



WARNING

**YOUR ROOFING CONTRACTOR WANTS YOU TO THINK
YOU ARE COMPARING APPLES TO APPLES.**



**UNDERSTANDING THE DIFFERENCE
MAY CAUSE YOU TO RETHINK THAT...**

1-888-216-1ROOF (1766)
www.TheCoolRoofingCompany.com

WHAT SEPARATES US FROM THE OTHER GUYS?



THE OTHER GUYS

The Cool Roofing Company C.A.R.E.S. and holds its business practices to a higher standard of integrity:

C - Customers Come First, Always

A - Attentive to Your Needs

R - Roofing Experts

E - Eco-Friendly Products

S - Satisfaction Guaranteed



Many other contractors are out to increase their bottom line, fail to listen to your needs and use products that may not perform to your expectations.

CAREFUL

More than a job... A family tradition...The Cool Roofing Company is owned by third generation roofer David Henry, Jr. Providing quality roofing services is in his blood. As with most multi-generational companies, the current generation is the recipient of decades of solid training and industry know-how. When it comes to roofing and roofing problems, David and his Cool Roofing team have seen it all and know how to handle it.

Many roofing companies owners and upper management have never worked out in the field. This leads to misquoted, underestimated proposals and on-the-job training at the building owner's expense. And don't forget, if a contractor has never seen it before, it may cost you in the long run by having to deal with problems that result from their on-the-job training.

Our field supervisor manages the construction project onsite while our project manager oversees the project to ensure every job meets The Cool Roofing Company's quality control standards.

Other contractors may have no one watching your project other than the workers who, in most cases, are paid based on production, not on quality. We are a production company focused on quality.

We have a regional network of crews and resources to help get any job completed on time/every time with little to no surprises.

Other contractors with limited resources and smaller crews often overextend themselves and cannot finish jobs as quickly as promised or hire untested crews.

We stay up-to-date on new systems, products, procedures, laws and techniques within the roofing industry with continuing education.

Other contractors take the "know it all" old school approach, the if it's not broke, don't fix it, attitude or suffer from the can't teach an old dog new tricks ideology. We stay up to date with factory training on the most current roofing products, technologies, and systems.

We are factory-trained & certified in every roofing system we install. Earning the Duro-Last "Elite" Contractor status for outstanding quality installations.

Only a limited number of contractors nationwide have earned the Elite Contractor status.

We do a comprehensive final inspection to ensure customer satisfaction and proper installation to prevent warranty repairs in the future.

Some contractors finish the job, get paid, and hope nothing goes wrong in the future.

Our customer service representative will call after the completion of every project to assure customer satisfaction.

You may never hear from other contractors after they've been paid.

We offer "Peace of Mind Warranties":

Commercial - Customers receive the TLC program with 3rd party puncture coverage on every low slope roof installed by The Cool Roofing Company.

Residential - Customers receive 5 year to limited lifetime labor warranties on every steep slope roof installed by The Cool Roofing Company.



Other contractors provide lower cost of the installation up-front, hoping for return business at high margins on 3rd party punctures, which actually increases the overall cost of the investment. The Cool Roofing Company provides you "Peace of Mind" knowing you're covered.



More Than A Roofing Solution... A Partner.

WE ARE "MORE THAN A ROOFING SOLUTION..."

WE ARE "A PARTNER."



Managing your day-to-day life is complicated enough without having to worry about your roofing company, maintenance needs, or insurance claims. You need a roofing professional dedicated to your needs, who understands the ever changing world of roofing, and the complex process of insurance claims. You need "More Than A Roofing Solution..." you need "A Partner" and that is exactly what The Cool Roofing Company strives to be. So much so, we made it our corporate tagline.

Whether your property just needs repairs or has suffered major storm damage, The Cool Roofing Company is there to provide you with peace of mind knowing that you hired the best. We are confident that we have an unrivaled combination of experience, knowledge, and dedication to customer satisfaction.

The Cool Roofing Company C.A.R.E.S. and we hold our business practices to a higher standard of integrity.

- C** - Customers Come First, Always
- A** - Attentive to Your Needs
- R** - Roofing Experts
- E** - Eco-Friendly Products
- S** - Satisfaction Guaranteed



If You Don't Know Roofing... You Better Know Your Roofer

Roofing jobs may look much the same on paper, but the actual repairs can result in the difference between a roof that last 2 years or one that lasts 2 decades. Make sure your roofer cares as much as we do.

1-888-216-IROOF (1766)
www.TheCoolRoofingCompany.com

OUR GOAL: EXCEEDING YOUR EXPECTATIONS

It's not just an old cliché with us. Our goal is to exceed expectations by providing the best and most satisfying roofing experience possible for each client. We recognize that having your roof repaired is a really big deal. That's why we have gathered together a superb team of experts with the knowledge, experience and commitment to excellence that consistently provide the outstanding results you want for your project.



An award-winning roofing contractor headquartered in north Georgia, we are a right-sized company; big enough to complete large residential and commercial projects quickly and small enough to provide the individual attention to detail you expect and deserve.

We know a roof may not wait until Monday morning before it decides to fail and we stand ready to address our customers' needs regardless of when those needs arise. 24/7/365 - The Cool Roofing Company is your reliable source for extended roof care and peace of mind.



More Than A Roofing Solution... A Partner.



If it has a roof, we have roofed it...

We have experience with every type of building from homes and apartment complexes to hospitals and chemical plants. Roofing excellence is all we do and here is a short list of projects and clients:

- Too Many Private Residences to List
- National Accounts
 - Walmart
 - Public Storage
 - Yum Brands
- U.S. Government Facilities
- Churches
- Medical Facilities
- Multi-family Communities
- Office Building
- Strip Centers
- Shopping Centers
- Malls
- Institutional

We are happy to provide references upon request! After all, our customers are our best advertisement and we encourage you to speak with them.

DO YOU KNOW WHAT'S UP WITH YOUR ROOF?



GET ANSWERS FOR FREE FROM THE HELPFUL TEAM AT THE COOL ROOFING COMPANY

Our decades of experience can identify current and potential issues with your roof - some obvious, some not so obvious. Whether you have a commercial, residential, or multi-family property, our knowledgeable staff of professional roofers can accurately assess your roof's condition, identify problems or potential worries, and provide tips on how to save money by making your next roof, a cool roof. And we do all this at no charge to you.



Ponding Water/Clogged Drain



Deteriorated Pipe Flashing



Hail Damage



Need a New Roof



General Roof Repairs



Wind Damage

1-888-216-IROOF (1766)
www.TheCoolRoofingCompany.com

WE ARE WITH YOU EVERY STEP OF THE WAY

Our 7 Steps to Roofing Excellence

7

The Final Inspection

We ensure our work will meet or exceed strict TCRC guidelines, pass all manufacturer's field inspections, and most importantly, meet or exceed our customer's expectations.

6

The Construction Process

Once we get started there will be little to no disruption to your everyday routines by our certified crews using premier products and performing spotless cleanup.

5

Premier Project Planning

We plan everything: From the start date and the loading zones to the storage zones and safety meetings, our focus is on safely completing your project on time and within budget.

4

Work With You

We know a new roof is a big deal and we have a friendly professional staff ready to help you with insurance claims, HOA interfacing, and city codes – you name it, we're with you.

3

Provide The Best Solutions for You

We Install all types of roof systems...shingle, coatings, spray foam, single-ply, and more. After we survey your roof, we will offer you a solution that fits your budget.

2

Free Roof Analysis

We offer a free onsite analysis of your roof that includes photos, drawings, and a report describing issues and resolutions.

1

Listen to Your Needs

What you need is our first priority and our plan is based on your requirements.

A Roofer You Can Trust

The Cool Roofing Company is a trusted member of:

- Atlanta Apartment Association
- National Roofing Contractors Association
- Better Business Bureau
- Durolast Master Elite Contractor
- Owens Corning Preferred Contractor



THE COOL ROOFING CO.

More Than A Roofing Solution... A Partner.

DON'T TRUST YOUR ROOF TO ANYONE

TRUST YOUR ROOF TO THE COOL ROOFING COMPANY

Every commercial roofing system installed by The Cool Roofing Company is automatically enrolled in our TLC (Total Lifetime Care) Program. The Cool Roofing Company TLC Program includes our Roof Shield Preventative Maintenance Plan, a Limited Lifetime Warranty, and even protects the building owner against 3rd party puncture.

And who better to look after your roof and help protect your investment, than the people who install it and know it best - the team at The Cool Roofing Company.



Our Roof Shield Preventative Maintenance Plan Includes:

- Annual Detailed Inspection
- Roof Drawing
- Roof Photos
- Condition Report
- Repair Suggestions for Budgeting
- Written Proposal For Repairs
- Check Drains to Ensure Free Flowing (Notify Owner If Not)
- Remove Loose Debris (Less than 25 lbs.)

Every Roof Can Use a Little TLC...

TOTAL LIFETIME CARE PROGRAM

Only Available From



More Than A Roofing Solution... A Partner.

Our TLC Total Lifetime Care Program protects the building owner with:

- Roof Shield Preventative Maintenance Plan
- Limited Lifetime Warranty that includes 3rd Party Puncture Protection

We hold our business practices to a higher standard of integrity which we have defined as C.A.R.E.S.

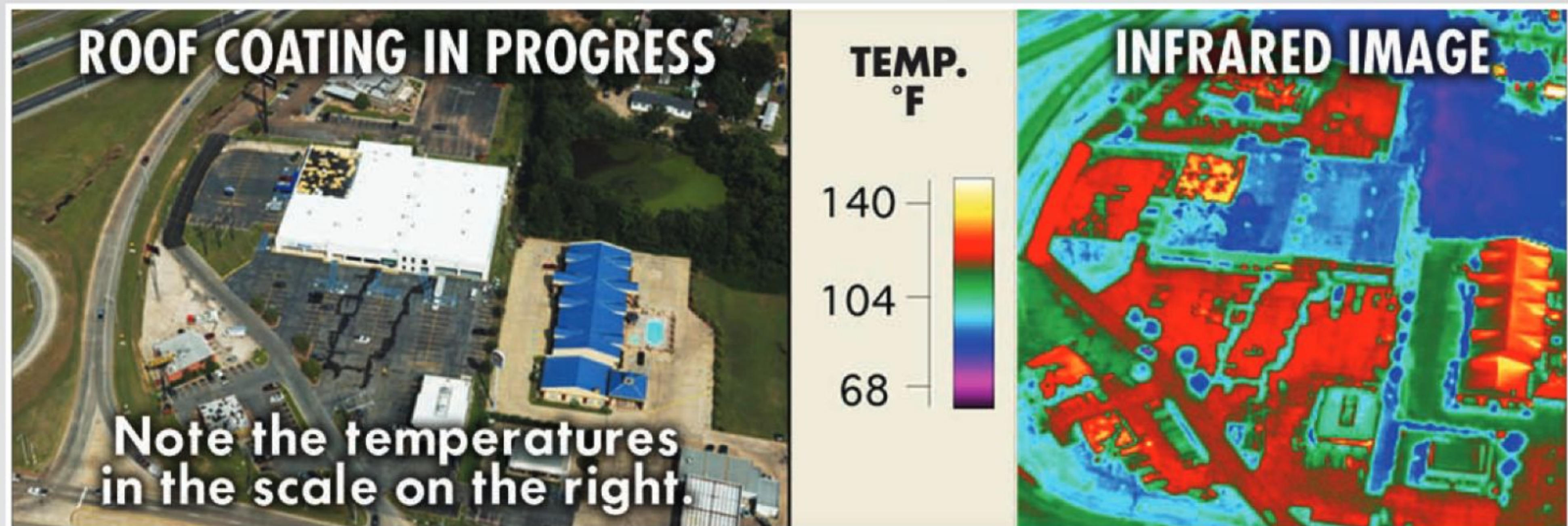


1-888-216-IROOF (1766)
www.TheCoolRoofingCompany.com

SAVING ENERGY = SAVING MONEY

COMMERCIAL COOL ROOFING

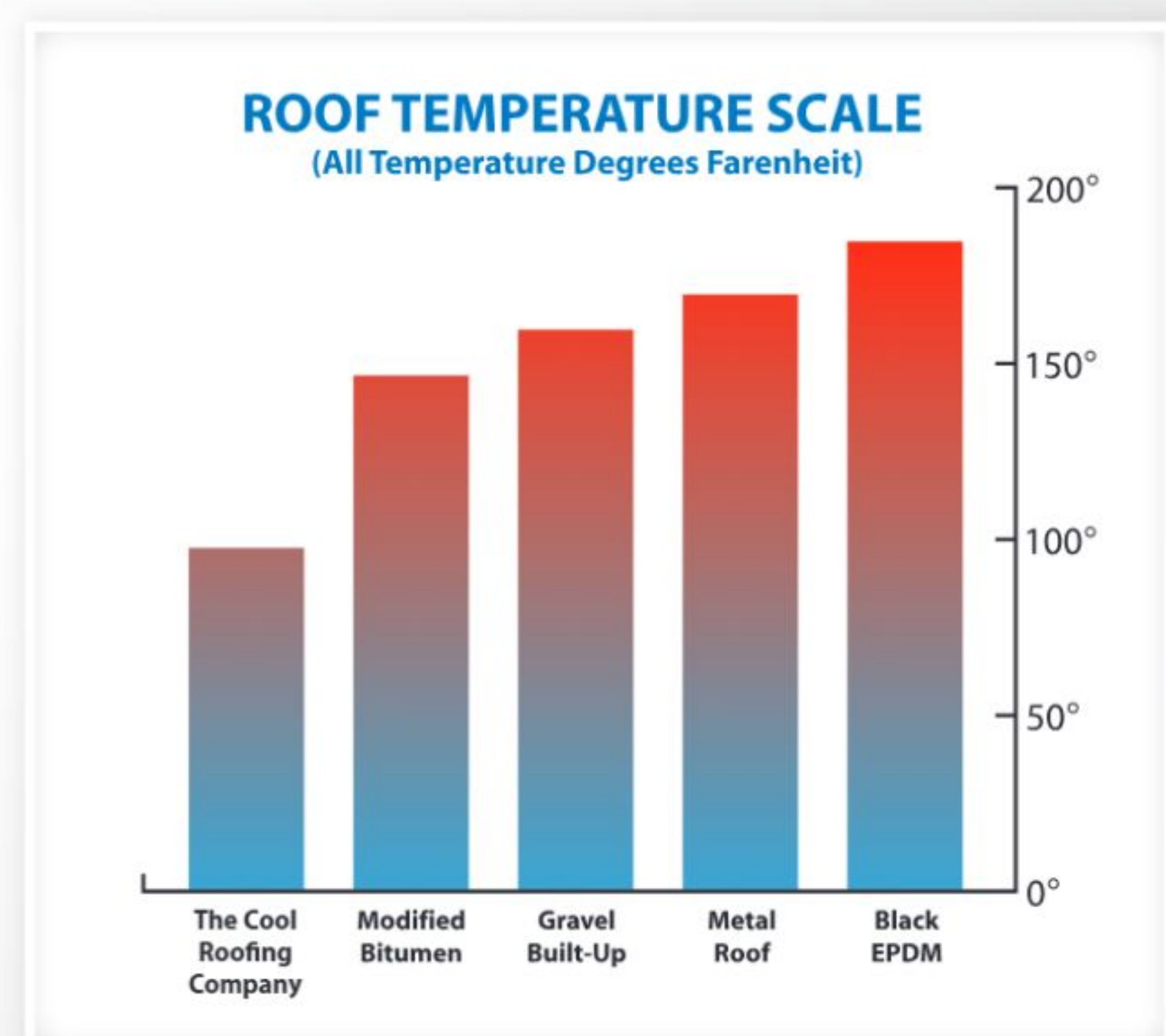
Cool roofs for commercial and industrial buildings are more commonly used and are typically Energy Star rated. These roofs often fall into one of three categories: roofs made from cool roofing membranes, roofs made of materials that have been coated with a solar reflective coating, or green planted roofs.



WHY COOL ROOFING?

Given the following benefits, the real question is:
WHY NOT USE A COOL ROOFING SYSTEM?

- Reduced building heat-gain
- Reduced air pollution and greenhouse gas emissions
- Improved thermal comfort in buildings that do not have air conditioning
- Improved energy efficiency of roofs, especially when there isn't adequate insulation provided in the roof envelope
- Savings on annual air-conditioning energy use
- Extend service life of roofs and HVAC equipment



As you can see in the roof top heat chart above, a cool roofing system can run up to twice as cool as a conventional roofing system, saving the building owner on cooling and roofing costs for years to come.



THE COOL ROOFING CO.

More Than A Roofing Solution... A Partner.

1-888-216-1ROOF (1766)
www.TheCoolRoofingCompany.com