

Improve or Not:
What's Your Smart Choice?



To Improve or Not to Improve Your House With a New Roof

What's ...*Your* **SMART CHOICE** ?

Burr *...Your SMART CHOICE!*
ROOFING • SIDING • WINDOWS
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Sometimes the decision for a new roof is easy, sometimes it's hard

All those who want to spend any money at all on a new roof, raise your hand. We know yours isn't raised because hardly anyone *wants* to spend money on a new roof. Almost without exception, a new roof comes under the *need to* column. It usually becomes a need when you find water is getting into your house, where you live. You might be lucky and a less costly repair of chimney or siding flashing solves your problem. But more often than not water getting into where you live is a symptom of **roofing system failure** which requires a new roof. While spending the money is not easy, the decision to do so pretty much is.

But what can happen if you wait?

A failed roofing system has occurred months and sometimes even years before water gets into where you live. And not many people wait to address it once water gets in there. We're talking about the waiting people do after they first notice some type of roof deterioration has begun.

Not many people make annual roof inspections part of their house maintenance routines. So roof deterioration becomes evident almost by accident or happenstance. A failing roofing system can become first evident by looking on the ground. Roof granules present at the end of leaders, especially after a heavy rain, speak to the end of a roof's useful life. Retrieving a kite or Frisbee from the roof or cleaning out a clogged gutter or leader might provide the first opportunity to notice something amiss on your roof. When was the last time you took a real good look at your roof?

Here are several examples of a failed roofing system, ones that virtually guarantee water is getting into your house, maybe not yet where you live:



Cupping Shingles



Curling Shingles



Failed Flashing



Lost Granules

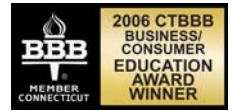


Missing Shingles



Algae & Moss Growth

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Do any of these roof problems mean water is getting into my house NOW?

In a word, YES! Have you heard the old saying that “water always finds its level?” Any of these roofing problems give water a chance to do that in ways other than it’s supposed to. Just like a mosquito can find its way into your house through the most innocent of cracked doors, frayed screens or on clothes, so too can water find its way into your house under cupped, curled or missing shingles, failed flashing or by adhering to moss or algae growth. Then what happens?

Water getting into where you live now depends now on two things. They are 1) the amount of water available, like during a big rain storm or snow melt, and 2) the continued deterioration of your roofing system because once a problem starts it can ONLY get worse over time. Unfortunately, no one has invented a roof that fixes itself.

Should I put off a new roof until water gets in to where we live?

That depends. What’s it worth to you to preserve what’s under your roof? That would include such things as what’s stored in your attic, your insulation that conserves energy only if it’s not WET, your ceiling and walls because water spots only get bigger and uglier, and the health of you and your family.



If your roofing system has failed, even with the loss of one shingle, the costs associated with replacing your roof go **UP** every single day you wait. Every day you wait costs more to heat and/or cool your home due to soggy insulation. Every day you wait sees the cost of petroleum-based products like shingles go up along with the costs of running a roofing business. Every day you wait finds more attic contents being stained, warped or otherwise damaged. Every day you wait gives water a chance to stain your ceiling and walls and maybe drip on your head and floor.

Putting off a new roof can cost you even more than those

Mold is becoming a bigger health threat every day. It loves wet surfaces and requires a recurring source of moisture to thrive. If mold was only up in the attic it might be better to stay right there. But like every living thing, mold likes to reproduce by sending out spores to look for more wet surfaces along with a moisture source. Breathing those spores can cause serious health problems. If your roofing system has failed you are one mold spore away from a health threat to you and your family. It’s just that simple and sad. We hope you can see it doesn’t pay to wait once you see the first sign of roofing system failure because it just keeps getting worse AND more expensive. The key is to recognize the signs early. **So look up and...**

Call Burr Today!

Get this nagging problem resolved while the costs to you are less. Burr is not in the business of simply selling you a roof. We care more about educating you about how to make your best decision for solving your roof problem. We are confident you will make Your Smart Choice when all the facts are considered and Burr will be that choice. Find out about your roofing problem by calling Burr now.

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