

— Homeowner's Guide to —

Roofing



Compliments of



(800) 378-1924

AtlasHomeImprovement.com



Index

- 03** A Message From The Owners
- 04** What The Roofing Industry Isn't Telling You
- 06** Quality of Asphalt Shingles
- 07** Not All Roofing Materials Are Created Equally
- 08** How To Have The Best-Looking Home On The Block
- 09** Extreme Weather Is No Match For Your Metal Roof
- 10** How A Permanent Roof Can Save You Money
- 11** A Permanent Roof Is A Green Roof
- 12** Slate Roofing
- 13** Tile Roofing
- 14** Metal Roofing
- 15** Permanent Roofing vs. "Regular" Roofing
- 16** Energy Loc Roofing
- 18** Why Choose Atlas
- 19** Frequently Asked Questions
- 20** What To Do Next

A Message From The Owners

BUT IT COSTS TOO MUCH!

We've Heard It A Thousand Times. When people find out that, YES, permanent roofing costs more (up front) than "regular" roofing, they almost always say they LOVE the way it looks, but that it costs too much. We guess that's a fair enough analysis, if the only thing you know about permanent roofing is that it looks great and costs more than asphalt.

But there is so much more to the story than just looks and the price. And that's why we wrote this report – to give people an opportunity to find out ALL the facts about permanent roofing so they can make an intelligent choice.

Let us give you an analogy: Let's say a normal car costs \$25,000, sound about right? And let's say that car looks good (but not great), gets average gas mileage, is prone to normal wear and tear, and will last about 100,000 miles before it begins to need serious repairs.

Now let's say there is a different car that you can buy. This one is more expensive—\$50,000. But what if the second car looked absolutely STUNNING. And instead of getting 20 miles per gallon, it got 35. What if this car never got dents, never started looking old, never lost any resale value, and never needed any kind of repair or maintenance for 100 years or more. Would you at least be interested?

Welcome to the world of permanent roofing. Permanent roofs are exactly what the name implies—they are permanent. They never have to be repaired or replaced. They just sit there looking fabulous for generations. Meanwhile, the roof will save you money on your energy bills, give you tax credit eligibility, and make your home instantly more valuable.

This report will detail everything you need to know to make a choice about your next roof – hopefully your LAST roof. Please feel free to contact our company for more information or for a roof inspection when you're finished.

Respectfully,



Darian & David Bobby

Owners, Atlas Home Improvement



Darian & David Bobby



Questions?
Need More Information?

Call (800) 378-1924

Visit AtlasHomeImprovement.com

10824 Plaza Drive
Whitmore Lake, MI 48189

What The Roofing Industry **ISN'T TELLING YOU.**

These Industry Secrets Are **COSTING HOMEOWNERS THOUSANDS.**



Contemporary asphalt roofing materials start to deteriorate the moment it is installed on your roof.

The sad reality is most roofs just don't hold up to the challenges they face — especially in Michigan. Tornadoes, hail, heavy winds, heavy snow and the list goes on. Shingles soon crack and curl and show other signs of failure such as mildew and streaking. Why?

Because shingles start to lose granules as soon as they leave the manufacturing line — shipping and handling, storage, transport, installation and more all cause the granules to rub off. This causes the asphalt shingle to start deteriorating. You see, the granules are critical to the “health” of an asphalt shingle. But they get worn off very, very easily.

In fact, according to the asphalt roofing industry - the very people making and selling this stuff - the average lifespan of traditional shingles is **ONLY 12-17 years!**

More bad news - because of Michigan's unique weather patterns **some roofs don't even last 10 years.** This type of roofing will require constant inspections, constant patching and repair, or worse a full replacement.

The reality is, most of the roofing industry supports “temporary” roofs because they create recurring revenue for manufacturers and contractors in the form of the “roofing cycle”



BUYER BEWARE

What You Don't Know Could Cost You.

- According to the asphalt roofing industry, the average lifespan of traditional shingles is **ONLY** 12-17 years! In Michigan's brutal weather – it could even be less than that.
- Heavily pro-rated or limited warranties on these products bring little or no value to property owners. This is a "big-deal" if your roof is damaged in a storm.
- **Wood shingles are no better**, deteriorating quickly in Michigan's unique weather and the fact that manufacturers have to chop down trees to make them: NOT ENVIRONMENTALLY FRIENDLY.



AVERAGE LIFE EXPECTANCY



ENERGY EFFICIENCY

Standard Asphalt Roofing has a **zero energy star rating**



Metal roofing is Energy Star Rated



saving up to **25%** in home cooling costs

RECYCLABILITY

13 billion lbs of asphalt roofing fill landfills annually



Metal roofing is made up of a minimum of **25% recycled content** and is **100% recyclable**

DISCOLORATION WARRANTY



AND THE WINNER IS....



Metal Roofing!

With an average of **95.5% cost recouped** at time of resale in mid-west States, in addition to the benefits above, metal roofing is the long-term, value adding solution for eco-friendly and educated home owners.

Every Year The Quality Of Asphalt Shingles Goes Down – But The Price Keeps Going Up... **EVER WONDER WHY?**

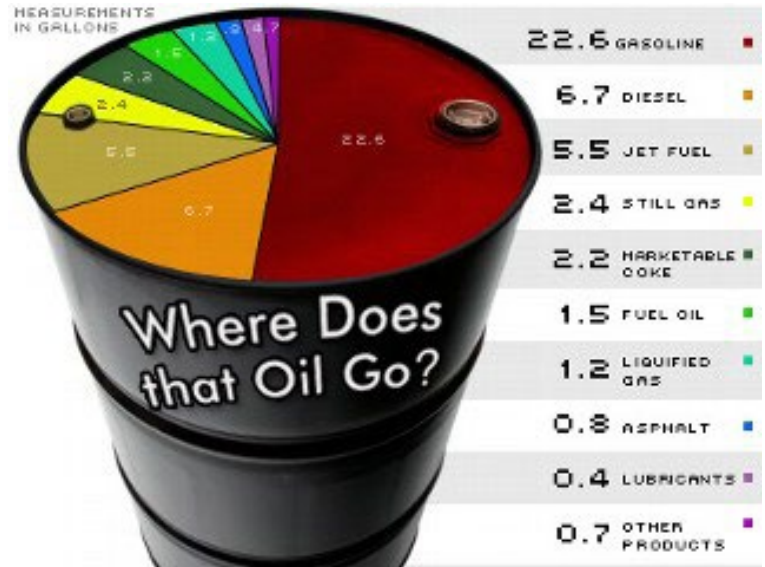
Because The More Gas Prices Go Up – The More You're Going To Pay.

Very few people understand the relationship between the increasing cost of asphalt shingles and the high price of gas. Think about this. The average cost of oil in 1970 was \$2.50 a barrel and \$10.00 a barrel in 1986. Today oil is close to \$100 a barrel or more. So what's the point?

Well since the asphalt that is used in the manufacturing of shingles is created as a byproduct of refining oil there is a direct relationship between the price of oil and gas and the price of asphalt shingles.

To make matters worse, the roofing manufacturers have been putting less and less actual asphalt in the shingles since the mid 1990's to cut down on costs.

In fact, did you know that today's shingles weigh on average about 25% less than in 1995? So to make up for what they took out, most manufacturers use a large percentage of crushed limestone as a filler. This explains why asphalt shingles have become so brittle – bottom line: they will crack...leading to your next roof leak.



These shingles were replaced at different times on opposite sides of the valley. Notice how newer shingle on left side has failed prematurely. Let's face it today's shingles are not the same as yesterday's asphalt.



Contrary To Popular Belief NOT ALL ROOFING MATERIALS ARE CREATED EQUALLY.

Don't Be Fooled By Cheaper Prices Or "Expensive" Materials.

The reality is that you will always be able to find a cheaper product and someone that is willing to work for a little less money. It's also true that you can also find much more expensive products. But you have to ask yourself – what EXACTLY are you getting for your money?

Cheaper asphalt shingles may seem like a great idea at the time – given their cheap up-front price – but in the long run they will cost you a lot more money. More money in increased maintenance costs, repair costs, and eventually a replacement for the roof you just recently purchased.

Other more expensive materials might also seem like a good idea – like clay, tile, or even slate. But the actual costs might surprise you. Just dig a little deeper and you will see that an extensive inspection needs to be conducted of your existing

roof and major modifications might even be needed. Why? Because slate, tile, and clay roofs are inherently heavy. The extra weight might be more than your existing roof can handle. As such, the roof needs to be reinforced to handle all that extra weight – if it can even be modified at all.

The point is that there are a multitude of roofing options in today's market place. It takes a real roofing expert – and not some "jack-of-all-trades" contractor – to sit down with you and discuss all of your options.

Just take a look at the chart of materials we created for you for just a brief explanation of the different types of materials and their associated costs.

Then keep reading this guide for more information and explanation on what we consider to be the best roofing material on the market today.

ROOFING MATERIALS AT A GLANCE						
						
CLAY TILE	SLATE TILE	CONCRETE TILE (FIBER REINFORCED)	METAL	WOOD SHINGLES & SHAKES	SPANISH TILE	ASPHALT SHINGLE
<ul style="list-style-type: none"> + Attractive + Long lasting + Low maintenance + Variety of colours + Non combustible 	<ul style="list-style-type: none"> + Beautiful appearance + Fireproof + Long Lasting + Low maintenance 	<ul style="list-style-type: none"> + Durability + Low maintenance + Relatively light-weight + Variety of colours and styles 	<ul style="list-style-type: none"> + Durability + Fire retardant + Low maintenance + Energy efficient + Low weight + Variety style and colour + Recyclable + Can be installed over existing roofs 	<ul style="list-style-type: none"> + Natural look + Offers insulation value + Easy to repair and replace + Long lasting 	<ul style="list-style-type: none"> + Upscale look + Long lasting up to 70 years + Non combustible + Great Insulator 	<ul style="list-style-type: none"> + Low cost + Easy to install + Variety of colours + Suitable for most residential applications + Easy to repair + Fire resistant
<ul style="list-style-type: none"> - Heavy weight - Some colours may fade away - Expensive - Complex to install - Walking on roof may break tiles 	<ul style="list-style-type: none"> - Expensive - Heavy weight 	<ul style="list-style-type: none"> - Expensive 	<ul style="list-style-type: none"> - High Initial cost - May need periodic painting - Difficult to install 	<ul style="list-style-type: none"> - Complicated to install - Low durability - High maintenance - Fire Hazard 	<ul style="list-style-type: none"> - Very expensive - Very heavy 	<ul style="list-style-type: none"> - Short life expectancy - High maintenance - Short life expectancy (15-30 years) - Environmentally unfriendly
\$300 - \$600 per square	\$449 - \$1550 per square	~\$500 per square	\$100 - \$650 per square	\$100 - \$165 per square	\$300 - \$600 per square	\$50 - \$150 per square

(10 x 10 area = 100 square feet = 1 square)

Transform Your Home Into A **STUNNING SHOWPLACE.**



How To Have The **BEST-LOOKING** Home On The Block

One thing that's obvious about permanent roofs is that they look GREAT. Since metal, tile, and slate come in a variety of colors, styles, and shapes, there's definitely something for everyone and every home. What you might not realize is how much newer and nicer a permanent roof can make YOUR home look. Yes, YOUR home! You've probably gotten used to your home and roof the way it has been for years... but look at these comments from homeowners who found out that their homes were "reborn" after adding a new permanent roof:

"Our roof didn't appear to be all that worn out, although we knew that it did show some of the signs of wear and tear. We decided to move forward on the project, thinking that we'd like the peace of mind of protecting our home against leaks and damage, but that our home would look about the same.. Let

me just say this—we were wrong. The new roof looks AWESOME. To say we are pleased—and surprised—is an understatement."

— STEVE JOHNSON

"I Had No Idea How Much NEWER our home would look when we replaced our old roof. I knew it would be more weatherproof, but the new roof is STUNNING. My home looks totally revitalized and "young" again. I've had at least a half a dozen of my neighbors make comments to me."

— MARK OLDROYD



Get 85% Or More Of Your Money Back On A Permanent Metal Roof—**IMMEDIATELY.**

If you've been considering upgrading your home and increasing its resale value, you should know that beautiful and enduring metal roofing is highly valued as one of the top renovation-friendly building materials known to man.

As reported by Sal Alfano of Remodeling Magazine, homes renovated with metal roofing show a rate of 85.9% cost recouped in the national average with up to 95.5% for homes in the Eastern states. Think about that for a second. I mean really – think about it. That means that if you spend \$20,000 on a new roof, your home will instantly be worth about \$17,000 more – for a net cost of only \$3,000.

Not only does this rate of return far exceed asphalt roofing, it is one of the most valuable remodeling projects you could ever do – adding far more value to your home than even a master suite addition.

COMPARE AESTHETICS	
METAL	● ● ● ● ●
SLATE	● ● ● ● ●
TILE	● ● ● ● ●
ASPHALT	● ● ● ● ●
COMPARE INCREASE TO HOME VALUE	
METAL	● ● ● ● ●
SLATE	● ● ● ● ●
TILE	● ● ● ● ●
ASPHALT	● ● ● ● ●

EXTREME WEATHER? FIRE? No Match For Your Metal Roof.



Wildfire Devastates ENTIRE NEIGHBORHOOD EXCEPT For Metal-Roofed Home

Burning embers destroyed all of the homes in this neighborhood, except the home with Stone-Coated Steel Roofing! While all of the neighbors fought (without success) to save their homes by watering down their asphalt roofs, burning embers could not ignite the steel roof.

The facts are simple and undeniable — a permanent roof, including metal, tile, and slate, drastically increase the chance of saving your home in a fire. That's because permanent roofs are not fire resistant, they are absolutely FIRE PROOF. When you consider the safety of your family, the decision becomes even easier.

Your permanent roof will also withstand the harshest weather conditions without so much as a scratch or dent. Hail is one of Mother Nature's biggest weapons, but it's no match for a permanent roof. In the spring of 2003, hailstorms struck neighborhoods in Texas, Kansas and Missouri, causing hundreds of millions of dollars in property damage. Hail pounded Dallas/Fort Worth airport so hard that American Airlines was forced to take 60 aircraft out of service.

Several homeowners with permanent roofs weren't worried in the least. Jeff Pruett of Plano, TX said, "When the storm came through on April 5, it ravaged almost everything in my neighborhood, but didn't even scratch my metal roof." Another homeowner, Mark Rieth reported "We had golf-ball sized hail that did serious damage to my car, but our roof was untouched. I wish my car was as hail resistant as my roof!"

In addition to hail protection, many permanent roofs are also warranted against winds up to 120 miles per hour — the equivalent of an F2 tornado!

How Long Should A Good Roof Last?

FOREVER.

Regardless of what type of permanent roof you decide to go with, you can expect it to last a very long time. Metal, Slate, and Tile roofs all come with a minimum 50 year warranty, and often the warranties cover 100 or more years. Some slate shingles will even last up to 200 years—which in most cases will be longer than the useful life of the home itself.

When comparing roofing warranties, make sure you read the fine print and understand the details. Many asphalt roofs that carry impressive sounding 25 or 30 year warranties are actually only warranted for 5 to 7 years under regular conditions. Permanent roofs are guaranteed to last 50 to 100 years—with very few or zero conditions. Again, make sure you request a detailed explanation of any roofing warranty you are considering.

COMPARE OVERALL LONGEVITY	
METAL	● ● ● ● ●
SLATE	● ● ● ● ●
TILE	● ● ● ● ●
ASPHALT	● ● ● ● ●
COMPARE FIRE AND STORM PROOF	
METAL	● ● ● ● ●
SLATE	● ● ● ● ●
TILE	● ● ● ● ●
ASPHALT	● ● ● ● ●

DRASTICALLY Lower Your Energy Bills With A Super-Efficient Permanent Roof



THIS ROOF COSTS LESS AS TIME GOES BY		
ISSUE	REGULAR ASPHALT ROOF	PERMANENT METAL ROOF
INITIAL ROOF COST	\$6,250	\$14,800
REPAIR SHINGLES (first 10 years)	\$365	ZERO
ROOF REPLACEMENT (in 12 Years; 4% inflation)	\$15,647	ZERO
ROOF REPLACEMENT (in 24 Years; 4% inflation)	\$24,647	ZERO
INSURANCE SAVINGS	NONE	\$112 per year
ENERGY SAVINGS	NONE	\$146 per year
TOTALS	\$6,516 IMMEDIATELY \$22,010 AFTER 12 YEARS \$46,657 AFTER 24 YEARS	\$14,542 IMMEDIATELY \$11,204 AFTER 12 YEARS \$8,108 AFTER 24 YEARS

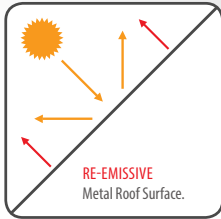
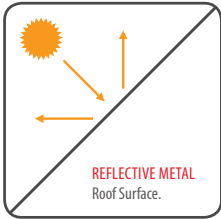
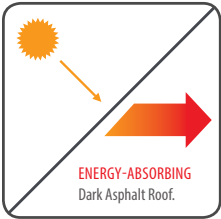
Permanent Roofs Are Actually LESS EXPENSIVE Than Regular Roofs Thanks To HUGE Energy Savings And Longevity

Like we stated at the beginning of this report, many people like the benefits of permanent roofing, but feel like it just costs too much. Here's a reality check: Nothing could be further from the truth!

Many kinds of permanent roofing—particularly “cool metal”—can save your household up to 40% of its annual energy costs, which (in most cases) actually makes the roof less expensive than asphalt shingles when considered over a 10 year period. If you consider a 30 year time frame, metal roofing is up to 4 times CHEAPER (based on energy savings and no need to replace it).

The secret to metal roofing's energy savings is in its variety of finishes. As shown below, the basic, unpainted metal roof will reflect much of the solar radiation usually absorbed in your attic and home by an asphalt roof. In the summer time, pre-painted or granular coated metal roofing systems not only reflect solar energy but also cool your home by re-emitting most of what solar radiation is absorbed.

REGULAR SHINGLES SUCK HEAT INTO YOUR HOME. Metal Shingles Reflect Heat... And Cool It Down.



I WANT TO HELP YOU PAY FOR YOUR NEW ROOF.

Unlike many other roofing materials, Metal Roofs are considered environmentally friendly. In fact, because metal roofs are considered to be “green friendly”, they are usually eligible for Federal and State Tax Credits and Rebates.

So make sure you check with the respective Government agencies to see what's available in your area.

COMPARE ENERGY SAVINGS	
METAL	● ● ● ● ●
ASPHALT	● ● ● ● ●
COMPARE TAX BENEFITS	
METAL	● ● ● ● ●
SLATE	● ● ● ● ●
TILE	● ● ● ● ●
ASPHALT	● ● ● ● ●



Do Your Part To Help The Planet— A Permanent Roof Is A **GREEN ROOF**



REDUCE WASTE

Over 20 billion pounds of asphalt shingles are dumped into US landfills every year. . . A beautiful new metal roof can be installed right over the old asphalt one, so there's no need to discard anything. Plus, since the roof will last forever, it will never end up in a landfill (and the materials are recyclable if it ever is discarded).



RECYCLE MATERIALS

This is a roof you can feel good about. . . about 56% of the materials come from recycled content. Every ton of steel that is recycled saves 2,500 pounds of iron ore, 1,400 pounds of coal, and 120 pounds of limestone. Steel made from recycled materials uses as little as 26% of the energy required to make steel from raw materials.



SAVE ENERGY

Your new metal roof will make your home more energy efficient by up to 30% or more. . . which means less energy burned to heat and cool your home. . . which means you save money while saving the planet. Your home will also maintain a more constant temperature, which means you'll also be more comfortable while you're helping the environment!



FEEL GOOD

We'd all like to do our part to help conserve resources and save the environment. . . think about how much better you'll feel when you know that you're contributing to a better tomorrow for your children and grandchildren. Your new metal roof can be a significant step in your overall conservation plan.



COMPARE WASTE REDUCTION	
METAL	● ● ● ● ●
SLATE	● ● ● ● ●
TILE	● ● ● ● ●
ASPHALT	● ● ● ● ●
COMPARE RECYCLED MATERIAL USE	
METAL	● ● ● ● ●
SLATE	● ● ● ● ●
TILE	● ● ● ● ●
ASPHALT	● ● ● ● ●

How To Choose A Permanent Roofing Material: **SLATE**

ADVANTAGES

- Unsurpassed beauty
- Lasts 100 years or more
- Fire proof
- Mother Nature proof
- Lowers energy bills
- Lowers insurance premiums
- Increases home value
- Wide selection of colors & styles
- Can be placed over existing roof
- Quiet during rain
- Costs far less over time than asphalt

DISADVANTAGES

- Most expensive permanent roof
- Heavier weight
- Color selections more limited
- Can crack and require repairs
- Should not be walked on

Old World Charm, Lasts Forever

Slate roofing is one of the most distinguished building products that exists. It graces many of the most impressive buildings in the world. Cathedrals, palaces, residential homes, and castles have incorporated this long-lasting building material as a weather shield. In fact, it was the king of roofing materials at the turn of the twentieth century.

More recently, it has become the most popular choice of discriminating home owners who want a touch of old world charm to top their homes. It comes in a variety of colors, with the best quality product coming from Vermont.

RECOMMENDATION

Slate should be considered if you want a unique and sophisticated look that won't be copied by every Tom, Dick, and Harry.



How To Choose A Permanent Roofing Material: **TILE**

Great Looks, Great Durability

There isn't an asphalt shingle on the market that can match the aesthetics of clay and concrete roof tile. With numerous styles, hundreds of colors, and a wide variety of finishes available, you can create a roof to suit virtually any architectural style.

Clay roof tile has been used for centuries, worldwide. Both clay roof tile and its modern partner, concrete, are not only beautiful but also extremely durable. With proper building design and installation, tile roofs can last 50 to 100 years or more. They do not rot in wet climates, are not susceptible to destruction by pests, can be used in any climate or region and can withstand the most severe weather conditions including fire, wind, and snow.

Both clay and concrete roof tiles are made from naturally occurring materials. They are manufactured without chemical preservatives, and old tiles can be recycled to make new tiles or other products. Moreover, roof tiles are energy efficient: because of the superior thermal capacity of roof tile and the ventilated air space that their placement on the roof surface creates, a tile roof can lower air conditioning costs in hotter climates and produce more constant temperatures in colder regions, which reduces potential ice accumulation.

ADVANTAGES

- Looks great
- Lasts 100 years or more
- Fire proof
- Mother Nature proof
- Lowers insurance premiums
- Increases home value
- Wide selection of colors & styles
- Can be placed over existing roof
- Quiet during rain
- Costs far less over time than asphalt

DISADVANTAGES

- Costs more up-front than asphalt
- Heavier weight
- Can crack and require repairs

RECOMMENDATION

With superior aesthetics, durability, and longevity, roof tile is a cost-effective alternative to other roofing products.



How To Choose A Permanent Roofing Material: **Metal**

The Best All-Around Material

Metal roofing offers you the best all around roofing material on the market today. It looks great, is light weight, lasts forever, saves money on your energy bills... and did we mention it looks great?! Most homeowners are surprised to learn of all the different styles and colors that metal roofing has to offer, including materials designed to look like cedar shake, slate, and tile. Your metal roof is guaranteed to last at least 100 years, and is impervious to wind, fire, hail, and other acts of nature. In the final analysis, you just can't go wrong with a metal roof.

RECOMMENDATION

If you never want to replace your roof again and appreciate the aesthetics, energy savings, wide variety of styles and colors, and environmental advantages — you should get a metal roof!

ADVANTAGES

- Looks fantastic!
- Lasts 100 years or more
- Fire proof
- Mother Nature proof
- Lowers energy bills
- Lowers insurance premiums
- Increases home value
- Wide selection of colors & styles
- Can be placed over existing roof
- Quiet during rain
- Costs far less over time than asphalt

DISADVANTAGES

- Costs more up-front than asphalt
- THAT'S IT!



Permanent Roofing Beats “Regular” Roofing—HANDS DOWN.

SEE FOR YOURSELF...
Here Are The Facts In Black And White.

ROOFING MATERIAL COMPARISON CHART					
PROPERTY	METAL	NATURAL SLATE	CLAY TILE	ASPHALT	WOOD SHAKE
Aesthetics	Excellent	Excellent	Excellent	Average	Average
Longevity	100 Years	100+ Years	100 Years	5–15 Years	5–15 Years
Storm/Fire Proof	Excellent	Excellent	Excellent	Poor	Poor
Hail	Excellent	Good	Average	Poor	Poor
Energy Savings	Excellent	Poor	Good	Poor	Poor
Environment	Excellent	Excellent	Excellent	Poor	Poor
Weight	Exceptionally Light	Medium	Light	Light / Medium	Medium
Noise	Average	Average	Average	Average	Average
Color Fastness	Excellent	Excellent	Excellent	Average	Poor
Color Choices	Excellent	Excellent	Excellent	Average	Poor
Walkability	Average	Poor	Poor	Good	Good
Lightning Susceptibility	Low	Low	Low	Low	Low
Maintenance	Excellent	Medium	Medium	Poor	Poor
Initial Cost	High	Very High	High	Low	Very High
Long-Term Cost	Very Low	Very Low	Very Low	High	High

There Are Literally **Hundreds Of Different Types** Of Permanent Roofing Systems On The Market Today...

Energy Loc Beats Them All, Hands Down—**It's Not Even Close.**

In this report, we have gone over the main categories of roofing systems available in the market today and have discussed the good, the bad and the ugly for each of them. After years of research we are proud to say that the only permanent roofing system that we will install is the Energy-Loc Roofing system. Why?

Energy-Loc is The Only Stone Coated Steel Roofing System with a true LIFETIME Transferable Warranty on The Market Today...

Unlike many other roofing materials, Energy-Loc's Warranty is not full of loopholes and "get-out-of-jail-free" excuses. Simply stated, there's no pro-rating, no "materials-only" exclusions, and Lifetime means lifetime.

Energy-Loc Roofs Have The Highest Fire Rating In The Industry

Many people do not know this, but in cases of extreme fires, the fire can create updrafts that literally lift asphalt and other roofing systems right off the roof decking. Unlike these other roofing systems, Energy-Loc's patented interlocking fastening system prevents the panels from lifting up and allowing blowing embers to ignite the roof deck. It comes with a UL 790 Class "A" Fire rating (highest rating in the industry).

Energy-Loc Roofs Have The Highest Hail Storm Protection In The Industry

Hail storms can be deadly to other roofing systems. In fact, in many instances hail storms can crack and break more expensive roofing systems

comes with a 2.5" hail warranty and is UL 2218 Class 4 rated (highest rating in the industry).

Energy-Loc Roofs Have One Of The Highest Wind Tolerances In The Industry

Michigan is subject to some pretty harsh weather - wind, hail, and thunder storms to name a few. In fact, it's not unusual to see storms with 60+ mph winds. Energy-Loc's patented interlocking panels have withstood almost 3 x that force in wind tests and come with a 120 MPH warranty. Since they have been tested up to 170 MPH, Energy-Loc roofs are one of the only roofing systems in Dade County, Florida Approved for use in "Hurricane Alley."

Energy-Loc Roofs Interlock On All Four Sides - Making Them 100% Watertight

In fact, Energy Loc Has A Patented Interlocking System Design- This patented design provides unbeatable security, safety, and design tolerances that can be found in no other roof . . . at any price.

Energy-Loc Roofs Don't Require You To Re-Engineer or Re-Enforce Your Roof

Most people do not realize how much weight is placed on a roofing structure with slate or tile roofs. In many cases, older homes require the roofs to be re-engineered and re-enforced, only adding to the overall cost. Unlike those heavier roofing options, Energy-Loc is extremely light weight at only 1.4 lbs per square foot - structures do not need re-engineering to accommodate the Energy-Loc system.



Energy-Loc Roofs Provide You Unprecedented Guarantees.

Energy-Loc roof panels will not split, crack, break, curl, warp or absorb water. The stone granules are even UV-reflective meaning that you will see minimal, if any color fading at all with the Energy-Loc roof system.

Energy-Loc Roofs Will Save You Money

Here is an actual case study:

1. Insurance Discounts: 90% of all property damage claims for insurance companies comes from roof damage. However, the Energy-Loc system provides unbeatable protection against “acts of God” and extreme weather conditions. As a result, many people are increasing their deductibles which lowers their annual premiums substantially. In fact, Energy-Loc is so good that many insurance companies will actually reduce premiums.

For example, Kim Davis owns the house located at 9694 Kalamere Ct., Highlands Ranch, CO. It has a market value of \$320,000 and is insured with State Farm Insurance. By raising the deductible from \$1,000 to \$5,000 and changing the roofing system to the Class 4 Impact & Class “A” Fire rated Energy-loc system the annual premium dropped from \$1,536 to \$825. (Quoted 12-4-09) Savings in 20 years from insurance premiums alone are \$14,220

2. Utilities: Tony Pflug in Omaha, NE saved 30% on his utilities after his new Energy-loc roofing system was installed. Each home will vary in savings due to climate, ventilation, insulation and quality of construction. Based on a minimum savings of 25% obtained on a home using a \$200 monthly energy bill, the annual savings in 20 years at a low 6% annual energy increase would be: \$39,000.



Why Should You Use Atlas Home Improvement...

Because We Go To The Ends Of The Earth To
Make Our Clients Happy On Every Single Project...
NO EXCEPTIONS, NO EXCUSES.

In Fact, To Prove It We Offer the BEST Home Improvement Guarantees in Michigan—Hands Down. It's Not Even Close.

We Confidently Put All SIX Of Our Guarantees IN WRITING because we believe that any contractor or home improvement company should stand behind their work and care more about their customers than they do their profits.

At the end of the day, the selection of a home improvement company comes down to one thing, and one thing only... **TRUST.**

We work hard every day to earn that trust and we prove it by offering six exclusive guarantees. **Give us a call today and give us the opportunity to earn yours.**



Why You Can Trust Atlas

100% MONEY BACK GUARANTEE

We offer an EXCLUSIVE money back guarantee and we put it in writing.

BEST VALUE GUARANTEE

Atlas offers the absolute best value for your money, find it cheaper, we refund the difference plus \$100.

NO SURPRISE "PRICE" GUARANTEE

If you don't make a change, we don't change the price. The price we quote is the price you pay.

CERTIFIED CRAFTSMAN GUARANTEE

All of our workers are experienced craftsman that must pass a certification process, including background and drug testing.

CLEANER THAN WE FOUND IT GUARANTEE

We don't just show up, create a mess and then expect you to clean up after us. If you have to clean up after us we will give you \$100.

PROPERTY PROTECTION GUARANTEE

If we break it, we fix it... PERIOD.

**FAMILY OWNED AND OPERATED
FOR OVER 25 YEARS**

Frequently Asked Questions

Will a permanent roof make my home hotter in the summer?

No. Many Permanent Roof owners have experienced utility savings after installation. A properly vented Steel Roof System moves air between the steel panel and the underlying deck. Heated air dissipates through the ridgeline while cooler air is drawn through eave vents.

Are permanent roofs noisy?

Concern about noise of metal roofs has kept otherwise eager consumers away from the product. While it is true that metal can resonate unlike tile or wood, studies confirm that a properly installed metal roof yields no significant increase in noise compared to other roofing alternatives. Attic insulation and double-pane windows -- combined with the fact that many metal roofs are mounted flush on a solid decking -- all contribute to acceptable noise performance of metal roofing. In addition, the embossed textures of new metal roofs help to disperse rain, reducing noise even further.

Are homeowner insurance discounts available if I install a permanent roof?

Yes. Many Homeowner Insurance Providers now offer up to 35% discounts on insurance premiums. Check with your insurance provider.

How does a permanent roof stand up to high winds?

Extremely well! Many of the types of permanent roofs are warranted to withstand 120 mph winds.

Does an existing roof need to be torn off to install a permanent roof?

Not usually, but this depends on the material used. Many permanent roofs may be installed over one existing roof layer. Check with your contractor for local building codes.

Can a permanent roof be walked on?

Walkability is a factor on most roofs, and permanent roofs are not immune. In cases where permanent roofs -- such as panels -- are laid flat on a solid plywood decking, the risk of damage is low. However, if the roof is laid on battens, such as metal tiles and shingles, care must be taken to walk on the supported areas only. Excessive weight on the unsupported sections can potentially deform the surface, requiring replacement. Generally, a properly installed permanent roof should require virtually no maintenance, mitigating the need to walk on it at all.

Does heat and cold make a permanent roof contract and expand?

Yes. But, unlike heavy concrete roofing, lightweight metal roofing is designed to protect your home against contraction damage.

Will hail damage a permanent roof?

No. Most permanent roofs carry the industry leading Class 4 Hail-Resistant Rating. That means that hailstones as large as 2.5" won't do a thing to your roof.

Are metal roofs safe in a lightning storm?

Contrary to popular belief, a metal roof is no more likely to attract lightning than any other type of roof—consider trees (made of wood) which frequently attract lightning. Studies prove that lightning is attracted to the highest surrounding objects, regardless of their composition. In the event lightning were to strike a metal roof, it will not combust like wood.

How do I take care of my permanent roof?

Permanent roofs are virtually maintenance-free. Periodic rinsing with a hose or pressure washer can help keep the surface clean and free of corrosive residue, such as bird droppings and acid rain. Generally, the surface of permanent roofs do not support the growth of algae.

Will a permanent roof really make my home safer from fires?

Since metal, tile, and slate is non-combustible, it will not burn or support the spread of fire. For fires that originate inside the home, a wood roof generally accelerates the spread of fire, as the wood provides increased dry fuel for the fire itself. A permanent roof can help to preserve the integrity of the roof structure long enough to ensure a safe escape. For fires that originate outside the home (such as wildfire, or neighboring homes on fire), a permanent roof won't give floating embers any fuel to burn. Your chances of remaining fire free are extremely high.

How can I decide between the various kinds of permanent roofs?

Your best bet will be to schedule a design consultation with a permanent roofing specialist to discuss the factors listed in this book (including the comparison table to the left) and look at several samples and photographs. It really comes down to a personal preference in looks and advantages desired.



WHAT YOU SHOULD DO NEXT



At this point you probably have a great many questions and we are here to answer them. Feel Free to call us **AND** make sure you visit us online to see what specials we are running this month.

Or, Better yet...call us to schedule an appointment for an absolutely **FREE, NO STRINGS ATTACHED, NO HIGH PRESSURE SALES,** investigation of your homes roofing needs.

We will come out to your home and investigate your home to see if you have any roofing problems. Then we will give you a complete breakdown of all the issues we discovered, educate you on your solutions, give you a fair firm price, and then let you decide. That's it. No Arm Twisting Or Hours Long Sales Pitches.

GIVE US A CALL TODAY.



(800) 378-1924

AtlasHomeImprovement.com





We believe that Atlas Customers always say it best!

Learn more about what actual customers have
to say about Atlas Home Improvement



GUILD QUALITY

Atlas uses a 3rd party company to survey all customers upon completion of work.

www.guildquality.com/AtlasHomeImprovement



ATLAS WRITTEN TESTIMONIALS

Read notes from actual customers who have written to us over the years on a variety of project types.

www.atlashomeimprovement.com/testimonials.html



ATLAS VIDEO TESTIMONIALS

Listen to actual customers discuss what it was like to hire Atlas for their project.

www.atlashomeimprovement.com/testimonials_atlas.html

(800) 378-1924

AtlasHomeImprovement.com



10824 Plaza Drive, Whitmore Lake, MI - 48189