

A CONSUMER'S GUIDE TO SELECTING

# ROOFING MATERIALS

## Key Factors

When Selecting Your Next Roof



CEDAR SHAKE



SHINGLES



CLAY TILE



METAL ROOF

### INSIDE:

- ▶ Time to Re-Roof?
- ▶ Shingles & Our Environment
- ▶ Quality or Economy – **It's Up to You**

**106%**   
Getting the **BIGGEST**  
**RETURN** on Roof Investments

**FEATURING:**  
**Jim Caruk**  
The Straight Goods on Metal Roofing

**Remember when every house had a shingle roof?** The next time you take a walk through your neighbourhood, look up. You'll most likely see a variety of roofing materials, from cedar shake and asphalt shingles to tile and metal – each in a variety of different profiles. But what is the right roof for you and for your home? What factors should be considered? How do you view your roof? Is it a necessary expense every 10 to 15 years, or is it a one-time investment that will add value and protection to your property? Choosing the right system is an important choice, and you should be fully informed before making that decision. This Roofing Guide was created to help you to select the correct material that's right for you and your home.

## KEY FACTORS IN SELECTING YOUR NEXT ROOF

**Before you buy, you should know the answers to the following questions:**

- ▶ How long can I expect my new roof to last?
- ▶ Will my roofing choice impact the resale value of my home?
- ▶ Which roofing products are best suited to the climate conditions in my area?
- ▶ Can a new roof lower my energy costs?
- ▶ Will my roofing choice impact the environment?
- ▶ Will the roof complement my home and my neighbourhood?

## WHAT ABOUT RESALE VALUE?

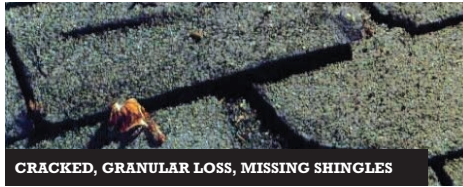
**A well-maintained roof is often a visual clue to the condition of the rest of a home.** On the other hand, an aging roof could indicate costly structural damage caused by dampness or leaks, in addition to potential health problems caused by mold, as well as increased heating and cooling costs. A roof can have a huge impact on how buyers view your property, which can also impact the price. According to Remodeling magazine, re-roofing offers a better return on investment than any other home renovation, with an average cost recovery of 106%. So if you're thinking of selling or buying, **LOOK UP!**

**106%**  
According to Remodeling magazine, re-roofing offers a better return on investment than any other home renovation, with an average cost recovery of 106%.



# TIME TO RE-ROOF?

If your roof is leaking, curling, cracking or missing shingles, don't wait until the next rainstorm before you decide to re-roof your home - by this point it could cost a whole lot more. These photos show some of the most common problems. Check your roof periodically for rotted fascia, damaged decking, curling shingles, granular loss, storm damage, as well as cracks and splits. Inside, stained ceilings, plus higher heating and cooling bills are a sure sign of problems.



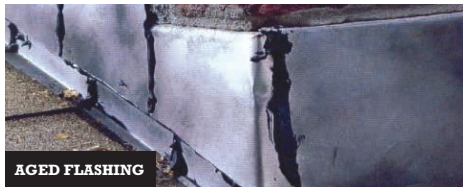
CRACKED, GRANULAR LOSS, MISSING SHINGLES



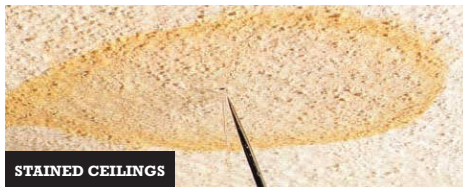
ROTTED FASCIA



CURLED SHINGLES



AGED FLASHING



STAINED CEILINGS



MILDEW / MOSS GROWTH

## DID YOU KNOW?

- ▶ In 1983, just 15% of the roofs installed were made of premium materials such as metal, clay tile or cedar shake. By 2005, premium roofing product use had soared to 44%
- ▶ In some fire-risk areas, like Key West, Florida, only metal roofs are allowed.
- ▶ Metal is 100% recyclable. In fact, more metal is recycled than paper, aluminum, glass and plastic combined

# QUALITY OR ECONOMY IT'S YOUR DECISION

**For many years the only affordable option in roofing was asphalt.**

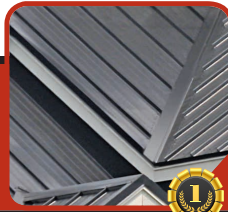
Now many homeowners think differently about their roofs, and recognize the distinction between cost and investment - thus opening up a variety of material options. Aside from damage or wear and tear, there are other compelling reasons to change the colour, style and the material of your roof. Perhaps you're concerned about being able to protect your family from severe winds, hail or fire. Maybe you've

made changes to the colour scheme of your home's exterior with new siding, brick or stone veneer, and your original roof is no longer suitable. Perhaps you would like a roof that adds architectural interest and enhances curb appeal. You may be concerned about your environmental footprint and want a greener solution. Whatever the reason, the Roofing Materials Comparison Chart on the following page will help you to make a more informed purchasing decision.





## ROOFING MATERIALS: A COMPARISON



### PROTECTION BENEFITS

#### METAL

#### CLAY/CERAMIC TILE

#### WOOD SHAKE

#### ASPHALT

#### LONGEVITY

(detaching, cracking, load bearing)

**Excellent**

**Good**

**Poor**

**Poor**

#### STRENGTH

(detaching, cracking, load bearing)

**Excellent**

**Poor**

**Poor**

**Good**

#### FIRE RESISTANCE

**Excellent**

**Good**

**Poor**

**Good**

#### STABILITY

(wind, earthquake)

**Excellent**

**Fair**

**Poor**

**Good**

#### APPEARANCE

(discolouring, cracking, curling)

**Excellent**

**Good**

**Poor**

**Poor**

#### WEIGHT

(earthquake loads, wall loads)

Lightest  
(<1.5lbs./sq. ft.)  
**Excellent**

**Poor**

**Good**

**Fair**

#### ENERGY SAVING

(earthquake loads, wall loads)

**Excellent**

**Poor**

**Poor**

**Poor**

#### RESALE VALUE

**Excellent**

**Good**

**Good**

**Fair**

# ROOFING AND YOUR ENERGY COSTS



#### Energy-Absorbing Roofing Shingles

▶ While traditional roofing shingles absorb and trap heat in your attic...

#### Reflective Finish Metal Roof Surface

▶ The metal roof reflects solar energy, keeping energy costs down and your home cool in summer.

**Many homeowners are unaware that one of the areas where they can cut soaring energy costs is with their roof.**

If you've ever been in a sweltering hot attic on a sunny day, chances are the house had an energy absorbing, traditional shingle roof. However, metal roofs reflect the light from the sun and can save you up to 40% in summer cooling energy costs.

A highly emissive painted metal roof not only reduces energy consumption, it can actually re-emit up to 90% of absorbed solar radiation. Altogether this means less money out of your pocket, less dependence on the energy grid and less pollution.

## SHINGLES AND OUR ENVIRONMENT

According to the CASMA re-roofing with asphalt shingles accounts for 80% of the shingle demand annually. This alone suggests that 1.25 million metric tonnes (nearly 3 billion pounds) of scrap asphalt shingles and saturated felt are generated in Canada annually. At a cost of \$100 per tonne in dumping fees racks up a total landfill cost of \$1,250,000,000 a year! Not to mention shingles are estimated to take up to 300 years to decompose!

Most metal roofing on the other hand is manufactured with a high percentage of recycled content; in most cases 70% or higher. And is 100% recycleable at the end of its extended lifecycle. When your contemplating the decision to replace your existing roof, be sure to factor in what traditional shingles do to the future of our environment.

**Sources:** Athena Sustainable Materials Institute, Canadian Asphalt Shingle Manufacturers Association (CASMA)



# METAL ROOFING WINS HANDS DOWN!

**The right choice for lifetime protection, curb appeal and the environment.**

After reviewing the Comparison Chart on the previous page, you may well agree with our conclusion that metal is overall, the best roofing choice available. It not only provides superior protection from even the most severe weather, it is also “greener” due to its 100% recyclability. And because metal roofing comes in such a wide range of styles, colours and finishes, you can always find one that’s perfect for the style of your home. Metal costs a bit more than traditional shingles but properly installed, a metal roof should retain its integrity and great looks long after most other materials have been replaced several times! In our opinion this is one of the most important upgrade investments you can make, especially if you ever want to put your home up for sale. A lifetime roof is a definite selling advantage.



## WHY I RECOMMEND METAL ROOFS:

- ▶ It's the longest lasting roofing material
- ▶ Various styles, colours complement any home design
- ▶ Won't crack, break, burn, curl, split or rot
- ▶ Protection from hail and severe winds
- ▶ Saves energy
- ▶ Durable, proven performance
- ▶ Warranties of up to 50 years transferable
- ▶ Excellent performance in treed areas.
- ▶ Impervious to insects and not compromised by pine needles and sap which often cause accelerated deterioration of traditional roofs.

## THE STRAIGHT GOODS ON METAL ROOFING

“Which roofing material is best? It depends on who you ask. If you talk to someone who is only qualified to install traditional shingles, you can pretty much guess the answer. But as an independent contractor I often recommend Vicwest Metal Roofing. Sure it costs a bit more, but then it outlasts other materials by a long shot. Vicwest’s Residential Metal Roofing Collection has a broad range of styles and colours so that the roof actually becomes an important architectural feature of the home’s design. That’s a combination you can’t beat. I like that.” **- Jim Caruk**



# A LASTING, COST-EFFECTIVE SOLUTION

Metal roofing will outlast traditional shingles which, although they have a lower initial cost, need to be replaced every 15 years or less. So with metal you end up saving money in the long run.



## 50 YEARS METAL ROOFING



# FROM CLASSIC TO CONTEMPORARY, THERE'S A METAL ROOF TO SUIT EVERY HOME STYLE AND BUDGET.



# METAL ROOFING FAQ:

### Why spend more for a metal roof?

Ordinary roofing materials have shorter life spans than metal and will need to be replaced regularly. With constantly increasing material and labour costs, this could result in significant expense over the life of your home. Many metal roofs come with a 40- to 50-year limited warranties, saving you future financial worry since you'll likely never have to re-roof again! In addition, metal roofing is a huge plus should you decide to sell your home and you will reap the payback on investment through increased resale value and enhanced curb appeal.

### How can a metal roof save money on energy bills?

Metal reflects the majority of the sun's rays, so it doesn't retain as much heat as wood, asphalt shingles, tile or cement. This means a metal roof could help your attic stay cooler longer. The bottom line: significantly lower energy bills and a longer lifespan for your cooling equipment.

### Can I walk on my metal roof?

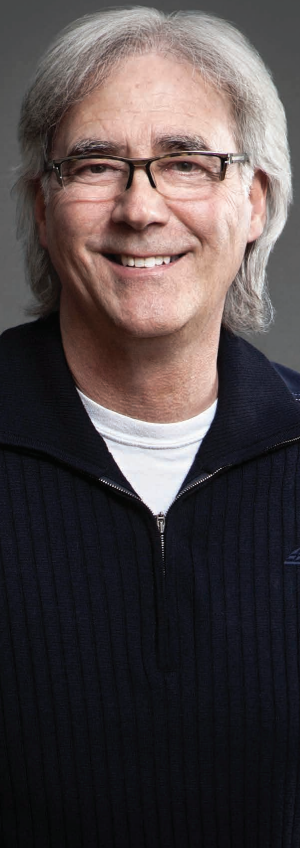
Yes, but since metal roofing requires virtually no maintenance, there should be no reason to do so. Like any roof, care should be exercised. You can discuss specific details about walking on your roof with your installation company.

### Do my old shingles have to be removed before a metal roof can be installed?

In most applications, metal can be applied directly over the old shingle roof, saving money and eliminating a great deal of mess. This is favourable since it reduces cost because there is no old roof to dispose of and landfill space is spared, helping to protect our environment. We recommend you check with your local building code prior to installation.

# CHECK OUT WHAT YOUR ROOF WOULD LOOK LIKE ON VICWEST'S HOME VISUALIZER





**Vicwest has  
done this  
“homework”  
for you.**

# FINDING A METAL ROOFING CONTRACTOR



**This is an important decision, so be well informed before you sign on the dotted line. Here are some key questions you should ask a contractor as part of your due diligence:**

- ▶ Do they offer flexible payments without requiring a substantial deposit?
- ▶ Are they a member in good-standing with the Better Business Bureau?
- ▶ Is the manufacturer of the product familiar with the installation company?
- ▶ Do they have proof of liability coverage (minimum \$1,000,000)?
- ▶ Can they supply a list of recently completed projects in your area (be sure to check them out)?
- ▶ Do they provide a written contract that's easy to read and understand?
- ▶ What is the product warranty? Can it be registered with the manufacturer? Does your preferred installer offer a labour warranty?

Visit the **“Find an Installer”** section of our website at [vicwest.com](http://vicwest.com) or take this brochure to the contractor desk of your local building supply retailer and they will be pleased to help you.

[www.vicwest.com](http://www.vicwest.com)

**Jim Caruk**

*Master Contractor,  
HGTV Host*

“In my job, it's important that you use first-class materials. So I'm very pleased to be the brand ambassador of a product that allows me to bring innovation and credibility to the projects I work on.

Metal Roofing by Vicwest is sustainable, made in Canada, pays for itself quickly and then lasts forever. The variety of products Vicwest has available will suit any neighbourhood — urban or rural.”