



ROOF COST ANALYSIS

The National Roofing Contractors Association (NRCA) performed a study comparing three roof maintenance philosophies and their impact on roof life. Their findings showed the following:

Maintenance Type	Average Life Span
Unmaintained	10 to 14 years
Maintained	14 to 20 years
Managed	20 to 35 years

IN GENERAL, MAINTENANCE FALLS INTO TWO CATEGORIES: REACTIVE OR PREVENTATIVE

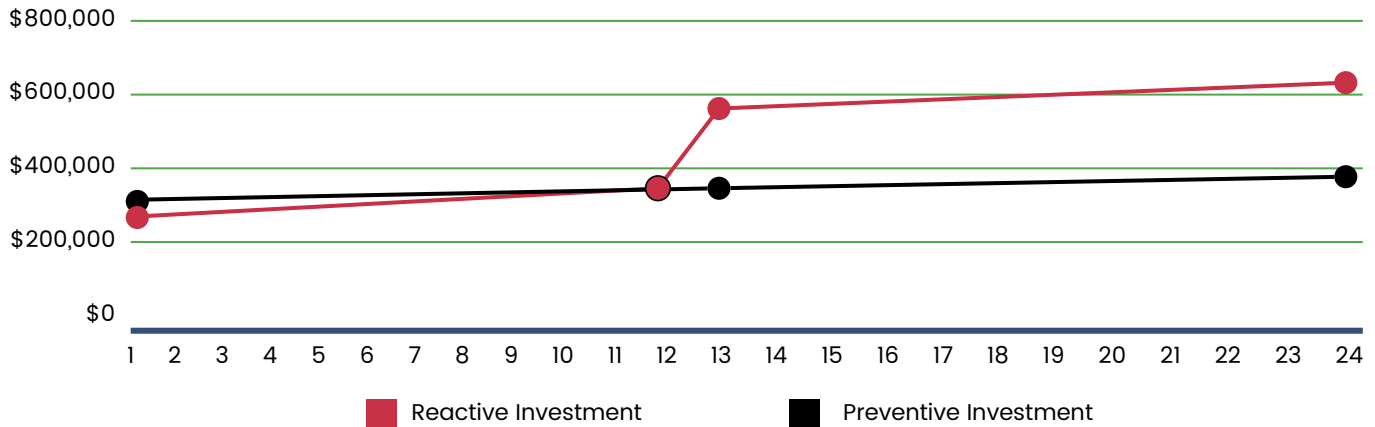


REACTIVE MAINTENANCE
focuses on repairing an asset
once failure occurs.



PREVENTATIVE MAINTENANCE,
however, focuses on avoiding repairs
and asset failure through preventative
and predictive methods.

TOTAL INVESTMENT OVER TIME



THE BENEFITS OF PREVENTATIVE MAINTENANCE

Preventative maintenance is a management strategy to provide and maintain serviceable roofing assets. It is a multi-year planned strategy to select most effective treatments to preserve your roof, to impede their future deterioration and to maintain or improve their functional condition while maintaining a safe and dry building interior.



A study on repair costs was performed by the country's largest roofing manufacturer. They found the average cost to maintain a roof as part of an asset management program to be \$0.04 per square foot. The average cost of repairs performed on a reactive basis was four times as much at \$0.16 per square foot! While these studies can provide an idea of the costs associated with reactive repairs, they did not include the hidden costs resulting from the need for roof repair. These include damage to insulation (loss of energy efficiency), deck degradation (structural concerns), damage to ceiling tiles, business disruptions, product loss, and slip & fall litigation.

TOTAL COST OF OWNERSHIP



Choosing to pursue a preventative maintenance plan can save you money and extend the life of your roof. In the example in Figure 2, a case study was performed, comparing total cost of ownership when a preventative maintenance plan is enacted versus the cost of maintaining your roof asset reactively.

THE PREVENTATIVE MAINTENANCE PLAN NOT ONLY EXTENDS THE LIFE OF YOUR ROOF BUT SAVES YOU 43% OF THE TOTAL COST PER YEAR!

REACTIVE MAINTENANCE

Roof Installation Cost	\$265,000.00
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Leak Service	\$48,000.00
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Repair Cost	\$15,000.00
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Total Cost Roof #1	\$328,000.00
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Life of Roof (years)	12
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Re-roof Installation Cost	\$265,000.00
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Leak Service	\$48,000.00
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Repair Cost	\$15,000.00
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Total Cost of Roof #2	\$328,000.00
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Total Cost Over 24 Years	\$656,000.00
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Total Cost of Ownership (per year)	\$23,333.00
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PREVENTATIVE MAINTENANCE

Roof Installation Cost	\$265,000.00
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PM Cost (annual inspection/ maintenance)	\$85,000.00
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Leak Service	\$10,000.00
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Repair Cost	\$15,000.00
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Total Cost Roof #1	\$375,000.00
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Life of Roof (years)	24
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Total Cost Over 24 Years	\$375,000.00
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Total Cost of Ownership (per year)	\$15,625.00
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Save Thousands

& Extend The Life Of Your Roof



Ready to Save Thousands and Extend the Life of Your Roof?

At PCR, we believe in building long-term relationships by providing real value to our clients. That's why, for a limited time, we're offering a FREE Roof Audit and Financial Reserve Study—normally a \$499 value per building!

What's Included in Your Free Roof Audit and Financial Reserve Study:

- A comprehensive on-site inspection by one of our certified roofing technicians.
- Detailed documentation of any deficiencies, potential issues, and areas of concern.
- An extensive report outlining your roof's current condition, estimated life expectancy, and a prioritized list of recommended actions.
- Clear, actionable insights to help you plan and budget for future maintenance and repairs.

Why Are We Offering This for Free?

We understand that managing a commercial building is challenging, and roof maintenance is often overlooked until it's too late. We want to change that by giving you the opportunity to see the value of proactive maintenance firsthand. This is a time-consuming task for our technicians, so we can only extend this offer to a limited number of building owners and property managers.

How to Claim Your Free Roof Audit:

Call now to secure your FREE Roof Audit and Financial Reserve Study! Don't miss out on this opportunity to protect your investment and keep that new roof money in your pocket even longer. We'll send out a certified technician to walk your roof, document any deficiencies, and provide you with an extensive report—all with no strings attached!

Act Now—This Limited-Time Offer Won't Last Long!

Our team is committed to ensuring your roof stays in top shape for as long as possible. But we can only offer a limited number of these free audits due to the time and effort required. Don't wait—call now to secure your spot and start saving today!

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