



## CUSTOMER SERVICE GUIDE



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# Roofing 101:

What Every Homeowner Must Know  
About Their Roofing Installation



## Table of Contents

- 3** Welcome
- 4** The Larry Haight's Story
- 5** Reasons to Replace your Roof
- 7** Glossary of Roofing Terms
- 9** Questions to Ask your Roofing Contractor





# Welcome

“Quality craftsmanship is learned through education, training and experience, which directly affects the outcome of your roof installation.”

At Larry Haight's Residential Roofing, we maintain a high level of **professionalism, integrity, honesty, and fairness** in our relationships with our customers, employees and suppliers. Customer

satisfaction in all areas is key to ensure the future growth of our company through repeat and referral business.

Your roof constitutes only five percent of the construction cost of your home yet provides protection

for 95% of your investment. When it is time to replace your roof, you want it done right! Contractor

selection and the roofing material are important decisions a homeowner makes when replacing your roof.

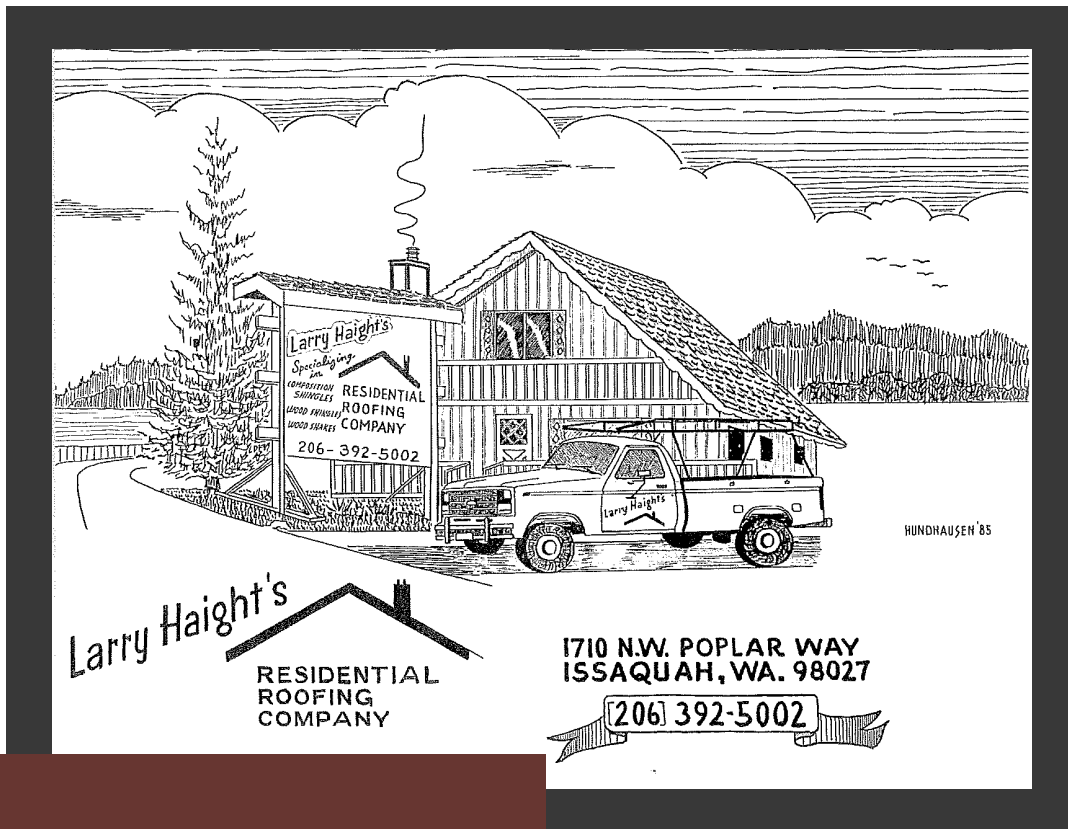
Roof application is not an exact science; it is a “craft” involving people who juggle a broad range of building materials, designs, techniques, and weather. The quality of application is a direct reflection of who installs your roof.

You can't afford to have your roof system installed by amateurs or by a company who “pick up” workers each day. Quality craftsmanship is learned through education, training and experience, which directly affects the outcome of your roof installation.

# 95%

Your roof provides protection for 95% of your investment

“Roof application is not an exact science; it is a “craft”



## The Larry Haight's Story

Beginning my business was a true leap of faith. I had a daughter starting college and a son in high school. Finances were tight, but I knew this was what I should be doing. I grew up in a roofing family, took a break to learn how a business operates, then began my own at the age of 43. Scared, yes. Determined, yes. Stubborn to succeed, even more so!

Back then contractors weren't the most upstanding individuals. I recognized a need for a reputable roofing contractor in the Puget Sound area. So I began my journey. Literally, I was a one man show—truly, one man, one ladder, and one truck. The details of how the job was executed never bothered me. I knew if I didn't do what I said I was going to do, I would be seen like the other failed contractors...full of empty promises. That is not how I wanted my company to be viewed, simply because that is not how I run my personal affairs.

I started my shop in an "A" frame cabin that sat along 1-90 in Issaquah. Now, in its place sits a Chevrolet dealership. My long-time friend designed my sign that stood in front of my first office (that very logo still exists). Everything was in place...but I needed to get the phone ringing.

I remember at one point, staring at the phone, willing it to ring, knowing full well someone would call me. In the beginning, I had a lot of time to think about how to get my name out to folks. How did I want my customers to view my service? The million dollar question. Even today, I feel the same way as I did back then. I want customers to think of my company as my friends see me—hard working, honest, and reliable. Not much has changed.

Beginning a business is tough. My stories are endless. From being called at 11PM one evening to pick up 5 nails in someone's grass to receiving my first plate of cookies from a young family who was pleased with what my company did for them.

It's about treating people fairly—you know the golden rule: Do unto others as they would do unto you. I taught my children that way and I treat my employees just the same... and every customer who walks through my business door.

I love what I do because I do what I love. To me, there isn't anything better than looking at a job well done...and I get to do that regularly!

# Reasons to Replace Your Roof



## Spotting worn out shingles and shakes

Over time the material on your roof will split, curl and buckle. Aging material leads to failures in protecting your home from the Puget Sound weather. Rafter lines will appear when plywood begins to delaminate.

## Missing Material

Aside from making your roof look unattractive, missing roofing material creates opportunities for water to enter your home. High wind, poor material installation, and time weakens the strength of your roof's shingles.



## Moss Growth

Moss on your roof isn't like having your own eco- friendly green roof. Over time, moss breaks down and compromises the integrity of the shingle, be it composition or wood. Moss travels on the tiniest speck of dirt, lands on your roof and grows, grows, grows. Annual moss removal is a must on your check list in maintaining your roof.

# Reasons to Replace Your Roof (continued)

## Interior Signs

Looking in your attic is a great way to see the effectiveness of your roof's ability to breathe and function. In essence, you are inspecting your roof the inside out.

- Ceiling stains appear when your roof allows water to enter for a variety of reasons such as roof age, missing material, flashing failure, or punctures to your roof.
- Another sign to watch for is wet insulation. Wet insulation loses its effectiveness making your heating system work harder to keep your home warm and cool. Wet anything in your attic space is an invitation for mold and mildew growth.
- Spotting black mold is never a comforting sight. Attic mold is attributed to insufficient air flow from eaves to roof line. As shown in the diagram below air should travel from the soffits through your attic space and out the ridge line of your roof. Efficient ventilation begins with a proper roof installation.



## Algae Staining

Have you noticed black stains on your roof? That is algae staining. The algae spore, like moss, takes root on your roof spreading to form black triangular shapes on your shingles. With our moist climate, algae is severe in the Puget Sound area. There are treatments available to remove these stains.

Remember, never POWER WASH your roof!!

# Glossary of Roofing Terms

**Barge Board** — a board that conceals roof timbers projecting over gables

**Counter Flashing** — that portion of the flashing attached to a vertical surface to prevent water from migrating behind the base flashing

**Cornice** — the overhanging part of the roof (the part that sticks out past the walls)

**Cricket** — the elevation of a part of a roof surface as a means of promoting drainage of water from behind an obstacle such as the chimney

**Curb** — a short wall or masonry built above the level of the roof; it provides a means of flashing the deck equipment

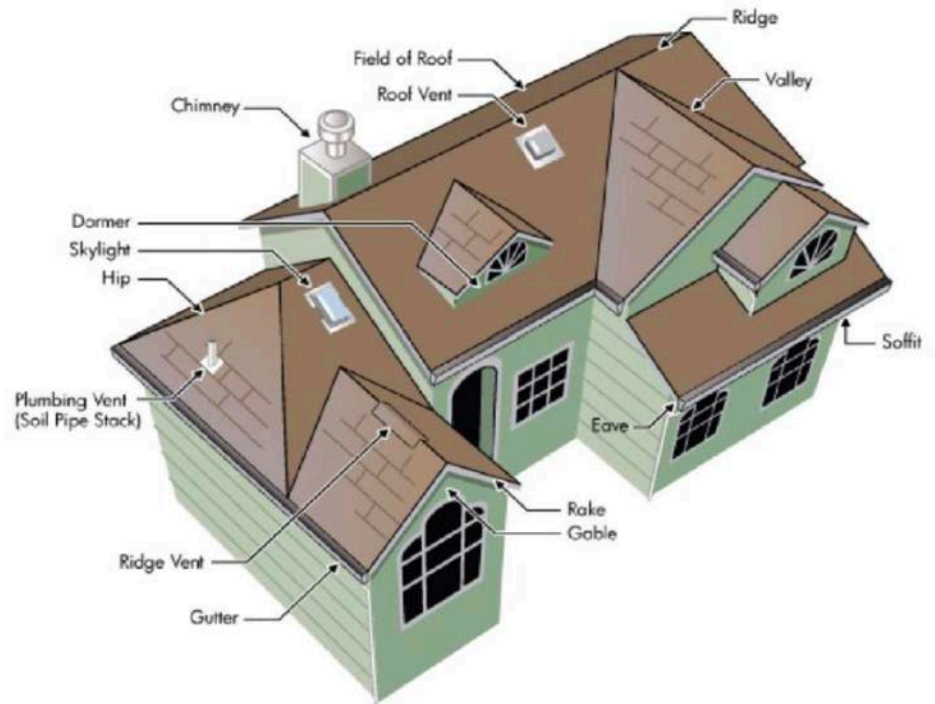
**Deck** — the base surface to which a roof system is applied

**Drip Edge** — a device designed to prevent water from running back or under an overhang

**Edge Metal** — a term relating to brake or extruded metal around the perimeter of a roof

**Eave** — the part of a roof which projects out from the side wall, or the lower edge of the part of a roof that overhangs a wall

**Fascia** — any cover board at the edge or eaves of a flat, sloping, or overhanging roof, which is placed



in a vertical position to protect the edge of the roof assembly

**Felt** — a very general term used to describe composition of roofing ply sheets, consisting of a mat of organic or inorganic fibers unsaturated, impregnated with asphalt or coal tar pitch, or impregnated and coated with asphalt

**Flashing** — connecting devices that seal membrane joints at expansion joints, walls, drains, gravel stops, and other places where the membrane is interrupted or terminated

**Gable** — triangular roof

**Gutter** — a narrow channel, or trough, forming the component of a roof system, which collects and diverts rainwater shed by the roof  
**HIP ROOF** — a roof which rises by inclining planes from all four sides of a building



**Ice Dam** — condition formed at the lower roof edge by the thawing and re-freezing of melted snow on the overhang. Can force water up and under shingles, causing leaks

**OSB** — Oriented Strand Board; a decking made from wood chips and lamination glues  
**PLUMBING VENT**—(SOIL PIPE VENT) consists of pipes leading from fixtures to the outdoors, usually via the roof. Vents provide for relief of sewer gases, admission of oxygen for aerobic sewage digestion, and maintenance of the trap water seals which prevent sewer gases from entering the home

**Plywood** — thin layers of boards that are glued, compressed and laminated to create a thicker board; thin layers of wood placed together with the grain of each layer at right angles to the adjacent layer

**Rafter** — parallel beams that support a roof (similar to how joists support floors and ceilings)

**Rake** — the angle of slope of a roof rafter, or the inclined portion of a cornice

**Ridge** — the uppermost, horizontal external angle formed by the intersection of two sloping roof planes

**Ridge Vent** — A ridge vent runs the entire length of the roof peak, blending into the roofline for a more attractive home

**Ridge Shingles** — shingles used to cover the horizontal external angle formed by the intersection of two sloping roof planes

**Roof Deck** — a component in building construction, which forms a platform on which the remainder of the BURM components are placed

**Sheathing** — the boards of sheet type material, plywood or asphalt saturated sheets, nailed to studding or roofing rafters as the base for application of the roof covering

**Skylight** — A flat or sloped window built into a roof structure for day light

**Slope** — incline or pitch of roof surface

**Soffit** — the underside of a part or member of a building extending out from the plane of the building walls

**Soffit Ventilation** — intake ventilation installed under the eaves, or at the roof edge

**Square** — a term used by the roof industry to indicate an amount of roof area equal to 100 square feet

**Step Flashing** — flashing application method used where a vertical surface meets a sloping roof plane

**Tear Off** — a term used to describe the complete removal of the built up roof membrane and insulation down to and exposing the roof deck

**Truss** — a framework of beams (like ribs) that support the roof (usually triangular)

**Valley** — a depressed angle formed by the meeting of two inclined slopes of a roof

**Venting** — a process of installing roof vents in a roof assembly to relieve vapor pressure; types of ventilation include: ridge (attic), soffit, and plumbing



# Questions To Ask Your Contractor

Wanting to hire a good, reputable contractor? Of course, we all do. Use this document to find out how to weed through the good from the bad. Do a little research prior to calling for an estimate or ask your contractor face to face. It is a good idea to know who are dealing with, after all these folks will be working on your home.

Print this document to use during your sales presentation for each contractor; note sections are available.

**What is the business history of the contractor?**

- Does the contractor hold a valid/current license for our state?
- Does the contractor carry workman's compensation, property damage and liability insurance?
- Has the contractor ever claimed bankruptcy? Changed their name? If so, how many times and why?

**Research:** Look for their physical location to make sure their address is correct. Check out the Labor and Industry to view the contractor's information and business history. The website is [www.lni.wa.gov](http://www.lni.wa.gov)

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**Ask for a recent list of references.**

Don't be shy, drive by the addresses provided by the company to see their work, if the homeowner is out, talk to them about their experience with the company you want to hire.

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**Ask for an itemized estimate of the proposed scope of work.**

Always get your project in writing, and make sure you understand what the project entails, aka, ask a lot of questions.

- What if the project requires more work than initially estimated...how does the contractor handle change orders?
- Does the company clean the project area when completed?

## Questions To Ask Your Contractor (continued)

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**What is a Lien Release, and why would I need one?**

- A lien release is a document from the contractor's supplier stating if the contractor you hired doesn't pay their bill, you are not responsible. Any good contractor will do this as a courtesy for all of their customers, don't accept any excuses on this one!

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**What GUARANTEES can the contractor provide?**

- Does the contractor have warranties? If so, what are they?
- Can your contractor provide the warranties in writing?

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**Who will oversee my roofing project?**

- Does the company provide an on-site supervisor?
  - If so, who is the supervisor?
  - Will someone other than that supervisor inspect the progress daily?
- **ASK THIS:** Is a Permit needed for my project? All necessary permits should be obtained by the roofing contractor and signed off by the roofing contractor.

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## Questions To Ask Your Contractor (continued)

**If I sign with you, what are your communication policies prior to the project beginning?**

How will I be notified when my project will begin?

What is your daily routine?

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**How will you protect my home?**

Does your written contract include a statement detailing items your contractor isn't responsible for, such as windows, siding, doors, plants, trees...?

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**What is the payment plan?**

How much do you need upfront?

What are the payment terms once the project is complete?

Do you conduct a final inspection with homeowners?

Notes:

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**Thank you for taking the time to read our guide.**

We hope this provides you with valuable information regarding the state of your home's roof.

**Our Services Include:**

- Roof Replacement
- Gutters
- Skylights
- Roof Repair

*We look forward to serving your roofing needs in the future.*



**Larry Haight's**  
RESIDENTIAL  
ROOFING  
COMPANY, INC.

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**Experience the *DIFFERENCE***  
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