

# ROOFING

By Dieter Pfisterer, Pfister Roofing

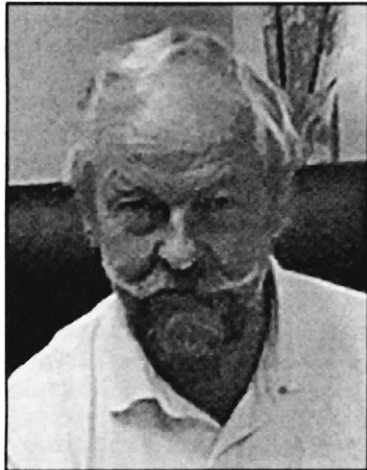
## The life expectancy of a roof will benefit with a proper maintenance program in place

One of the best preventive maintenance tools you own is the toothbrush. Simple to use with a little time and energy, it goes a long way to prevent major pain and expense. Even dental insurance is based on a little money spent now to provide considerable long term benefits in reduced costs. The same holds true with the roof on any building. With a proper maintenance program in place, the life expectancy of the roof can be extended. This is true of new roofs as well. Although you may have a warranty in your hand, almost every manufacturer will require the new roof system to be maintained.

But what constitutes a good preventive maintenance program? A detailed condition report should be provided with pictures to verify the findings. The report should indicate the existing roof system and what lies below. The condition of all of the components that make up the roof system including drainage, flashing membrane, perimeter metal, OSHA compliance and energy efficiency should be included as well.

If possible, an infrared moisture scan should be taken on older roofs. Water infiltration into the roof systems occurs long before the first leak appears. The infrared camera allows the roofer to determine where water has entered and pinpoint the appropriate repair. With many of the new camera, this information can be passed along to the building owners and downloaded to their computer files. What better way to know how the roof is aging than measuring the amount of water that may be entering the roof.

Roofs have basically one thing in common. Eventually they all need to be replaced. Whether or not this is after 10, 15 or 20 years can be influenced by a myriad of factors. Disseminating the information that has been collected and providing the client with the short term and long term outlook is just one part of the equation. Telling someone that the roof has five years of life may be the only part of the sentence they hear. Providing them preventative programs can in many cases extend the



life of a roof considerably. In some cases, it can prevent infiltration of water into the ex-

isting system. This not only leads to the premature failure of the roof but also can signifi-

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cantly increase the cost to re-roof the building. In addition, wet roofing can cause structural damage to the deck,

cause interior damage to the building and become a source for mold spores. As you are well aware, litigation because of mold and the unhealthy air quality associated with it is rapidly becoming a major liability for owners and managers alike.

In many cases, the client is unaware that simple repairs made with a proactive approach rather than a reactive approach can save everyone time, aggravation and money. Water infiltration into the roof systems occurs long before the first leak appears. Most building owners/managers don't see the importance of checking the

exterior of the roof prior to the emergency situation.

With the onset of uncertain financial time with shrinking capital expenditure budgets, many owners and manager alike can't afford to turn a blind eye to one of the largest investments in a building. Much like your toothbrush, ignore it and it will be costly and painful in the future. Ignore your roof and you'll have the same result. Simply put, who wouldn't spend \$200 to save \$20,000 or more?

**Dieter Pfisterer is the CEO of Pfister Roofing in Paterson N.J.**

## Preventive Roof Maintenance

More important than ever!

# Now!



### A Preventive Maintenance Program customized for your building and budget:

We'll provide periodic inspections, itemized reports with photos, and prompt repairs – **BEFORE** the leak gets through.

Informed managers wisely monitor and complete repairs because **neglect is costly**. Neglect may be watering down your profits and threatening investment properties

Familiar with all roofing materials, construction and repair, our experienced technicians are capable in the use of materials that may be required for repairs of all kinds.

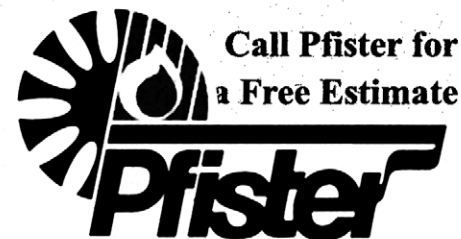
Pfister can help lower your HVAC expenses by conducting an infrared heat loss photo scan to detect changes in temperature caused by water infiltration into the existing roof system. We can also aluminize and paint roof surfaces to deflect heat – a method proven to save on energy demands.

Roofing Innovation Since 1889

*Pfister was rated in the industry among RSI's "Top 100 Contractors in the US" for five consecutive years.*

#### What's In It For Me?

- Prevention, not damage control
- Minimize the effect of cost increases in materials, labor and insurance
- Prevent structural damage and failure
- Inhibit a moist environment conducive to mold and other bacteria
- Receive recommendations in writing – no verbal miscommunication
- Schedule repairs when you want them
- No more lost production time, safety hazards, or unusable workstations



Call Pfister for a Free Estimate

For more information or to begin your Preventive Maintenance Program today, call 800-367-2207