



# Building Owners Success Guide



BUILDING A BETTER RELATIONSHIP...  
WITH YOUR ROOF!

# Your roof... not just for keeping the rain out.

Your roof is an expensive asset that requires care and few building owners actually maintain their roof. This guide is designed to give you a new way to think about your roof. The goal is to help you invest in a dependable roof system, develop a good maintenance plan and save you a lot of money over the life of your building.



## HOW DO YOU MANAGE YOUR ROOF NOW?

### PROACTIVE?

I have a long and short term maintenance plan for my roof, with a knowledge on the estimated life spans. Inspections and cleanings are regularly scheduled and tracked.

### REACTIVE?

I am not sure of the age of my roof. I repair leaks and problems as they arise. I am not sure on the age of the current roof and how much life the roof has left.

*No matter your current approach, roof management is a necessary part of the building management. Starting now, taking control of your roof management can save money and get more life out of your roof.*

## WHY MAINTENANCE?



### SAVINGS

Roof maintenance saves you money over the short and long run. A roof, maybe roughly one-tenth of the cost of erecting a building, can cause huge pair costs to the structure overall by not keeping up on its maintenance.



### LIFE SPAN

Roof maintenance is a preventative measure. Regular roof maintenance keeps little fixes from become big problems, extending the lifespan of the roof.



### TENANTS

You depend on your roof to protect the building envelope and its occupants. Roof neglect leads to damage is to the insulation and decking and leaks in the ceiling, risking tenant dissatisfaction.



### WARRANTY

Besides losing half a roof's life, you could also void the warranty by not maintaining it. Manufacturer's have maintenance guidelines to keep the warranty valid over time.

## TALKING TO YOUR CONTRACTOR

Here are a few questions to ask your contractor when choosing a roofing system.

- ?** What would cause this roof to fail? The roofing system needs to be compatible with the traffic, climate, building purpose, weather of your area. Different roofs fit different needs.
- ?** What is the track record of this roofing system? New technology may not be "proven". Make sure the roofing system you choose has been in use on the market for at least three years.
- ?** Does the manufacturer train, monitor or rate the contractors to install as per specifications? This ensures that the manufacturer with honor your warranty.
- ?** What is the life expectancy for this type of system in your area? Make sure that the chosen system is compatible with your geography. Very dry, hot areas need more UV resistance, but areas that receive regular rain need more water resistant.
- ?** Do you need an energy efficient or "cool roofing" system? Not only to "green" and "cool" roofs help with energy costs and add insulation qualities, your region may have codes that need to be met.

## Your roof should NEVER

## DECID

Maybe lack of ma  
to do a lifecycle ass  
analysis - to determ  
damage can be rep

Immediate Cost
Long Term Pay-off
Structural Concerns
Disruption to Tenants
Impact on Environment
Inspection
Energy Efficiency*
Tax Savings**
Warranty

# ROOF MAINTENANCE TIPS

Hire a professional contractor to do annual inspections, checking for debris, seams, roof penetrations and plugged drains. Add an inspection after a severe weather event.

**INSPECT**

Power wash the roof based on manufacturer recommendations. Remove anything that does not belong – roofs are not for storage.

**CLEAN**

Adding commercial roof accessories like walk pads and pipe supports avoids punctures and tears.

**ADD**

Keep a log of your maintenance inspections for both insurance and warranty compliance. Record records of repairs, noting dates, tradesmen information and details. Keep a sign up sheet at the roof entry point to track who is accessing the roof.

**TRACK**

## 5 SURPRISING revelations about WARRANTIES

**WHAT VOIDS YOUR ROOF WARRANTY?**

*When selecting a roofing system, the warranty is a big factor. Before you select your next roof system know what could void a warranty.*

**Your warranty could be void...**

- 1 if you do not clean your roof.
- 2 if you do not keep track of inspections.
- 3 if your roofing contractor is not approved by the manufacturer.
- 4 if your warranty has ponding water exclusions.
- 5 if you penetrate the roof with solar or other equipment.

Find out if your roof and warranty are renewable - renewing could hat could save you thousands!

Be “out of sight, out of mind.”

## FIGURING OUT WHAT TO DO – REPAIR, RESTORE OR REPLACE?

Maintenance has caught up with you. How do you know when to keep making repairs and when it is time to reroof? Work with a reputable roofing company for an assessment. They will assess if your substrate is too damaged for repairs or restoration, resulting in a tear-off. Also your contractor will help you with a cost analysis to determine if repairs will cost more over the next few years than replacement. Damage does not automatically lead to a tear-off and replacement. A lot of roof damage can be repaired cost effectively and give a longer life span to your existing system. Here are some considerations when talking with your contractor.

Patch Repair	SureCoat Restoration System	Replace Roof/Tear-off
Low	Moderate	High
Patches are temporary fixes – costs in materials and labor add up in the long-term as they reoccur	SureCoat will add 10 years to your roof system. No seams and self-cleaning system minimizes upkeep	New materials require minimal upkeep at the beginning – new technology will add years to roof.
Minimal to no harm to the structure	SureCoat causes minimal to no harm to the structure	Complete tear-off sometimes damage the building, and add unexpected, additional repair costs.
Light noise, possible fumes depending on the materials used. Minimal disruption.	Low VOC SureCoat gives off no harmful fumes, no tear-off disruption, low noise levels.	Noise levels disrupt businesses and dumpsters take up parking – fumes and toxicity of tear-off materials may pose health threat
Minimal – keeps roofing materials out of landfill	Minimal – Keeps roofing materials out of landfill	Potentially harmful, old materials could be toxic and may not be recyclable.
All roofs should regularly be inspected.	All roofs should regularly be inspected.	All roofs should regularly be inspected.
Basic repairs will not add any significant, if any energy savings.	Added insulation and reflected sunlight will keep building cooler.	The right roof system replacement will give you added insulation and reflected sunlight will keep building cooler.
Maintenance write-off in the year performed	Maintenance write-off in the year performed	Capital expenditure, taking years to recoup tax benefits
Could void current warranty and most patches have limited warranties	A 20-year renewable warranty	Warranty depends on system chosen – possibly 10 to 30 years

\*Please confirm any tax-related decisions with your accountant.

\*\*Depending on where you live, this can be a huge factor and sometimes a requirement



**SURECOAT**  
SYSTEMS

All calculations point to selecting one of today's roof restoration systems. May we suggest SureCoat Systems – this complete system meets the criteria for many possible goals in restoring your roof. It is the only roof solution that can do all of the below plus provide you a 20-year Renewable warranty.

**SureCoat Systems is the leader in epoxy hybrid, elastomeric, single component, waterproofing membranes. Field tested with over 1,000,000 square feet applied, this high performance roof will save thousands on your roof over the life of the building.**

If saving energy is your goal, SureCoat...

- reflects the heat off the roof with a high thermal emittance and reflectivity
- adds insulation to the roof
- is ENERGY STAR and cool roof compliant

If easy maintenance is your goal, SureCoat...

- is easy to install and easy to clean and does not discolor
- is easy to use in future penetration repairs
- is easy to apply without tear-off
- is a seamless system

If tenant safety is a goal, SureCoat...

- is safe to breathe when applying and curing
- applies with minimal noise
- applies without disruptive and possibly toxic tear-off

If cost savings is your goal, SureCoat...

- is eligible for government rebates
- is eligible for tax deductions for energy efficiency or for maintenance costs
- allows you to repair as budget permits without voiding warranty

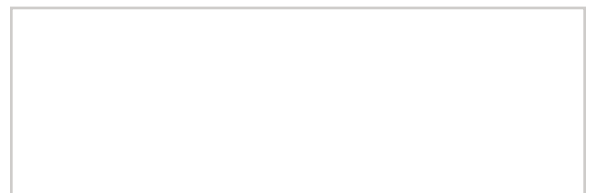
If durability is your goal, SureCoat...

- withstands hail, wind and driving rain
- withstands UV rays without deteriorating
- adheres to metal and other substrates (vents, pipes, plenums)
- will withstand ponding water for the life of the warranty – best water perm rating in the industry

**Surecoat brings old roofs new life!**



For more information contact our team of product specialists for assistance in training, specifications, bidding and budgets!



(877) 823-7873 | [www.surecoatsystems.com](http://www.surecoatsystems.com)