



RESIDENTIAL CATALOG



COMMITTED TO:



SAFETY



QUALITY



EXCELLENCE



COMMUNICATION

RESIDENTIAL ROOFING | SINCE 2007

(303) 484-9854 | www.verticalroofingco.com



ABOUT VERTICAL

Vertical Roofing was founded in 2007 and has continued to experience tremendous growth. We have proudly set ourselves apart in the industry by utilizing diverse business experience and management strengths to carve out a unique niche in the industry. We have a detailed plan for continued growth of the company and for the success of our staff. Vertical provides quality service to the community by fostering a competitive and supportive work environment. We take great pride in the product we offer. As a team, we enjoy hard work and the reward of a job well done.



- Founded in Denver | 2007
- Colorado, Texas, Florida & Louisiana Based Company
- BBB A+ Rating in All Markets
- Storm damage repair specialists
- GAF Master Elite Contractor: less than 2% of companies nationally are certified
- GAF Triple Excellence Award Winner: Training, Installation, & Customer Service
- Preferred contractor with all of our vendors and manufacturers
- Participation in Roofs to Roads
- Installing lifetime products and roofing systems
- Proud supporter of the Roofs For Troops program through GAF
- Member of TRI (Tile Roofing Institute)
- DaVinci Masterpiece Contractor Program
- GAF President's Club Recipient 2014 – Present



OUR CORE VALUES



Honesty

Having fair and truthful conduct, with no closed doors.



Pride

A feeling of deep satisfaction derived from one's own achievements, and those of the company as a whole.



Accountability

Accepting responsibility for one's actions and holding others to the same standard.



Team

Coming together to achieve a common goal. Knowing that you can rely on your Vertical family.



Willingness to Grow

The desire to become greater and more knowledgeable.

LEADERSHIP



Dylan Lucas - Owner

I have overseen thousands of residential and commercial construction projects, maintaining an immaculate safety record and completing projects on time and on budget. I feel that it is this quality, along with sound safety and business practices that truly sets Vertical Roofing head and shoulders above all other contractors.



BEST OF THE BEST



Fewer than 3% of roofing contractors in the U.S. are Master Elite. Of the 3%, fewer than 4% are Triple Winners For GAF's Excellence Awards. Fewer than 2% achieve President's Club.



The Excellence Awards: Presidents Club

- ✓ Training
- ✓ Installation
- ✓ Consumer Protection

MASTER ELITE CERTIFIED CONTRACTOR





GAF President's Club Recipient 2014 – Present



STRONGEST WARRANTIES IN THE INDUSTRY

Vertical Roofing provides a 5-year Craftsmanship Warranty with each job. Lifetime Labor and Material Warranties are also available. Only Master Elite Contractors are qualified to offer the Golden Pledge Lifetime Warranty.



		"TYPICAL" COMPETITOR'S Shingle Warranty	BETTER GAF System Warranty 	BEST GAF System Warranty 
Manufacturing Defect Coverage*	100% Coverage Period	Only 10 yrs.	50 yrs. (20 years on 3-tab shingles)	50 yrs. (20 years on 3-tab shingles)
	Covers Roofing <u>System</u> ?	No, Just Shingles	Yes, Entire System	Yes, Entire System
	Cost of Installation Labor Included?	Only 5 yrs.	Lifetime (25 or 30 years on 3-tab shingles)	Lifetime (25 or 30 years on 3-tab shingles)
Workmanship Coverage*	100% Coverage Period	2 yrs. (Typical coverage offered by Contractor)	2 yrs. (Typical coverage offered by Contractor)	25 yrs. (20 years on 3-tab shingles) (Coverage provided & backed by GAF)
	Misapplication of Flashings Covered?	2 yrs. (Typical coverage offered by Contractor)	2 yrs. (Typical coverage offered by Contractor)	25 yrs. (20 years on 3-tab shingles) (Coverage provided & backed by GAF)
	Installer Certified?	No (Anyone can install)	Yes	Yes
	Tear-off Costs Included? (when necessary)	No	Yes (For material defects only)	Yes (For material defects or workmanship)
	Disposal Costs Included? (when necessary)	No	No	Yes (For material defects or workmanship)
Problem Prevention	Exclusive 40-Point Factory Inspection?	No	No	Yes
Peace Of Mind*	Free Transfer?	Maybe	Free	Free
	Good Housekeeping Protection on Roofing System? 	No	Yes	Yes

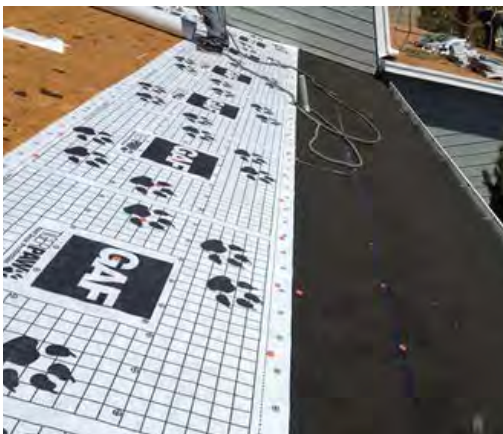


THE BEST ROOF SYSTEM

THE BEST ROOFING SYSTEM:

- Must be MASTER ELITE
- Not Just GAF Shingles
- Must install the approved "Weather Stopper Roof System":

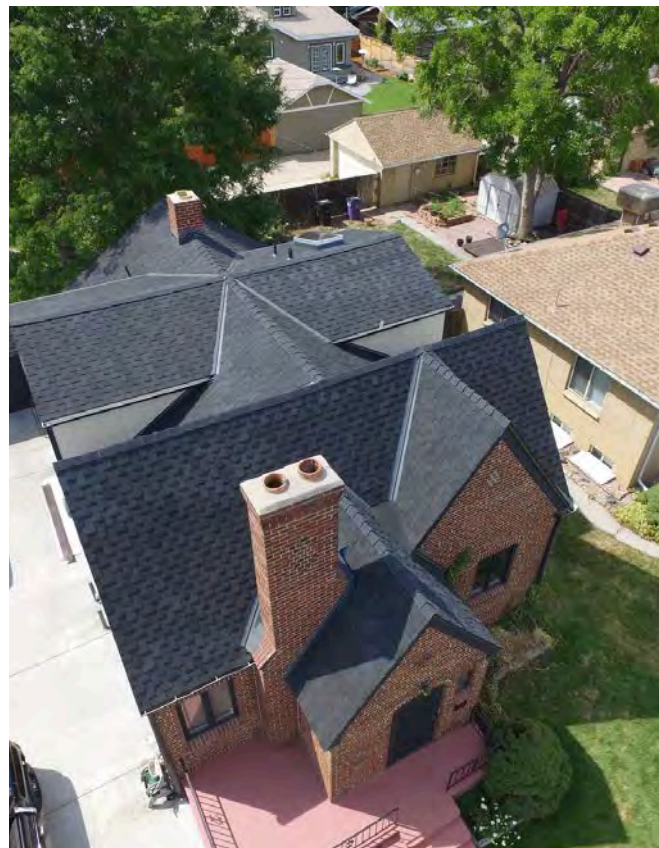
- ✓ Shingles
- ✓ Starter Strips
- ✓ Ridge Cap Shingles
- ✓ Deck Protection
- ✓ Leak Barrier



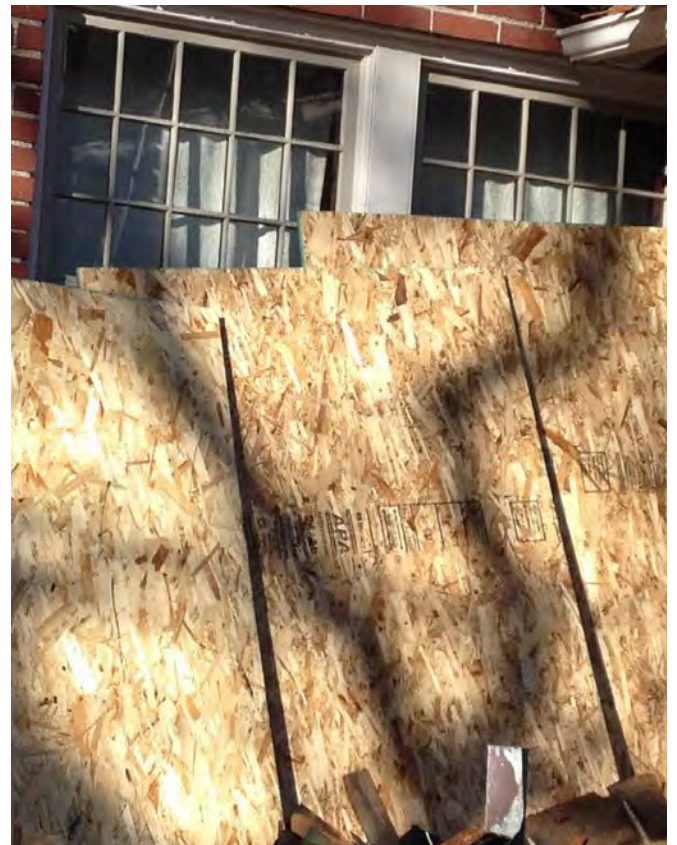
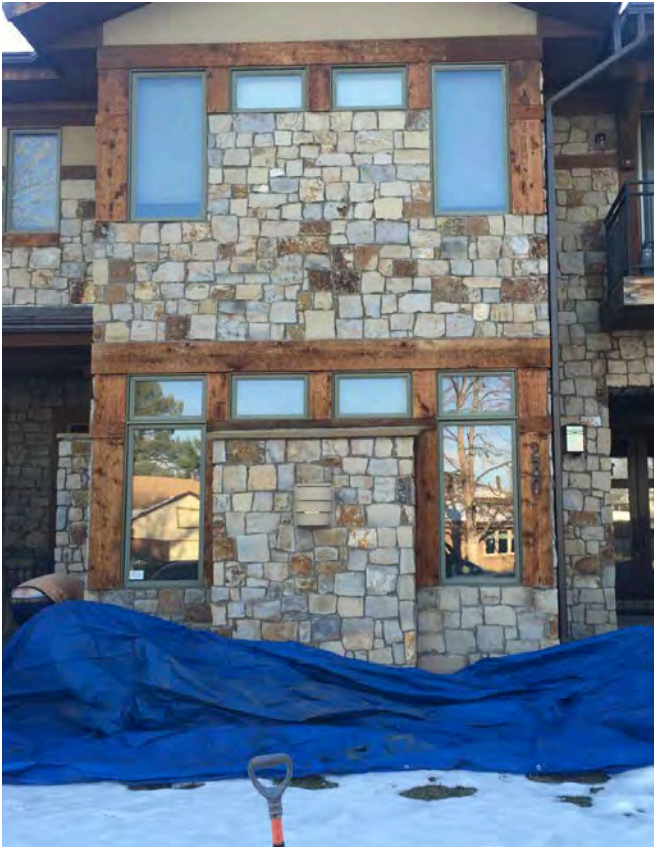
LEAK BARRIER

- Rubberized, self adhering asphalt membrane.
 - Forms gasket and seals nails.
 - Greatly reduces potential for leaks from driven rain or ice dams.
 - TigerPaw Synthetic Underlayment
- Required for System Plus and Golden Pledge Warranties.

PROJECT EXAMPLES



PROTECTION MEASURES



THE BETTER BUSINESS BUREAU

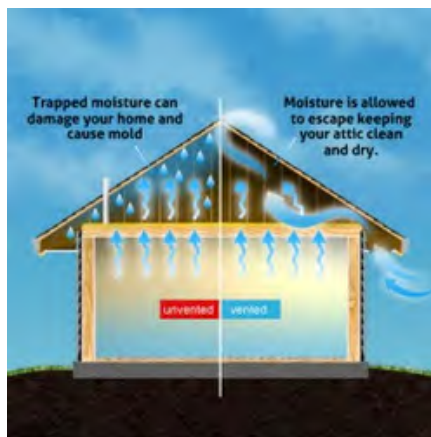
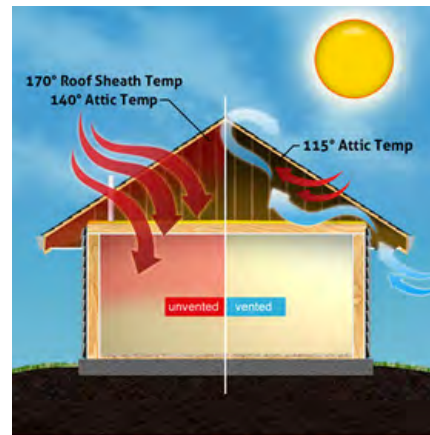


- A+ BBB Rated
- 80% of roofing contractors are out of business within 2.5 years of installing your roof. (2008 BBB)
- Approximately 7,000 complaints against roofing contractors Per Year. (2008 BBB)
- Roofers rank 20th (top 1%) out of the organization's 3,900 industry categories in complaints.
- Question: How will you treat your challenges? Problem or opportunity to shine?

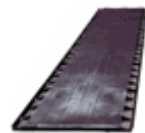


VENTILATION

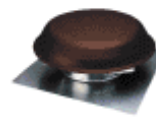
GAF estimates more than 80% of existing roofs do not have adequate attic ventilation.



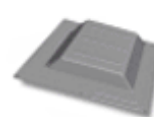
Rating Choices In Exhaust Ventilation



Ridge Vents



Power Vents



Louvers



Turbines

		EXCELLENT	EXCELLENT/GOOD [gable-mount] [roof mount]	FAIR/GOOD	POOR/FAIR
Superior Appearance	- Concealed when installed - Blends in well with roof	EXCELLENT	EXCELLENT/GOOD [new roof] [re-roof]	GOOD	EXCELLENT/GOOD [new roof] [re-roof]
Easy To Install	- Less time-consuming - Less chance of errors - Fewer components	EXCELLENT	GOOD	EXCELLENT	GOOD
Long Lasting	- Will last for "life of roof" - Maintains efficiency	EXCELLENT	GOOD	EXCELLENT	GOOD
Protection From Elements	- Resists rain, snow, & wind - Resists debris blockage (leaves & pine needles) - Helps prevent animal and insect infestation	EXCELLENT	GOOD	EXCELLENT	EXCELLENT
Silent Operation	- No motor/mechanical noise	EXCELLENT	FAIR	EXCELLENT	GOOD
Low Initial Investment	- Lower cost to purchase/install	EXCELLENT/GOOD	FAIR/GOOD	FAIR/GOOD	GOOD
Energy Saving	- Saves Energy	GOOD	EXCELLENT	FAIR/GOOD	GOOD
Versatile	- Works with complex roof designs (hip roofs, no soffits)	FAIR	EXCELLENT	GOOD	GOOD
Nationwide Application	- Works in any climate	GOOD	EXCELLENT	GOOD	GOOD



IS YOUR CONTRACTOR INSURED?

- Leaks, property damages, injuries or accidents can be a tremendous liability.
- Many Roofing Companies downplay liability of a roofing project to distract from their limited or lack of coverage.
- Most (if insured) have \$500,000.00 of coverage or less.
We have \$2,000,000.00.
- Not just for our protection - for yours.
We will be glad to provide our agent's phone number.



INSURANCE CLAIM PROCESS

INSURANCE CLAIM PROCESS

With just a few answers to some questions, we can help you navigate the claims process with your insurance company.

What was the Date of Loss? (The date the storm damaged your property): _____
What is your Vertical Consultant's name and Phone Number: _____

Below is a list of some of the major carriers of insurance in our state. If yours is not on this list, we can help you find the claim center phone number to file your claim.

Allstate
1-800- ALLSTATE
Allied - 1-800 282-1446
American Family - 1-800-692-6342
ANPAC - 1-800-333-2860
Balboa - 1-888-768-2096 Chubb 1-800-CLAIMS-0 Country-1-866-COUNTRY
Encompass 1-800-588-7400 Farmers - 1-800-HELPPPOINT
Hartford - 1-800-243-5860
Horace Mann - 1-800-999-1030
Liberty Mutual - 1-800-2CLAIMS
Metlife - 1-800-MET-LIFE Nationwide - 1-800-421-3535
Safeco - 1-800-332-3226
State Farm 1-800-STATEFARM Traveler's - 1-800-252-4633
USAA 1-800-531-USAA
Western Mutual - 1-800-927-2142

You will want to have your insurance policy number although your insurance provider should have that on file if you cannot find your policy. Once you have reported your claim, you will receive a claim number. Please get that to your Vertical Consultant as soon as possible.

Write your Claim number here: _____

Once your Vertical Consultant gets your claim number, we will provide a scope of work to your insurance provider to compare with what they have proposed. At that point, we will work with you and your insurance provider to come up with an agreeable scope of work and price to all parties. While this is happening, your Vertical Consultant will work with you on the more pleasant things like color and type of shingle for your new roof! We will also order materials and schedule your roof for construction. During this process, you will receive your initial payment and paperwork with the insurance company's scope of work. Please contact your Vertical Consultant to pick this up. We will make sure you have a copy. After the project is completed, any leftover supplies will be removed by an Vertical Representative. Once the work is completed, Vertical will ensure any additional repairs stemming from discovery during the construction are approved by your insurance company. Once that is agreed upon, you will receive final paperwork and a check from the insurance company to finish paying for your roof. You will receive a final bill from Vertical once we have confirmation your provider is sending this out.



MAKING INSURANCE CLAIMS EASY

To elevate the stress and time it takes to file an insurance claim Vertical Roofing has developed a simple 5-step process that will assist you every step of the way.

Step 1. – Call Vertical Roofing

Call Vertical for a through damage inspection (303) 484-9854

Step 2. – Confirm Damage & File Claim

Once we have confirmed that your roof has damaged caused by a recent storm (wind, hail, lightning, fire, and water) our team of experts will guide you though the process of filing an insurance claim.

Step 3. – Set Appointment with Insurance Field Adjuster

After your claim has been filed an insurance field adjuster will be provided to you by your insurance. Your insurance adjuster will set a date and time to examine the damage. In order for us to best assist you with the inspection we ask that you give your Vertical Project Manager a minimum 24-48 hours notice of the date and time this appointment will take place. At the day of your appointment your Vertical Project Manager will walk the property with your insurance adjuster to inspect the damage and make sure all areas are properly noted.

Step 4. – Getting every Penny You Deserve

Once the field adjuster has inspected the damage it will be either (denied or approved). At this time your insurance billing specialist at Vertical will step in and act as an advocate for you ensuring that all damaged components are correctly paid for by your insurance company. Our teams of Insurance Specialist are professionally trained to handle problematic insurance adjusters, so whether your claim gets denied or approved expect that we will get you every penny you deserve.

Step 5. – Review Scope of Work and Set a Date to Begin Work

Once your insurance adjuster has approved the scope of work, you will receive an ACV (actual cash value) check within 7-10 business days. Proceed to the following steps based on if you have a mortgage or own your home or business outright.

I own my home or business outright:

1. Contact your Vertical Project Manager to review scope of work, insurance check and finalize contract.
2. Set date for construction



WHY VERTICAL ROOFING?

- ✓ Locally owned and operated
- ✓ Award-winning GAF Master Elite Roofing Contractor
- ✓ Strongest labor, material and craftsmanship warranties
- ✓ Preferred vendor with our suppliers
- ✓ BBB A+ rating
- ✓ Total transparency throughout the process
- ✓ 24/7 customer service during construction
- ✓ Rock solid references from past customers

REVIEWS



“Initially I didn't get anywhere near enough money from insurance, they fought for me and got me the correct funding needed for repairs. Then they gave me all the roofing insights needed to get upgraded roof material so now my roof is hail proof, that's right, HAIL PROOF. Cannot say enough good things about these guys.”

-Travis H.

“As someone who values efficiency, quality, and professionalism, I was thoroughly impressed by their unwavering dedication to ensuring every aspect of our projects exceeded expectations.”

-Brianna P.

“Their extensive knowledge of roofing materials, techniques, and industry standards is truly impressive. Whether it's repairing a leak, installing a new roof, or conducting a thorough inspection, Vertical approached each task with precision and expertise, ensuring the highest quality workmanship every time.”

-Lacie W.

“Great experience with Vertical in the replacement of my roof. They made the process smooth and answered any questions I had along the way. Quick to respond, fully transparent, and great work!”

-Raylynn F.

“Had a great experience with Vertical. Felt right at home with their project manager and he made the process very smooth. Roof was taken off and installed same day and the perimeter of the house was cleaned up immaculately. Would definitely recommend Vertical for any roofing needs.”

-Adam W.

EUROSHIELD

SHINGLES MADE FROM RECYCLED TIRES

Vertical is proud to offer Euroshield roofing systems. This durable roofing material won't end up in a landfill after a few years. Euroshield roofs, made from recycled tires, come with an unbeatable warranty that underscores the peace of mind you should feel by having an almost indestructible roof over your head.



EUROSHIELD
PROTECTING YOUR HOME | CONSERVING OUR PLANET





GAF INTEGRATED SOLAR SHINGLE & ROOFING SYSTEM

OWN YOUR ENERGY

Introducing Timberline Solar: a cost-effective solar roofing solution that combines waterproofing with clean energy. Comparable in price to traditional solar panels and a new roof, it pays for itself over time. The future is now.

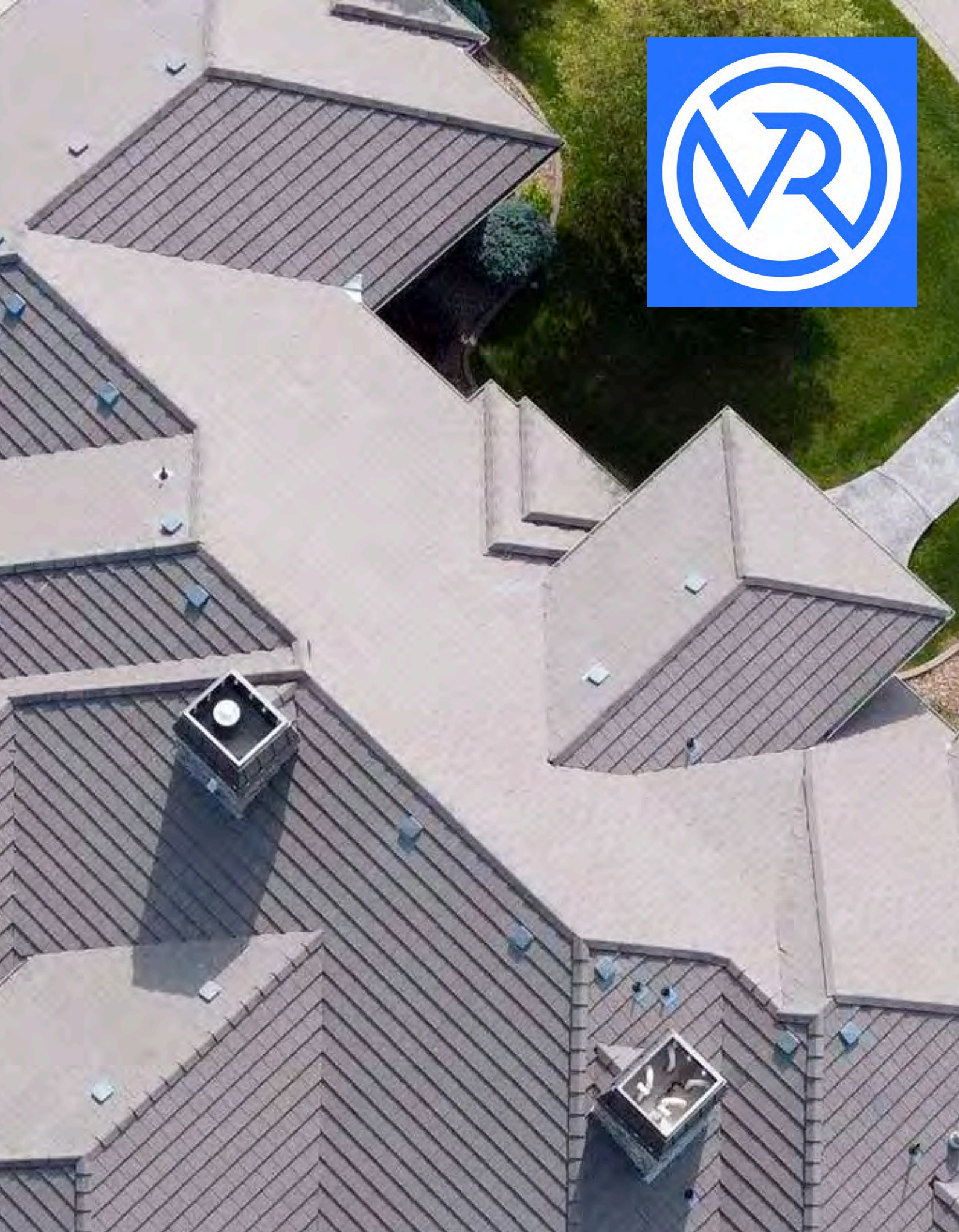
- Financing Available
- Fixed Utility Costs
- Energy Production Guarantee
- 25 Year Product Warranty



Timberline SolarTM

Solar Roofing System





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