

Can a new roof installation **IMPROVE** THE CURB APPEAL & VALUE OF YOUR HOME?



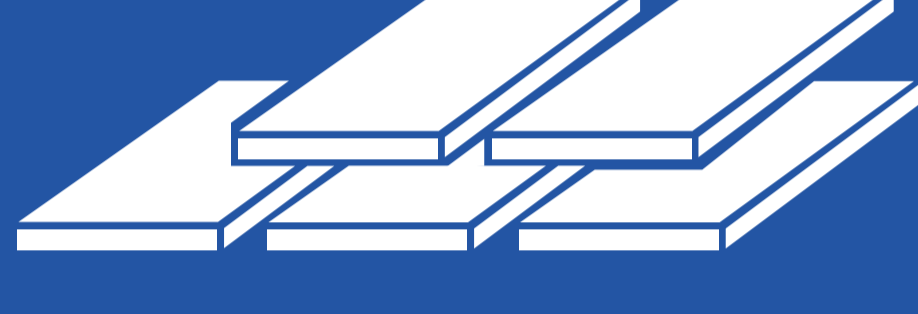
If you are a homeowner that's planning on selling in the next few years and you are looking for some renovations that you can complete to add value and curb appeal to your home, you may want to consider roofing. While many homeowners are quick to update the interior of their home as well as exterior touches like siding or decking, roofing can have a powerful impact as well. Installing a new roof can not only improve the insulation in your home but also give it a fresh new look that will improve the value and curb appeal.

Here are some of the top indications that it may be **TIME TO INCLUDE ROOFING IN YOUR RENOVATION BUDGET** as you prepare to sell your home.



THE AGE OF YOUR ROOF

If your roof is over **15 years** old it may be a good idea to get some type of professional inspection. While many roofing installations are designed to **last longer than 15 years** checking your shingles and checking the structural integrity of your roof will help to identify weaknesses and give you a quote for replacement if needed.



QUALITY OF SHINGLES

New shingles can give your home a beautiful and updated look. If you have **missing shingles or curled shingles** this is also an indication of water damage or rot. Any missing shingles on your roof could be **potentially exposing the roof structure** to the elements which can lead to more expensive repairs later on. These are **warning signs** for any potential home buyer and a nice uniform roof with new shingles is bound to improve your curb appeal.



GUTTER CONDITION

If your **gutters have rust or they are sagging** this can be an indication of disrepair. Flaking paint and rust can not only detract from the look of your home but also in indication that the homeowner will need to pay for replacement soon after moving in. Replacing or repairing gutters can be an excellent way to update the look of your home and ensure that your roof is draining properly.

One thing every home seller should know is that the **PERCEIVED COST** of replacing a roof; to a home buyer, is **much higher** than the **ACTUAL COST**

What does that mean?

To the **BUYER** it requires them to sacrifice **MORE** than just the money.

They just bought the home, so it spoils the buying experience



Roofing jobs require careful selection of the contractor. A mistake here can be costly and annoying.



Getting a roof done is noisy and temporarily messy.

New home owners want to personalize, roofing money comes out of renovation money.



FOR THESE REASONS...

Selling a home that needs a roof **COSTS** the seller more than just the money it takes to re-roof.



A home needing to be re-roofed spends more time on the market before selling.



The home owner wants to get a big discount for the hassles mentioned above, so the sale price is negotiated more aggressively.



There are fewer buyers looking for fixer-uppers than homes that appear well maintained.



EVERY home inspector... **EVERY SINGLE ONE...** checks the roof **FIRST**. Since an old worn out roof can cause leaks, and since leaks can cause lots of other hidden problems, the home inspectors will be less likely to give the house a positive review, and the whole report will have an looming uncertainty regarding the homes integrity.



IF THE COST TO REPLACE THE ROOF IS

\$5000

THEN THE COST OF NOT REPLACING IT IS

\$12,000

BECAUSE IT WILL COST YOU

\$6000

IN ADDED TIME, MONEY, AND EFFORT TO SELL IT

+

\$6000

LOWER OFFER FROM THE HOME BUYER FOR HAVING TO DEAL WITH IT.

FOR MORE INFORMATION ON HOW A NEW ROOF CAN **IMPROVE THE VALUE** OF YOUR HOME; PLEASE VISIT OUR WEBSITE OR CALL US FOR ADVICE!