story had a happy ending.

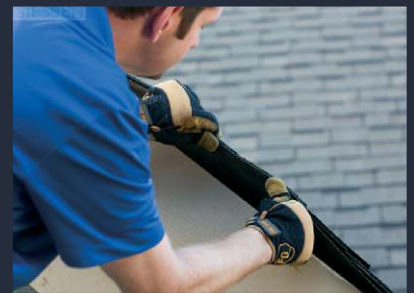


"Complete Roofing Systems understood our issues. They worked with our board and the insurance inspectors throughout the process."

"In all my years of community management, I don't believe I have ever seen an inspection report so very comprehensive and complete."

"The board and the manager did very little, because Complete Roofing handled it all for us."

—Laura Lazar of Parkside Management, Property Manager for Laurel Oaks



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Roof Condition Inspection and Report

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Complete Roofing Systems Case Study

Uncovering hidden hail damage

It was a chance meeting at a tennis tournament. Laura Lazar, property manager at the Laurel Oaks condo community, was talking about the roof problems there. Luckily, she happened to be talking to Winston DuBose of Complete Roofing.

“She told me that the roofs were leaking all the time,” Winston recalls. “They were having roof repairs done almost weekly, and several of the 90 units even had tarps over them.”

Laura asked Winston for an estimate to re-roof the entire community. “She figured they were just old roofs and

it was time for them to be replaced,” said Winston. “Although she knew the cost would almost deplete the community’s reserve budget.”

The Complete Roofing team did an inspection and reported their findings: significant and quantifiable hail damage from a previous hailstorm.

Laura said she “had no idea” that hail was the cause of the leaks. She was then surprised — and delighted — to learn that their property owners insurance would cover the cost of all-new roofs.

However the insurance company asked for an independent inspection before honoring the claim. At their own expense, Complete Roofing hired an outside engineer, who confirmed the damage, and agreed that the new

roofs were the insurer’s responsibility.

Winston and Chad Conley presented the findings to the board of the Home Owners Association. “They were very impressed,” says Laura. “We decided then and there that this was the company we were going to deal with.”

For all 16 buildings, Complete Roofing built new roofs that will last at least 30 years. With a \$430,000 claim and just a \$37,500 deductible, the real winners were the homeowners, who received brand new roofs, while avoiding a costly special assessment.

“The Complete Roofing staff was so kind; they answered all the owners’ questions throughout the whole process. It was easy, and I will be using no other roofer—ever.”

“They alerted residents when they were coming by putting notes on their doors. Then they came in like a SWAT team. It was professional and thorough, in and out in a week, and they cleaned up every day.”

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COMPLETE ROOFING SYSTEMS
CASE STUDY #201

From Hidden Storm Damage to a Perfect New Roof



To the untrained eye, the roof on Tom Moore's Alpharetta home didn't look too bad. But Jameson Tanner of Complete Roofing Systems could see the subtle, tell-tale signs of hail and wind damage.

The storm had occurred a while ago. But the impact, Jameson knew, could have caused small undetected leaks that may be rotting the underside of the roof and its support structure. And it only would grow worse over time.

Jameson knocked on the door and explained the situation to Tom. As a homeowner, Tom was skeptical at first. He didn't want someone selling him something he didn't need.

But as Jameson talked about the possible ongoing risk to the house, and how homeowner's insurance policies paid for new roofs when storm damage was detected, it started to make sense.

Tom Moore agreed to a Roof Condition Inspection and Report. After all, it was free, and there was no risk in at least assessing the situation.

The inspection revealed just what Jameson suspected: hail and wind damage that had permanently compromised the roof. Satisfied that Complete Roofing knew exactly what it was doing, Tom didn't bother talking to any other roofing companies.

After his damaged roof was replaced by an attractive new one, Tom and his wife stood outside and admired it. "Jameson was great, and the work was very well done," he said. "Plus he sold the job to my insurance company."

Not only did the homeowner spend 20 minutes talking about how happy he was; he also offered to be a reference for this neighbors, many of whom were about to find out that they themselves had hidden storm damage on their roofs.

"From start to finish...very well done!"

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