



HEAT GUARD TODAY

THE FACTS ABOUT MAINTAINING YOUR ROOF.

COST & VALUE

ROOF MAINTENANCE VS. ROOF REPLACEMENT

10 YEAR WARRANTY

OUR COATING SYSTEM

\$1.50 - \$1.75 PER SQ. FT.

10 YEAR WARRANTY

TOTAL ROOF REPLACEMENT

\$5.00-\$12.00 PER SQ. FT.



TAX BENEFITS

ROOF MAINTENANCE VS. ROOF REPLACEMENT

ABILITY TO WRITE OFF
ENTIRE JOB COST IN
ONE YEAR.

JOB COST CAN ONLY BE
DEPRECIATED OVER
39 1/2 YEARS.



RETURN ON INVESTMENT

ROOF MAINTENANCE VS. ROOF REPLACEMENT

IMMEDIATE TAX BENEFITS, UTILITY REBATES, REDUCTION IN ENERGY USAGE AND LOWER JOB COST.

HIGHER JOB COST AND LONGEST WAIT FOR INVESTMENT PAYBACK.



SOLAR REFLECTIVITY

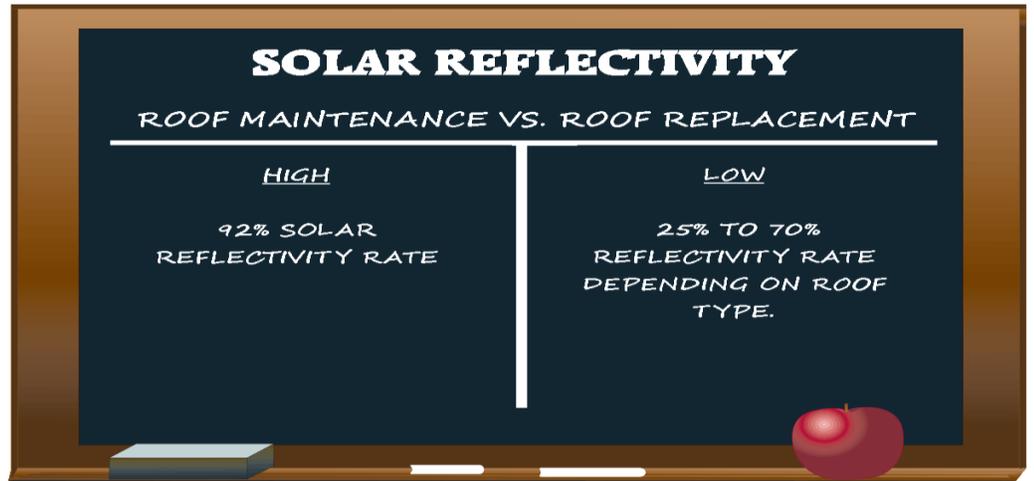
ROOF MAINTENANCE VS. ROOF REPLACEMENT

HIGH

92% SOLAR REFLECTIVITY RATE

LOW

25% TO 70% REFLECTIVITY RATE DEPENDING ON ROOF TYPE.



ENVIROMENTAL SUSTAINABILITY

ROOF MAINTENANCE VS. ROOF REPLACEMENT

REDUCTION OF CARBON FOOTPRINT.

NO DEBRIS OR LANDFILL COST.

INCREASED CARBON FOOTPRINT

WASTED EXPENSE AND ADDED LIABILITY FOR ROOF REMOVAL.



RISK VS. REWARD

ROOF MAINTENANCE VS. ROOF REPLACEMENT

ROOF MAINTENANCE REWARDS SAFER LONG AND SHORT TERM BUSINESS PLANNING.

NO RISK TO INVESTMENT HEALTH.

ROOF REPLACEMENT HAS LITTLE REWARD AND ADDED COSTS.

RISKS INVOLVE UNNEEDED CAPITAL SPENDING.

