

HOMEOWNER'S GUIDE TO



Purchasing Home Improvements

Compliments Of



Connecticut's Solution to
New England Weather

Section 1

Your Home Is a Place To Enjoy and Relax

Weatherite Systems has surpassed a quarter of a century experience in the roof replacement and home improvement industry. You'll find us to be a company who operates like the national brands, but provides the personal care and attention of a local company. All the benefits you want in a home improvement contractor.

With the cumulated knowledge of our owner and his handpicked, individually trained specialists, we've combined all our experience and knowledge into this guide to avoid wading through a cesspool of misinformation. You're now holding the most complete guide available on the subject of replacement roofing.

You may or may not have been thinking about replacing your roof or improving some other aspect of your home. You likely met us because we were doing work on a neighbor's home, or someone we'd done work for referred you to us. Either way you'll find us to be a very different, much better company than what you may have heard about in the news or online.

There are as many reasons for doing improvements, as there are choices. Your reasons for doing improvements on your home are personal to you and we respect that. In fact, you'll find your entire relationship with us will revolve around us asking you questions. The questions will always be focused on what you want, what you want to achieve, and within what budget you wish to remain.

Your home is your sanctuary. It should be the place you enjoy and look forward to retire to after a long days work, or after a rewarding, lifelong career. It is your biggest investment and should not be your biggest headache. We're here to help you with that.

Starting home improvements, whether replacing

your roof, installing new windows, changing the curb appeal with new siding, even eliminating those pesky old gutters that gather leaves and clog on a regular basis, can be confusing and costly. It also can become very confusing when you start investigating the options available to you. The Internet can be wonderful for finding a restaurant for dinner. Restaurants all offer the same things, food and an experience. Their cuisine can differ based on culture and taste, but they all serve food. Fundamentally they serve a basic need. You can pay your money and have a bad experience, but when it's over, it's over. Improvements to your home are more of a commitment. The ramifications from the decision about a restaurant and a poor meal will soon be forgotten, but the decision about a poor contractor or roof are known long after the job is done. You should never select a home improvement contractor as you would a restaurant.



We find most people start their home improvement searches online, on the Internet. Google is often the place to start. However, if you type, "replacement roof Connecticut" into Google, you'll be given more than 3 million websites, articles, and vendors to consider. Refine your search to, "roofers in ct" and you have 1.46 million results. Tighten the search even more to, "licensed roofers in ct" and there will be 157,000 results. That's just for roofing specific information.

The point is, if you start your search online you will have more information put in front of you than you will know what to do with. The bigger problem is which of it do you believe; and more importantly, which applies to you.

Something you should know about the Internet is that it's a 'pay to play' environment. The biggest companies with the most money get the top rankings online. Truth be told, all that information is important, but good luck trying to find what's relevant to your specific needs. Every article, website,

and link connected to any and every search you can try are written and presented based on someone else's perspective, often those of the authors. They're good for general reference, but 3 million of them? Where do you start? Unfortunately that's information overload. You can be left feeling overwhelmed, and having to 'figure it out', on your own.

Nothing beats experience.

Information is no substitute for it

What kind of experience are you looking for then? You want a professional who specializes in installation and long-term service of your improvements. You want to work with a company who has already completed the work you need done, time and time again. That can go without saying, but a company should be able to produce proof of their work and customer satisfaction in the form of testimonials and positive online reviews. Additionally, what percentages of their customers are referred to them? How many people are referred to a company is one of the biggest measures you can use to value a company and the work they do.

Value and experience is something you'll recognize when you talk to real people. Doing research online is okay, it's a great place to start, but you really want to invite locally owned, even family-owned companies to your home to evaluate your unique situation.



Homes can be similar in design and style, but every homeowner's needs and preference differ. You and your next-door neighbor could have homes built at the same time and despite the structural similarities your choice on roof materials or the style of windows will differ. You want a company who's willing to listen to your preference. You want them to visit you and your home and take measurements, and present you with the options, colors, and mate-

rials that will be right for you and your home.

An article or website created by a huge company in a distant part of the country doesn't know you or your area. They don't know your challenges. Only the companies within your town, with people who work and live where you are, can really know and understand what challenges exist in your area. It's especially helpful to talk with companies that have done work, or are presently doing work in your neighborhood...as we do. They'll have an intimate knowledge of the construction and designs of homes in your neighborhood. This can save you time, money, and a lot of headaches down the road. These are the folks who can offer you options and solutions that fit you and your budget. The good news is, there are a number of qualified local companies, in your area, that are more than capable of providing you with what you want and within your budget.

A Word of Warning

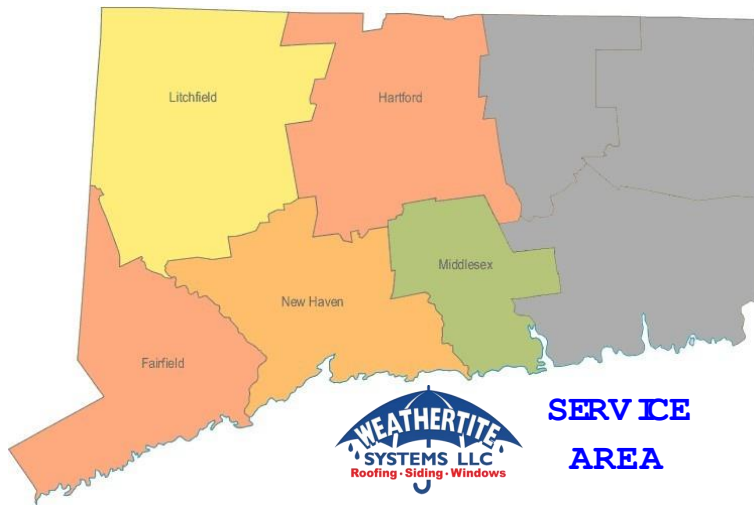
When you begin your search locally for a home improvement company you'll find 3 different types. It can be difficult for the average homeowner to discern between them. You can't and shouldn't be expected to know the difference, however, it is important to the quality of your experience, the price you invest and ultimately the kind of care and service you receive.

There are the big named companies with their high profiles and higher prices. This can often be recognized by the nationally advertised name brands. Their high prices are often a result of the national, big advertising and marketing they do. Additionally, it's near impossible for these conglomerate corporations to maintain the consistency of the work done because they often times rely on hiring 3rd party contractors to actually perform the work. There's a lot of overhead they have to cover in their national advertising and having to rely on a variety of small contractors, they can neither fully know nor insure quality of the workmanship.

Second, there are the family owned and operated companies. These can be smaller shops and/or larger locally recognized brands, like

Weathertite Systems. We're able to maintain quality and control on craftsmen and workmanship because every team member is individually hired based on their experience, work ethic and attitude.





We also are able to provide specialized training related to both the products we work with and install, and are very proficient, efficient and skilled working in homes in the New Haven, Middlesex, Hartford, Litchfield, and Fairfield areas. Ask a sales representative at the big box home improvement store, about the specific window needs of a home in the Regency development in New Haven county, it differs from those in Bethel Crossing in Fairfield county and they won't know, because they've never installed a window (or any other home improvement product such as roofing, gutters or siding) in a home in either of these developments, let alone any other home. You want a craftsman who's knowledgeable and experienced in the homes in your development. The quality of the improvement depends a lot more on the quality of the installation and skill and experiences of the craftsman than it does on the individual product or brand of product. You can select a Ford or a Lexus, both transport you from point A to B, but one is more well crafted and built than the other.

Lastly there are the handyman services, those individuals often operating out of the back of their pickup trucks, run down panel vans or garages. They can often be referred to as 'Chucks in a Truck' or 'Peter Pickup Truck'. There are some very well respected, well experienced handymen services, but the tools available to you in judging their value is far less than those available for the national brands and/or locally reputable companies. In the state of Connecticut every home improvement contractor must register with the Department of Consumer Protection under the Connecticut Home Improvement Act. The barrier to obtain this registration is some simple paperwork and a \$220.00 fee. The barrier to register as a home improvement contractor in this state is very low.

We've heard of people who hired the Peter Pickup Truck guy to install his roof and when they had a problem during the course of the installation, there was no one other than the guy doing the install to talk to about the problem. He's your judge and jury on the quality of the work being performed. What do you think he's going to say if you have a problem? More than likely he's going to say, "It is what it is". (You can have this same problem with the big box companies) With a company like Weather- tite Systems, you have multiple layers of manage- ment and quality control factored into the process. When you have a problem you know the authority to talk with. With the Peter Pickup Truck guy, the guy putting your roof on is the last word. He's more about the price, slapping it on, getting your money and getting out of there.

Trending Home Improvements in Your Area

Here are the main home improvement challenges we've seen occurring in your neighborhood:

Roofs - Older roofs show signs of staining, curling, blistering and deterioration. It's very possible they're developing soft spots, wood rot and/or mold from moisture, and leaks. In addition, your roof may not be properly ventilated. Unlike many home improvements, roofing problems can go undetected, until it's too late. At that point, the repair or replacement costs can be exorbitant!

Windows - as they age, they become unsightly, hard to open and close, impossible to clean, and broken locks can become a security risk. They not only affect the "curb appeal" of your home, they also contribute to the decrease in home value; not to mention higher energy bills.

Siding - As your home ages, so too does the siding and it's the most visible and potentially unsightly part of your home. The daily effects of the sun and weather can make the siding fade and look dingy. This will definitely have a huge impact on the curb appeal of your home. A fresh coat of paint won't cure the problem.

Gutters - Original or older open style gutters will eventually become clogged, leak, and overflow. In addition to being a nuisance during rain and storms, clogged gutters can contribute to potential roof and foundation problems.



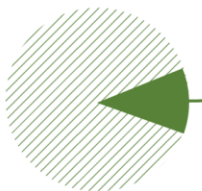
When you first purchased your home, you were happy and excited, and probably didn't give much thought to fixing potential problems. Now, as time has passed, the problems are beginning to reveal themselves; if they haven't they will. No one's home should be a place of this kind of aggravation and frustration. It should be your sanctuary, the place where you're able to relax and get away from work.

Homeowners are spending more on home projects.



47%

increase in homeowners spending **\$1,000+ on home improvement projects**



13%

increase in homeowners spending **\$1,000+ on home maintenance projects**

Time and weather can take its toll on your home, it's unavoidable and at some point you'll need to address aging roofs, hard to open windows, dingy siding and leaking gutters. There are as many roofing, window,

siding and gutter products available as there is rice in China. Each was designed for very specific reasons, based largely on the customer's ability to afford them. There are high quality products and low quality products; they each 'do the job', but each to varying degrees, lengths and reliability. The old adage, 'You get what you pay for' holds true here. But let's not forget to consider the quality of the work by the craftsman who will install the roof, windows, siding and/or gutters.

OUR CLIENTS SAY IT BEST

"What a pleasure to do business with two men who keep their word. I'm still singing the praises of Weathertite and the small army of smiling and well trained workers who honored your promises. Today, my beautiful and beloved home is snug and dry. Thank you all!"

V.K. ~ Stratford

"I am glad I picked Weathertite to do my roof. Me and my wife can't believe how nice it came out. Your workers are very hard workers and were very nice to me and my wife. Thank you 1000 times."

M.K. ~ Prospect

"They were amazing. They did everything they said they would!"

J.A. ~ Middlebury

"The workmanship is top of the line. The job was completed in a matter of hours. My yard was left in better condition than before the work started. I am 1000% satisfied with my entire experience with Weathertite Systems LLC."

J.A. ~ Watertown