

BUILDING OWNER EBOOK



Western
COLLOID

 **ASK**
A Roofer



YOU TOO CAN
HAVE A
WORRY FREE
ROOF

**Your building's roof
is not just for keeping
rainwater from
seeping in.**

BUILDING OWNERS GUIDE TO A SUCCESSFUL RELATIONSHIP WITH YOUR ROOF!

It's an expensive asset that should be cared for. Although we care for

our equipment with routine maintenance few building owners actually maintain their roof. This guide is designed to give you a new way to think about your roof.

The goal is to help you invest in a dependable roof system with a good maintenance plan and ultimately save you a lot of money over the life of your building.



HOW DO YOU **CURRENTLY** MANAGE YOUR **ROOF?**

First, let's pose a few questions.

Are you reactive or proactive with your roof?

Meaning, do you wait until you have a problem or do you inspect and repair along the way?

Do you currently have any major concerns with your roof?

What are the goals for your roof?

Do you have a roof maintenance plan in place?

Whether you are reactive, preventative, or predictive roof management is a necessary part of the building management. You can save money and get more life out of your roof.



THE ARGUMENT FOR GOOD ROOF MAINTENANCE

All statistics show roof maintenance saves you money in the long run and the short term. Although a roof could be a tenth of the cost of erecting a building it can be the majority of the cost of maintaining it.

Your roof should never be “out of sight – out of mind”. Maintenance should be looked upon as a preventative measure - keeping ahead of problems. Regular maintenance also makes you aware of little fixes before they become big problems. It’s not just your roof you need to worry about. You depend on your roof to protect the building envelope and its’ occupants. You must think of what other damage is occurring to the insulation and decking. Consider what your time and efforts in remediation of leaks really costs. Is there risk of damage to the occupants? Besides losing half a roofs life by not maintaining it, you could void the warranty.

GOING THE REPAIR TO FAILURE ROUTE



If you are just nursing your roof along until you absolutely have to replace it there are some great solutions. Think about a restoration product now to make those repairs so you might not have to replace it later. It is possible with some products to make the ongoing repairs and then tie it into an entire warranted roof system when budget permits. That way your repair dollars are not wasted on temporary patches.

How do you know when to keep making repairs and when it's time to reroof? There is no easy formula as each roof has its' own set of concerns. Evaluate what roof life you have left and do the numbers. It could be costing you more to keep repairing it. Don't wait until the substrate is so damaged only a complete tear-off will do. If you haven't done a life cycle assessment ask your roofing contractor to help you.

If you need to make repairs please consider your occupants when making repairs to a building in use. Many products have high V.O.C.'s which cause noxious fumes. You don't want to see your building on the 5:00 news because it was evacuated.



SO, WHAT IS ROOF MAINTENANCE, REALLY?

It can be as simple as regular inspections. Here are a few tips:

- ⬡ Set up an inspection schedule to check your roof for debris and plugged drains. Inspect seams and roof penetrations.
- ⬡ Power washing the roof based on manufacturer recommendations.
- ⬡ Add an inspection after a severe weather event.
- ⬡ Keep track of problem areas if they are repaired, keeping track of the information and dates.
- ⬡ A great idea is a paid professional, like your roofing contractor, to do an annual inspection.
- ⬡ Try and keep track of who gets on your roof. (Maybe even a sign-up sheet hanging by the access point). - Keeping track of the tradesmen working and following up with a subsequent inspection will help catch any damage and necessary repairs before they become a problem.
- ⬡ Record your maintenance inspections – this is evidence that you are being compliant with the warranty.
- ⬡ Think about commercial roof accessories like walk pads and pipe supports. Roofs are waterproof membranes not puncture proof surfaces. Roofs are not for storing equipment



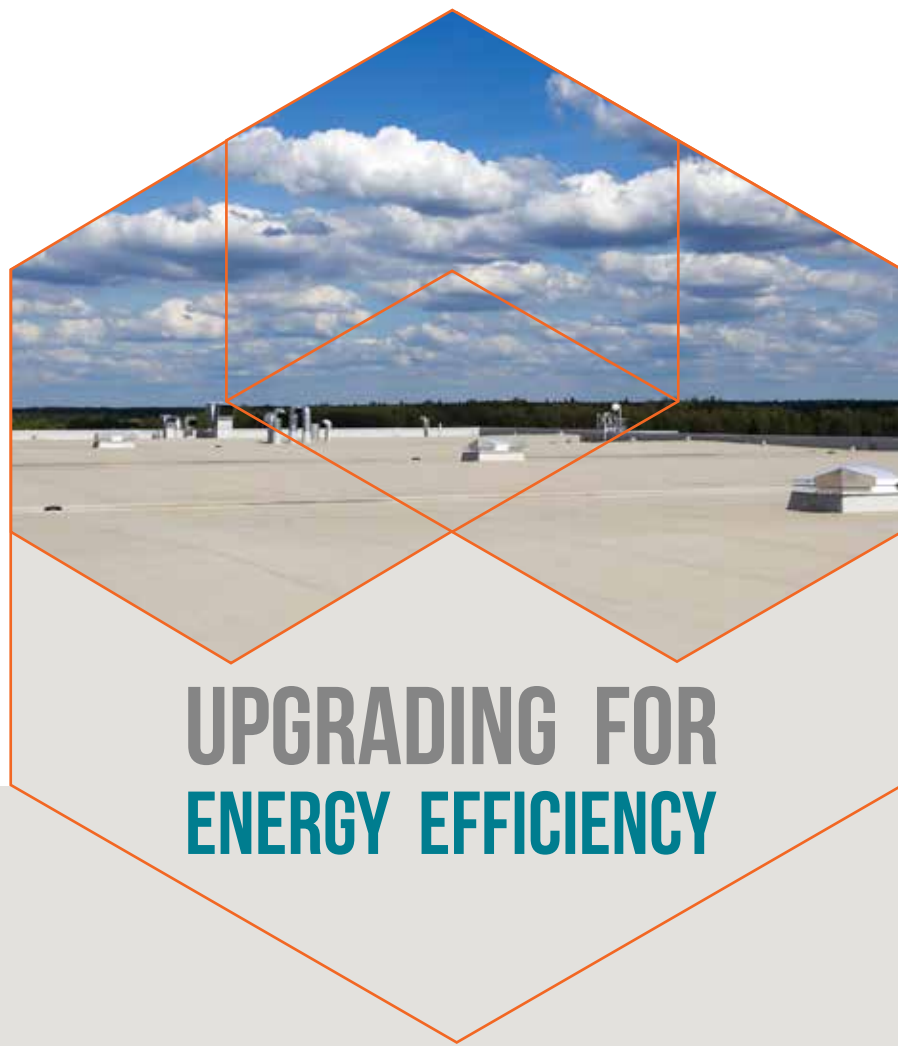
GOOD FINANCIAL SENSE **YOUR ROOF** AS AN ASSET

There is more to a building's roof than just protecting the contents underneath. It can be part of your portfolio. More than just the repair, replacement or maintenance of the building's components (windows, doors and paint), the roof could be the single most expensive portion of their building's maintainable structure. Whether it's Maintenance Expense, Depreciation or Rebates, your roof can be a plus at tax time.

If you are going to spend money on your roof is it because it is not performing, is it an upgrade or building improvement? When you want to extend the life of your roof or when you restore an existing roof, you can treat the cost as a maintenance expense (reducing your tax liability) in the year the work was performed rather than depreciate the cost. It can be considered a maintenance expense OR a capital improvement.

If your roof is failing, a typical scenario is tearing-off the existing roof. This cost could be in the thousands to hundreds of thousands of dollars, which would typically be depreciated. Look for a roof system that you can restore the failing roof without disturbing the substrate and this may qualify for either accounting method.

All calculations point to selecting one of today's roof restoration systems. You can save thousand's over the life of your building. Not keeping the building? Your roof is very important to your new building owner, once again it's an asset that they are buying.



UPGRADING FOR ENERGY EFFICIENCY

Essentially a cool roof restoration. There are products you can use as a coating, (not white paints), that can make a huge difference in the heating and cooling costs of your building. The cost of upgrading or restoring your roof with a insulating, reflective roof system is offset by the cost reduction for heating and cooling your building. Additionally, check if your roof system upgrade is eligible for government rebates, tax deductions for energy efficiency or write-offs.

There are roof systems available that may exceed what is required by code and thereby be more expensive. Doing more than required is always a good strategic investment. It's all about saving money. Do the Math and you will see your costs will go down if you clean, repair and restore instead of replacing when its worn out.

5 SUPRISING THINGS YOU DON'T KNOW ABOUT ROOF WARRANTIES

Warranties are probably a big reason that you selected your roofing system. But before you select your next roof system, Do you know what will void your warranty?

- ⬡ Your warranty could be void if you do not clean it.
- ⬡ Your warranty could be void if you do not keep track of inspections.
- ⬡ Your warranty could be void if your roofing contractor is not approved by the manufacturer.
- ⬡ Almost every warranty has ponding water exclusions. This is very important as most warranties don't cover standing water past 48 hours. It is hard to find a roof that doesn't pond due the normal settling of the roof structure.
- ⬡ Your warranty could be void if you have to penetrate it with solar or other roof mounted equipment.

Often you don't see your warranty fine print until after your roof is completed. Make sure you see the actual warranty before you have your roof installed. Check on any exclusions or fees. Lastly, find out if your roof and warranty are renewable. That could save you thousands!



Inspect your roof. Make a plan to repair, restore or replace. Look at the numbers. Think about what your roof goals are. Select a system to achieve those goals. Most importantly find a contractor with experience in the product you select.

Before you buy, ask yourself...

Is this really the best system for my building? – Is the system you are considering compatible with the traffic, climate, drainage, temperature variations, insulation needs of your building?

Do I have to tear-off my existing roof?

Danger or inconvenience to your tenants, possible environmental and abatement concerns with toxic tear-off waste or the extra construction costs in removing materials. Can the materials be recycled?

Can your new roof system be sustainable?

Sustain can mean “maintain”, “support”, or “endure”. In more general terms, sustainability is the endurance of systems and processes.

Do you need a green energy efficient or cool roofing system?

Cool, green and solar systems help the environment, help energy costs, help insulation qualities and help regulate temperatures inside the building and on the roof.

Energy savings, reflectivity, Insulation – All those benefits save a lot of energy dollars.

Does my roof product selection have a track record?

With all the new roofing technologies in the marketplace find out if the product you have selected has a proven track record with at least a 3-year rating.

Does the manufacturer train, monitor or rate the contractors to install as per specifications?

That way the paperwork and workmanship is in place for your warranty.

What is the life expectancy for this type of system in your area?

Believe it or not all roofing systems are not designed for all areas. Very dry and hot areas might not be able to hold up to UV but may be more water resistant. Check it out.

How much maintenance does it require?

For example some systems may be self-cleaning or have no seams to inspect. Easily maintained systems could be a huge plus.

What would cause this roof to fail?

Find out in advance so you know if it fits into your situation, for example if this roof is on a restaurant or certain types of manufacturing.



QUICK TIPS TO PICKING THE RIGHT ROOF SOLUTION

If saving energy is your goal

- ⬡ Will it save energy in the building?
- ⬡ Will it reflect the heat off the roof?
- ⬡ Will it insulate your building?
- ⬡ Will it be energy star or cool roof compliant?
- ⬡ Will it be able to be cleaned?
- ⬡ Will it be Sustainable?

Performance and endurance is the most important

- ⬡ Will it stand up to hail or will it blow off in a storm?
- ⬡ Will it stand up to UV rays without deteriorating?
- ⬡ Will it adhere to metal, vents, pipes, plenums and other substrates?
- ⬡ Will water penetrate it if standing over 48 hours?
- ⬡ Will it be safe to breathe when applying and curing?
- ⬡ Will it be Renewable instead of wearing out and having to remove?
- ⬡ Will it be Seamless?
- ⬡ Will it discolor (if it's white)?

Looking for a quick fix

- ⬡ Can you do the repairs now and complete it when budgets permit?
- ⬡ Can the product be repaired with-out voiding warranty?

**Do you want a roof system that can achieve all of the above?
MAY WE SUGGEST A ...
Western Colloid Fluid Applied Reinforced Roofing (FARR) System**

With a Western Colloid FARR Cool Roof System you can:

- ⬡ Apply over BUR, Modified Bitumen, Single Ply, Spray Foam and Metal.
- ⬡ Reduce energy costs by as much as 30%.
- ⬡ Reduce maintenance costs.
- ⬡ Improved occupant comfort with the high reflectivity of the roof.
- ⬡ Increased life cycle of the roof.
- ⬡ Reduced “Heat Island” effect.
- ⬡ Protects against UV degradation.
- ⬡ Eliminate Tear-off of existing roof reducing waste added to landfills.
- ⬡ Be in compliance with the appropriate section of California Title 24 Energy Efficiency Standards and USGBC LEED Requirements.
- ⬡ Many systems have FM 4470 Class 1 approval, UL Class A ratings and ICC-ES evaluation.

Western Colloid is an excellent resource for the Property Manager, Building Owner, Architect or Specifier. We don't just offer products; we offer an experienced staff that can provide a number of solutions. We realize the importance of your buildings roof as an asset. With over 45 years in roofing and waterproofing systems we know the best ways to meet your needs. Offering Solutions, Not Just Products.

WE HOPE THIS GUIDE HAS BEEN HELPFUL
IN THINKING ABOUT YOUR ROOF IN A NEW WAY.
TECHNOLOGY TODAY
HAS GIVEN US MANY OPTIONS
FOR A LOW SLOPE ROOF.
PLEASE CONTACT US FOR MORE INFORMATION.

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