



T. Simpson
ROOFING

The Modern Homeowner's Guide to Choosing the Right Roofer and the Right Roof



YOUR PRINTABLE WORKBOOK



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There's a reason we refer to our home as the *roof over our head*. Your roof is vital to your family's everyday security and comfort — and as a family-owned roofing company, we know just how important it is to make sure the roof replacement is done right.

We also know how important it is that you feel good about the roofing contractor you choose for the job.

This guide is designed to be printed and used with any roofing company you talk to. Inside you'll find expert guidance, checklists, questions to ask, and lots of room to take notes.

Use this guide to find a reliable, trustworthy roofing company, arm yourself with the knowledge to make the right decisions, and get the highest quality roof for your budget.



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SAVE YOUR SANITY: SET YOUR INTENTIONS

It's easy to get overwhelmed quickly when you begin your search for a roofing company. There are so many service providers to choose from — and that's only the first of many decisions you're going to have to make during the process of replacing your roof.

So before you read any further, set some boundaries for your sanity's sake.

PLAN TO GET ONLY THREE QUOTES.

Choosing only three companies to get a quote from will limit confusion and decision overwhelm — and chances are, one of those three companies will be a great fit for you.



HOW TO FIND A TRUSTWORTHY ROOFING COMPANY

The simplest and most effective way to start your search for a trustworthy roofing company is to ask for referrals from trustworthy sources: your local friends and family.

When that's not an option, or you don't know enough locals to get a list of three good companies to reach out to, the next best place to start is online.

Pull up your favourite web search engine and do a search for "residential roofing near me." That will pull up a list of roofing companies that are local and likely very active online — both important criteria for a good customer experience.

Next, use the checklist in the following section to vet those roofing companies before you ever pick up the phone.



CHECK-THEM-OUT CHECKLIST: BEFORE YOU MEET WITH A ROOFING COMPANY IN PERSON

Safety first! Anyone can create a website today — that doesn't mean they're a legitimate company.

Once you have your initial list of companies in-hand, check these four things:



CHECK THE PHYSICAL ADDRESS OF THE COMPANY

Google Maps makes it easy for you to scope out a company's physical location — and confirm that it exists at all. If their office address shows up as a pin in the middle of a public park, for example, it's a good sign they're not a legitimate company.



CHECK ONLINE REVIEWS

Do another online search for *“reviews of [COMPANY NAME AND CITY]”*. If the company has been around for any length of time, this search will pull up a treasure trove of customer reviews from sites like Yelp, Google Maps, HomeStars, etc. And if your search doesn't result in reviews, it may be a sign that the company is not legitimate or hasn't been around very long.

When you're reading customer reviews online, use common sense. Watch out for companies with a high percentage of negative reviews. On the other hand, if there are no reviews lower than 5 stars, this could indicate a problem as well — perhaps they paid people to leave positive reviews. Finally, look at how far back the reviews begin; this will indicate how long the company has been successfully in business.



CHECK THE PHONE NUMBER

The next thing to plug into your search engine is the company's phone number. Many times you can quickly tell if the number is for a personal cell phone. If the company doesn't have a dedicated business line, this could be a red flag. Beware of companies that only use a cell phone!



CHECK FOR CERTIFICATIONS

A well-qualified roofing company will have solid certifications. Pull up the company's website and look for certification badges from the Better Business Bureau, local licensing authorities, and roofing trade associations.

IF A ROOFING COMPANY DOES NOT MEET THESE FOUR BASIC CRITERIA, THEY MAY NOT BE LEGITIMATE — DON'T CONTACT THEM FOR A QUOTE.

WATCH FOR THESE RED FLAGS WHEN YOU SET APPOINTMENTS

Once you've done your research and solidified your list of three roofing companies to talk to, it's time to set up an appointment for a representative to come to your house and talk to you about your roof.

Even at this stage, however, you should be actively screening companies. Getting a new roof is a big deal: Don't let a slick salesman make it a miserable process.



During the appointment, you should expect the representative to:

1. Show up on time
2. Ask you what you need
3. Go up on the roof if it's safe to do so
4. Inspect the roof deck and fully measure the roof — not just eyeball it
5. Take the time to explain the options and respond to your questions



Do not accept general windows of time for your appointment.

When you speak with a roofing company representative on the phone or over email, it is not okay if they say, "We'll swing by on Friday sometime." This shows that they do not respect your time — and is an indicator that they may be difficult to work with.



Do not accept drive-by assessments. The representative should require 1-2 hours of your time.

A lot goes into choosing and installing a roof, and a good roofing company will take the time to fully assess your situation and help you understand what you're buying.

STUDY GUIDE: PREPARE FOR YOUR MEETING

Like professionals in any industry, roofing companies often have their own language. Here's a quick glossary of common roofing terms so you can feel confident going into the conversation.

Drip edge

An L-shaped flashing strip installed along roof edges to allow water runoff into the gutters and clear of the deck, eaves and siding.

Eaves

The lower edge of a roof, usually overhanging beyond the edge of the house.

Fascia

Trim board placed behind the gutters and eaves to hide the cut ends of the rafters and sheathing.

Fiberglass shingles

Shingles made of woven fiberglass and covered with a waterproof asphalt coating.

Flashing

Sheet metal or other material used at junctions on a roof (e.g. around vent pipes, chimneys, adjoining walls, dormers and valleys) to form a water seal and prevent leakage.

Ice and water shield

Rubber membrane placed under shingles that prevents ice or water from entering the home.

Penetrations

An element that penetrates the roof deck; e.g. vents, pipes, stacks and chimneys.

Rafter

The supporting framework of a roof to which sheathing is nailed.

Roof deck

The material between the structural elements of a roof and the weatherproofing layers — usually plywood.

Slope or pitch

The degree of roof incline, calculated as inches of vertical rise per 12 inches of horizontal distance.

Soffit

The finished underside of the eaves.

Truss

A combination of beams, bars and ties, that supplement rafters and provide extra support in certain roof designs.

Underlayment

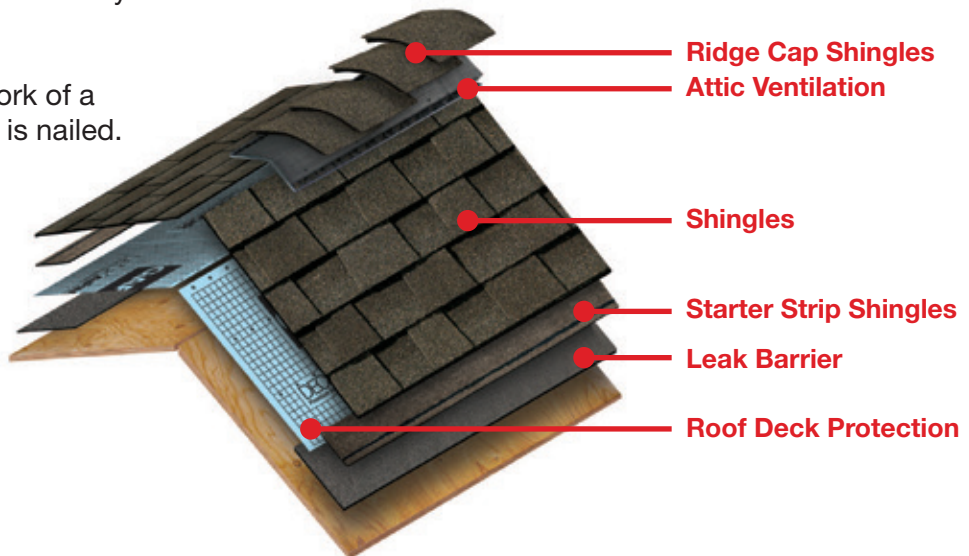
The material (usually synthetic underlay) placed on top of sheathing before shingles are installed.

Valley

The less-than 180-degree angle formed where two sloping roof sections intersect.

Venting

Ventilation placed on a roof and under the soffits to improve the airflow and release hot, moist air from in the attic.



CONVERSATION CHECKLIST FOR YOUR APPOINTMENT

During your appointment, the roofing company representative should talk to you about the following things. Print three copies of this guide — one for each company giving you a quote — and check off each item as it is covered.





Conversation Checklist

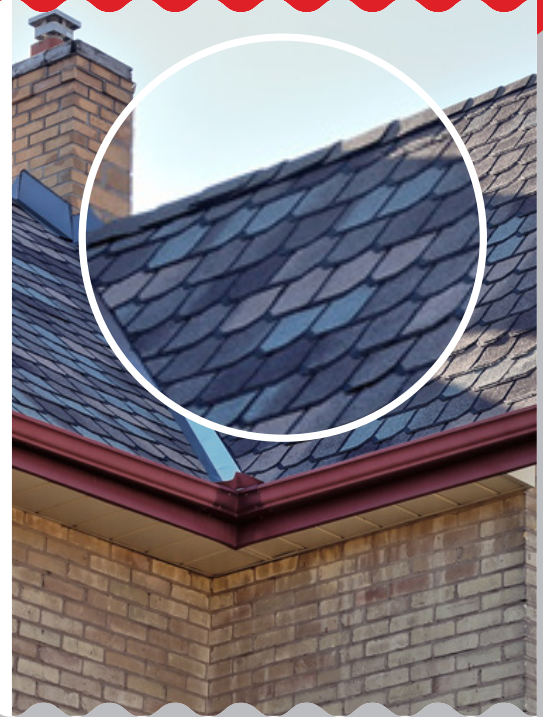
	Roofing types (including fire rating and wind and hail resistance)
	Underlayment
	Ventilation
	Flashing
	Eavestrough
	Warranty and extended warranty options
	Payment options
	WSIB insurance
	What you can expect in regard to the booking and installation processes

If the representative does not talk about one of these items, ask about it.

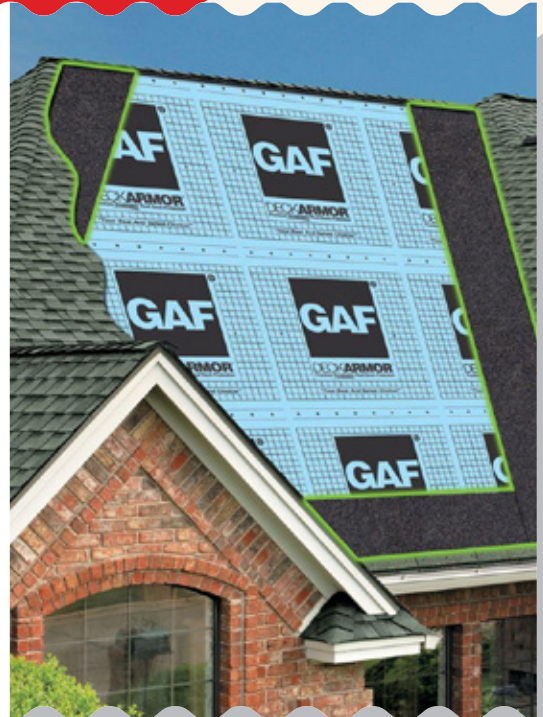
QUOTE COMPARISON WORKSHEET

To get an apples-to-apples comparison of your three roofing quotes, print a copy of this worksheet for each roofing company you're meeting with and write the answers they give you for each question.

What type of shingle does the roofing company intend to use, and what company manufactures the shingles?



What type of underlay and/or ice shield do they intend to use, and what companies manufacture those?

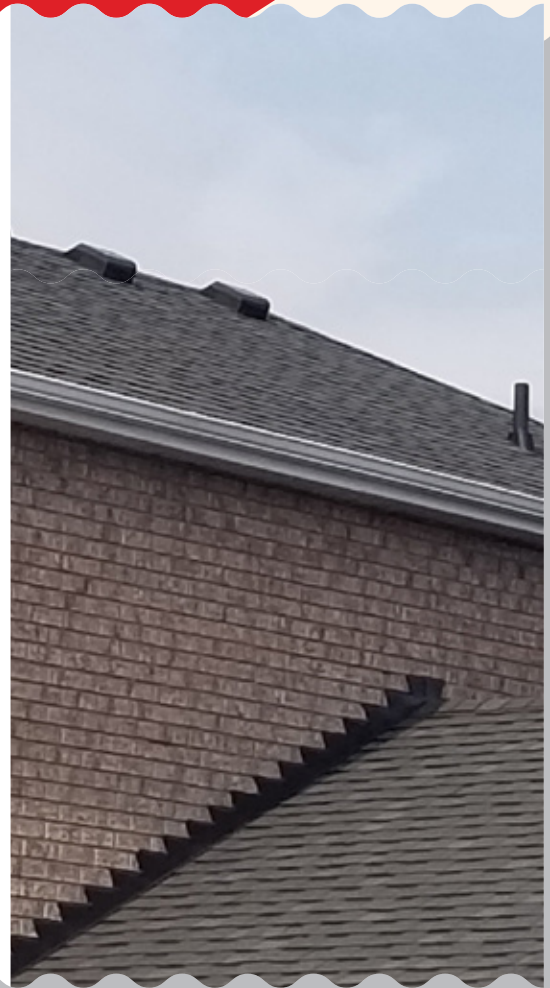


Will the company use metal or plastic vents?

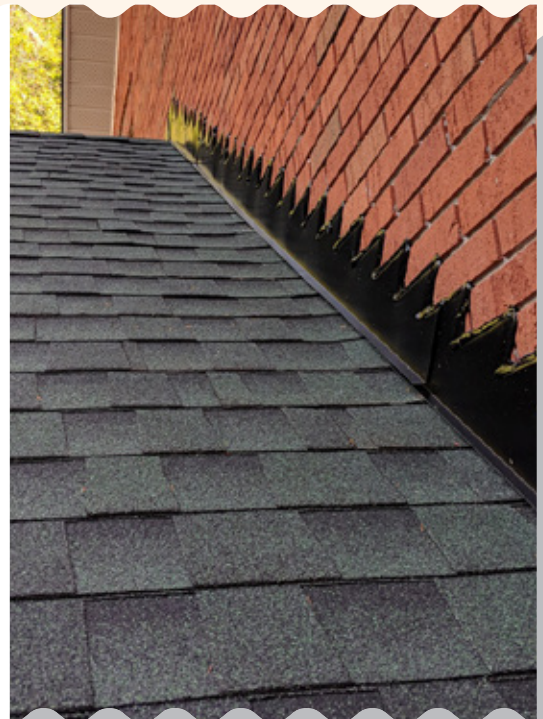
What company manufactures the vents?

How many vents will be installed?

Are they using the right vent for the application?



Is flashing being replaced or resealed? What flashing will be addressed (e.g. flashing around chimneys, pipes ...)?



What warranty does the company offer — extended or prorated — and what does it include? *(Note: Prorated warranties mean you get less coverage as the years pass.)*

Use this field to compare the warranties from each company. Some may be better than others.



Does the price include HST (harmonized sales tax)?
If it doesn't, beware. *(Note: A good roofing company includes their HST number on the quote for good measure.)*



Do they offer a payment plan?

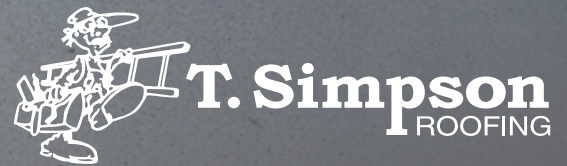
Plan A	Plan B
Plan C	Plan D



What is the office address and contact number for the service department for issues and questions after the roof has been installed?



WHEN IT COMES TO YOUR ROOF, CHEAPER ISN'T ALWAYS BETTER. WHICH ROOFING COMPANY WILL PROVIDE YOU THE BEST VALUE?



FROM OUR FAMILY TO YOURS

We understand that choosing the right roof and the right roofing company can feel overwhelming for many homeowners. We hope this guide is helpful to you in the course of replacing your roof, and that it makes you feel more confident in the process — no matter which roofing company you ultimately choose to work with.

As a family-owned company, we understand the importance of keeping your loved ones safe and secure with a well-built roof over their heads. Please reach out to us with any questions or to book an appointment and get a quote for your roof in York Region or Simcoe County.



5-Star service from Ontario's #1 Roofing & Siding Company

Call us toll-free at **1-800-925-3044**,
or fill out our online contact form at tsimpsonroofing.ca/contact.