



**838 COATINGS**

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## Building Value for YOUR Customers

Building owners are often unaware that the current roof system on their building is in good enough condition to restore vs. replace. Providing alternative solutions can build trust and value, this could be the difference in closing more deals and separating yourself from your competitors.

### Roof Coating/Restoration Value:

- Life cycle costs are often overlooked, there are benefits and savings to be had when analyzing restoration system vs. replacement. Showing the building owner, the amount of savings they can obtain over the life of the roof can build instant credibility for you as a contractor. Explaining these numbers will show that you are looking out for their best interest and not just the quick dollar.
- Energy Savings- By turning a roof from black to white you are reducing the influx of warm air into their building. Typical insulation is tested at 75 degrees to determine the R-Value, what is not openly explained is that when the roof temperatures increases this can have significant impact on the efficiency and decrease the R-Value. Keeping that roof system cooler will have a positive effect on the insulation in place.
- Not all roofs are restorable, explaining this and/or getting a quality coating manufacturer to write a letter stating they do not recommend a coating system (after the coating manufacturer has walked the roof) is another way to build credibility that you are doing things the RIGHT way. Having a coating manufacturer letter in hand will help prevent your competition from offering a solution that is not appropriate for the building owners situation.
- Tax Breaks- in the past coating restoration could be considered as a write-off and tax saving to the building owner. That means that by conducting maintenance and protecting the life of their existing asset, it can have tax benefits on the back end.
- Roof Restoration can be significantly more cost effective in the short-term vs a layover or full tear off. A full coating system applied can solve the building owners problems at a fraction of the cost. If the building owner can't afford a new roof but need a fix, coatings are a viable solution. Always provide a **good, better, best** scenario in your proposal portfolio to add value to your customers. (Example: If you are shopping for a new car and can't afford a high-end luxury vehicle, but all the dealership has are high-end luxury vehicles, you will go to another dealer to find a solution that fits your budget.) **Provide options for your customers to close more business.**
- A point that is often disregarded, is that restoration systems can be far less disruptive to your customers operation. In situations where the roof is a viable candidate and re-roofing may have a negative impact on their operation, consider providing a coating solution.

Building value and setting yourself apart from the competition will secure more business in the long run.