

## Welcome Back To Our Newsletter!

There is no question that we are witnessing changes in our society and, in all likelihood many of these changes will have an effect on how people think about their roofing needs. In an era where more and more people will be staying in their homes rather than moving, investing in a roof that lasts longer and minimizes repair and maintenance is going to be far more important than it was in the past. Factor in the growing awareness of issues such as energy conservation, environmental responsibility and building sustainability and you start to realize that a roof may actually be more than a layer against the elements. Since roofs serve as protection against not just the rain but also the sun, recent studies, particularly here in Northern California have been focusing on Cool Roofing as a way of preventing heat from entering the house and thus reducing the energy costs associated with air-conditioning. Superb Roofing has become one of the leaders in Cool Roofing solutions in Northern California and has developed energy saving roof solutions for residential buildings, well in advance of the new California Energy Codes that are slated for enforcement in January 2010. In anticipation of the changing trends, Superb Roofing has embarked upon a new program whereby we perform an extensive evaluation of all aspects of a roof that will define the overall best value for our customers. While traditional aspects such as price and appearance still feature prominently in our analysis, we take the extra step of performing a comparison of other factors such as Product History, Warranty, Durability and even a Green Measure that evaluates Life Cycle Costs, Energy Efficiency and Carbon Footprint. In essence, we are committed to providing the most sustainable solution for our customer so that the true value will be realized for years to come.

## Solar And Your Roof

One of the most common questions I get these days contains the question about solar, my roof and what if they cause a leak. Great questions to be sure.

Solar electricity is here to stay without question and yes, in almost every case your roof will support it. We have seen careless installers cause a leak so we have a company we recommend for your solar needs. We suggest Brower Mechanical. They are responsive and have been around for over 30 years!

If they cause a leak they pay for the repair and if you want a new roof and solar electrical we can combine the 2, increase your rebate and do it all at the same time. **Call me for details at 916-357-5580 and we will do the rest!**

## Why We Incorporate Green Into Everything

There seems to be the word Green in virtually everything we do anymore! We even see Green landscaping... How else could landscaping be done???

At Superb Roofing we are conscious of the Green approach in everything we do. We do everything in our power to carpool, reduce trips during the day from the jobsite and if we can get a job done in 2 days instead of 3 we will stay and get it done. If we can use some of the existing structure and not add to the landfill we will do that even if it is a little more work for us.

In short, we have to live on this Earth as well. Did you know that many of the products we use save energy and are rated as such by the Green Building Council? Did you know that many of the products we use are Earth friendly and have a very minimal carbon footprint? These products still cost us a little more but the manner that they decrease the impact on the Earth makes the tradeoff worthwhile.

Call Superb Roofing today at **916-357-5580** or if you prefer call me direct at **916-628-2536** and we can talk about how to make your new roof a green roof and how it can minimize the impact and save you money at the same time!

## **How To Save Money And The Environment At The Same Time...**

When we look at our place in the world and how we can improve it we have to eventually look at our energy consumption. How can we decrease what we use and increase our comfort at the same time? It can be done and here we have several ways to do it! Many of these are action items that you can do on your own today! Some are areas that you will likely need help with. Either way you can lower your consumption of the Earth's resources, save money and be more comfortable at the same time!

Did you know that there are tax credits and utility rebates available in some areas for the installation of new roofs, insulation and solar electrical generating systems? The reason is that when you have Superb Roofing install a roof that is more efficient than your current roof, the utility demand decreases and they can better predict what the future demand will be for electricity and natural gas/propane. This allows the utility to actually provide sufficient electricity and gas on very hot and very cold days. This helps them and having a high efficient roof helps you by keeping your family more comfortable for a lot less money than before. You win, the utility company wins and the environment is the really big winner! This is an important issue that you are going to hear and read a lot about in the coming months.

How can the type of roof you install save energy? By using reflective technology we are able to keep your attic cooler in the summertime and when you aren't super heating your attic (at times as high as 160degrees) your air conditioner will not need to work as hard or as often. Imagine for a second what that Superb Roof could do to your utility bills! The same effect happens in the winter time.

Call us today and we can tell you more about how the budget of your family can win today with changes we are all going to have to make in the coming days, weeks and months.

**Call us today at 916-357-5580 and schedule a free Estimate.**

**QUALITY MAKES THE DIFFERENCE  
CUSTOMER SATISFACTION MAKES YOU OUR NUMBER ONE!**

## **Energy-Efficient Cool Roof**

Get up to a \$200 Rebate per 1,000 Square Feet

A cool roof reflects and emits the sun's heat back to the sky instead of transferring it to the building below. This helps keep your roof cooler and reduces your cooling load and air conditioning needs. PG&E is offering a rebate of up to \$0.20 per square foot, so on a 1,000 square foot roof we will pay you up to \$200.

### **Cool Facts about Cool Roofs**

- Reduce heat island effects in cities and suburbs
- Help reduce air pollution and smog
- May lengthen the lifetime of your RoofSave on electricity bills during the hot months by reducing AC load

### **How to Get Your Rebate**

- You must be an active residential or multifamily PG&E customer
- Installation must take place at a PG&E service address
- Your home must be in C2, 4, 11, 12, or 13

**Make sure you purchase and install qualifying roofing products for this rebate.** Review Superb Roofing at 916-357-5580 for full details and for a free estimate.

### **Testimonial Of The Month!**

To Whom It May Concern:

We wanted to share that our experience with Superb Roofing was fabulous. After months of soliciting non-responsive companies, we found Superb Roofing at a Home and Garden show. They said they would call the next week... THEY DID!!!

In addition, Hank Pruett came to our house in the evening, based on our convenient time, to review our roofing options. From that point forward, Superb Roofing and Hank communicated at every level. They did exactly what they said they would do, when they said they would do it.

We were very impressed from the first day of our roof replacement. They were there right on time and the coordination of each shift of the process was seamless. Everyday our yard, driveway and sidewalk was left clean and flawless. It was an amazing and beautiful process.

I would highly recommend Superb Roofing to anyone who wants a thorough job, outstanding customer service and a fair price.

We thank everyone involved in the replacement of our roof for rewarding us with such a pleasant experience.

Sincerely,  
Bill and Lynn

*Superb Roofing and Construction*