

## What is Shingle Rejuvenation?

Rejuvenation is like rehydrating your roof with a formula that was created specifically for Asphalt. When the rejuvenator is absorbed by your “thirsty” roof, the tar strip is reactivated, allowing your shingles to reseal. The hydrated asphalt will create a pliable surface for the granules to adhere, and in most cases, spread over the edges of fiberglass matting that may be showing.

## Why RejuvaRoofs?



### Superior Formulation

- ✓ Our formulation not only restores fine oils and hydrates, but with it's methyl ester base coupled with the copolymer, it also reactivates the asphalt. Shingles will reseal, small cracks and hail divots will fill back in, minor exposed fiberglass will be covered, and it will kill and stop future organic growth, while deterring water from saturating into the shingle.

### ✓ Low Start-up Costs

**NO** Territories, **NO** minimum order amounts, **NO** franchise fees! You can purchase all of the equipment/ tools needed for less than \$500

### ✓ Product versatility offering a low cost option for customers needing some time to plan

With economic uncertainty, the looming labor shortage, and changes in insurance policies, customers need cheaper options. At about 1/5 of the cost of a replacement, you can help your customers get though, and secure future business for your company.

### ✓ Simple and Fast

Our recommended start-up package is designed so anyone\*\* can apply our rejuvenator with ease. A 20-square roof typically takes one person about 2 to 2.5 hours to mix and apply. Our packaging simplifies the process, with an easy on-site gallon-for-gallon mixing ratio of water to rejuvenator.

\*\*all OSHA safety and general roof safety standards should be followed at all times

**A Facelift for Your Shingle Roof.** Brilliant technology. Innovative solutions. Excellent performance.

### Contact Us



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**www.rejuvaroofs.com**

## Repair and Maintenance Tips

- **When to Offer**
- **How to maximize**
- **How to incentivize sales**

## Setting up a Repair & Maintenance Program

### **Offer Rejuvenation as your “good option” when delivering bids**

Contractors think that this will cause people to change their minds from a full roof to a rejuvenation, but that is not what typically happens. Those that are able buy a full roof are going to do just that, but those that can not afford a roof (they may have sticker shock, a high deductible, a ACV/RPS Policy etc), you have now given them a cheaper option with a 10 year warranty.

### **A repair/repairs should accompany most rejuvenations**

Whether it is a roof tune-up (sealing nails, creating water channels, new rubber gaskets, etc), correcting some flashing or ventilation, replacing a few shingles, or whatever else is needed or would be in the next 10 years, a repair is almost required with every rejuvenation. This raises the value for both the customer and the contractor.

### **Offer a membership with a service**

Create **Monthly Recurring** (consistent) Revenue stream through things like gutter cleaning, installing Holiday lights, snow removal, etc. In addition, doing things like offering a discount towards a replacement for membership can be valuable. An opportunity to both keep yourself present in the customers mind as well as, seek out any issues before they arise, whether it is a potential leak or time to rejuvenate. MRR also increases the value of your company significantly by maximizing your EBIDTA multiplier

### **Sales Commission Structure**

Let's face it, sales has to want to sell it, meaning it has to be worth their time. Consider a different commission structure for repairs and rejuvenations. Likely a profit split of some kind. As margins should be higher for repairs, allowing more than 10% to the sales people, it makes sense to adjust commissions to bring in the business.

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