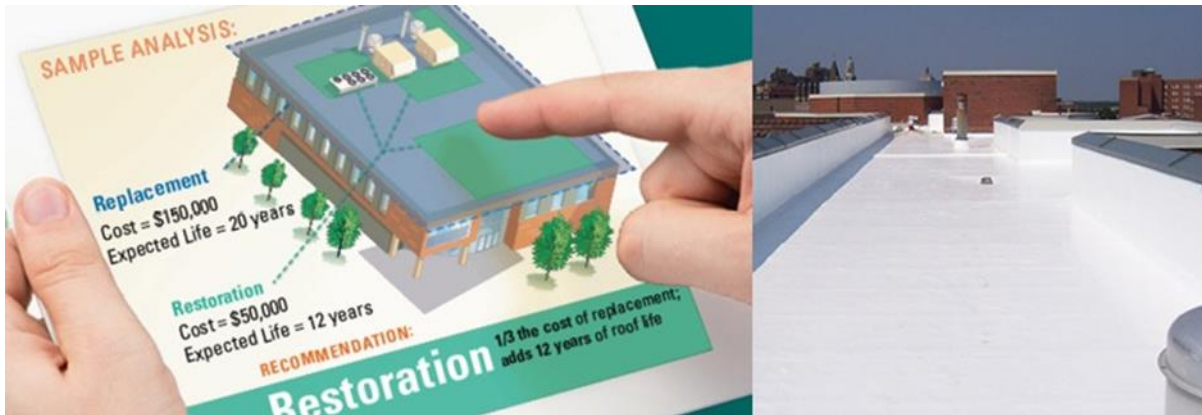


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Roof Restoration or Replacement?

Five Things to Consider

1. Restoration costs less.

A complete roof replacement can be expensive in labor and materials, particularly if the existing roof must be removed first. Depending on the roofing system selected, costs average between \$10 and \$20 per square foot. Restoration, on the other hand, requires less labor and materials, and thus costs about \$2 to \$9 per square foot.

2. Restoration Extends Your Roof's Life.

Commercial roofs typically last about 20 years - restoration can add 10 to 15 years of life. You can defer complete replacement and make future plans for the expenditure in your capital budget.

3. Restoration is More Sustainable.

Millions of tons of roofing waste end up in landfills annually. Because it allows you to reuse your existing roof, restoration is a much more environmentally friendly option. Plus, it can make your building more energy efficient and may help it qualify for ENERGY STAR or LEED credits.

4. Restoration Provides Tax Benefits.

Roof restoration is classified as a maintenance expenditure, while replacement is considered a capital expense. In most cases, you will pay less tax on maintenance by taking the current deduction versus capitalizing the expense and recovering the cost through depreciation. According to federal rules, commercial roofs are depreciated on a 39-year schedule. Since roofs have an average life of 20 years, it's wise to extend the useful life of your roof as long as possible.

5. Restoration Helps Prevent Catastrophic Loss.

Ignoring the fact that your roof is deteriorating doesn't make the problem go away it can only get worse. The more time passes, the greater the potential damage and the more it costs to restore it. At some point, the only option will be total replacement. Continued neglect can put your business, employees and tenants at risk.

For more information, contact Shareen.Neumann@swsc.org.

The results have been
off-the-charts positive!

98%

would purchase
roofing systems
again

9.2
(out of 10)

overall
customer
satisfaction



9.3

(out of 10)
satisfaction with
roofing system

96%

of customers
would hire same
contractor again

8.9

(out of 10)
satisfaction
with value
relative to
project cost



9.5

(out of 10)
customer satisfaction
with Tremco representative

These results are based on surveys
conducted from April 2012 through
March 2017 covering

63.4 million square feet
of roofing