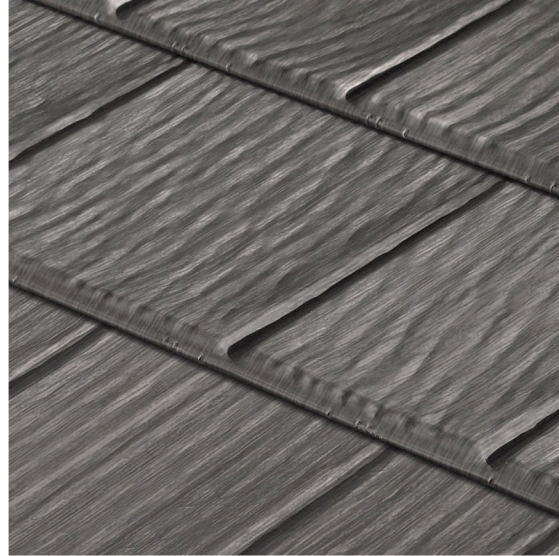


“My Roof Looks Fine!”

Five Tell-Tale Signs it Could be Time to Replace Your Roof



PREMIER STEEL ROOFING SYSTEMS

Take 5 Minutes to Read this Informative Piece...Even If Your Roof Looks Fine!

Five Telltale Signs it Could be Time to Replace Your Roof

Your roof is just as important to the safety of your home as its foundation or even a security system. A failing roof can cost you time, money, and your most valuable possessions. Unfortunately, most homeowners do not know how to evaluate the condition of their roof until it is too late.

We want to help you be proactive in understanding your roof. These Five Telltale Signs will help you evaluate whether it is time to replace your existing roof with a more permanent solution.

1. Age of The Roof—Curling

An old roof may need replacing no matter how good it looks or if it is not leaking. According to the asphalt roofing trade organizations, the average roof needs replaced once every 17 - 19 years. That number quickly diminishes in regions with extreme heat or cold differences. Though many asphalt shingles come with long term warranties, those warranties are dramatically prorated, and do not cover what the roofing industry deems as “normal wear and tear.”

Curling is a telltale sign it might be time to replace your roof.

Do the edges of the shingles curl up? Shingles that are past their life expectancy will begin to peel up at the edges from over-exposure to the sun and the elements. If shingles are curling, they are leaving your home exposed to areas where water can penetrate into your attic and down the walls. That water will not only cause unsightly spots, but also can become a breeding ground for mold and damage to the whole structure of your home. Curled shingles can also become victims and end up in your neighbor's yard during the next windstorm that passes through your area.

2. Life on The Roof—Streaking and Mold

Asphalt shingles are petroleum-based products that include limestone and other organic materials. The protective granules on the top surface of the shingles offer nooks and crannies which attract and capture dirt. Along with dirt are microscopic organisms that feed off the organic materials and/or make a home among the protective granules.

Streaking and mold are the second telltale sign it might be time to replace your roof.

Do you have dark vertical lines on your roof or patches of green growing on your roof? These are examples of mold, fungus, and algae that are attacking your roof. On an asphalt roof, the fungus is feeding off of the limestone and eating

away at what little protection is offered with the granules. This continues to deteriorate the roof as well as detract from your home's appearance and value. This streaking and staining attacks many types of roofing in addition to asphalt shingles. They are also markers of age and deterioration on wood shakes and tile.

3. Protection for The Roof—Lost Granules and Shingles

Asphalt and “stone-coated” roofing shingles are covered in small stone-like granules. These granules, actually “glued” onto the base shingle, offer homeowners a variegated color option at a lower price. As the roof is exposed to the sun and weather, the “glue” loses its ability to hold to the shingle. Over time, as more and more granules are lost, the shingles lose their effectiveness and leave portions of your roof exposed to wind, rain, heat, and snow.

Granules in the gutter are the third telltale sign it might be time to replace your roof.

If you are finding more and more granules in your gutter or at the end of your downspout, the less protection your roof offers your home. As granules disappear into your gutter, the shingles themselves will be more likely to disappear from your roof in strong winds and weather.

4. Holes in The Roof—Water In the Attic

Most homeowners know it is time to re-roof when water spots appear on their ceiling or they have dripping at the foot of the bed during and after a rainstorm. Unfortunately, many leaks begin long before they start to show. As asphalt shingles curl, lose granules and age, they begin to detach from the roof. When regular wind and rainstorms hit, water can blow up underneath the shingle and find its way to nail holes or through the protective felt paper underneath.

Wet spots in the attic are the fourth telltale sign it might be time to replace your roof.

Go into your attic with a flashlight. Look to where the valley forms—that is the point where different sides of the roof come together. Also, look at the backside of the chimney. Does the lumber look wet or damp? Is the insulation discolored or look like it has coffee stains and has the pink turned black anywhere? If you have skylights, is there moisture inside of the skylight chase? If you see any of these things, your current temporary roof is failing. Quick fix roof patches will not stop leaks but will only serve to slow them down. The bottom line is: any water in your attic means the roof will need more than a quick fix—it will need replaced to avoid serious damage to your property and the home's structural integrity.

5. Loss Through The Roof—High Energy Bills and/or Ice-Damming

The roof can serve to either reflect or absorb energy from the sun. Asphalt shingles and roofing that does not utilize technologically advanced paint systems,

absorb and store all that energy in the attic of your home. As a result, the roof is heating your home in the summer at the same time that you are trying to lower the temperatures with the air-conditioning.

Additionally, homes located in northern climates are prone to ice damming. Due to uneven attic temperatures, snow and ice on the roof will melt and refreeze over and over again. This process not only weakens the integrity of your roof, but it poses a high risk of leaks and also can encourage condensation to form on the inside of your attic leaving your home susceptible to black mold which can lead to serious health issues for you and your family.

High cooling costs in the summer and/or ice damming in the winter are the fifth telltale sign it might be time to replace your roof.

Are you seeing higher energy costs and an attic with unbearable temperatures? Does your air conditioning unit seem to run continuously, yet it still feels hot in your home? If you have a multi-story home, is it difficult to cool the top floor? Is there moisture in your attic in the winter months? Higher energy bills in the summer and moisture in the winter mean your roof is not performing as it should in the sun or the cold.

Is it time to Re-think and Re-roof?

If you answered yes to any of the five telltale signs, it is time to re-roof your home. Age, curling, streaking, mold, granules in the gutter, high energy bills in the summer and ice damming in the winter—by themselves, any of these is a recipe for disaster. Add two of the telltale signs together, and your home could be in serious jeopardy for extensive damage.

Kassel & Irons Steel Roofing Systems provides a lifetime alternative to these five telltale signs with our KasselWood and KasselShake premier steel roofing systems.

Kassel & Irons Steel Shingles will not curl, lose granules, harbor mold and fungus or increase your energy bill. Additional benefits include:

- **High grade prime steel**—Our steel has been tested and retested and retested again to ensure only the finest grade of metal goes into our roofing systems. The result is a roof that stands strong against extreme weather.
- **21st century technology**—Our quality Kynar 5000® coatings provide unmatched corrosion resistance. They include a meaningful chalk and fade warranty to keep your home beautiful and to maintain your home's value.
- **Produced to Last**—It took years of design and engineering work to perfect our products and bring them to market. We brought together the

brightest and best in the construction, metal, and paint industries to design the ultimate in lifetime roofing. Unlike stone-coated steel or asphalt, there are no granules to lose. The special coatings and design of the painted system will keep your home protected and attractive for decades.

- **Added Home Value**—Our products feature lifetime limited warranties transferable to additional homeowners for up to 40 years. This adds lasting value to your home.

Don't Wait Until It's Too Late!

If your roof is showing any of the five telltale signs it is time to re-roof, do not wait a minute longer.

To learn more about Kassel & Irons Premier Steel Shingles:

- Call us today at 1-866-544-4766
- Visit www.kasselandirons.com
- Email us at info@kasselandirons.com

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