



Roof Coating, is there any gain?

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Roof Coating, is there any gain? Up until 3 years ago, unless you lived in one of the more hotter regions around the globe, roof painting would not even have come up on your radar, the simple reason for this is that the colder temperature countries did not really need it.

The countries gained from roof coating for the simple reason the coating material contained properties that truly reflected the sun's rays, so lessening the amount of hours the air conditioner had to be in operation, which saved money on the running costs eg electric.

The more cooler parts of the earth are now taking advantage of the latest advances in the roof coating materials manufacture, this has now evolved to a point where, once the existing roof lichen etc has been eliminated and an anti fungal wash has been utilized a thermo roof coating can be applied, this in effect has the adverse action to the hotter countries roof coating and keeps the heat from escaping from the loft space within the house.

What is the gain other than a slight reduction in your fuel bills?

To be perfectly fair with you the reduction in your fuel bills is small, not something that you would remark "ok, pack your bags, we've saved some money on the heating this month, we're going on a trip", not at all, however with regard to the appearance to your roof, the fact that you no longer have lichen etc. it makes this favorable, especially if you are trying to sell the property.

Another issue is that a very weathered roof tile is a lot more absorbent than normal, this means that it keeps hold of more water than ever, more water in turns means more damp, more damp means more moss.

Moss, if you did not already realise is like a sponge for liquid and in the harsh winters it freezes, when water charged algae freezes it expands and because it is down in the pores of your roof tiles it basically breaks down your roof tiles, this is what creates



chipped or cracked tiles and in some cases it breaks them completely, it is not a rogue fire work or a rather heavy crow that landed upon your roof.

Coming back to the look of your dwelling, yes it is a huge contributing factor as to whether or not people will want to buy it, for example, 2 look-alike properties on the same road, both similar price with the exact same appearance apart from one has had the roof tiles cleaned and coated, which one now has the better chance of selling, the reason I bring up this is because roof coating if completed professionally has the same appearance as having a new roof.

These are the following steps to making sure you get the right work for the best price.

First of all Bing or use one of the other search engines “roof coating” this should be in your local area, get a varied amount of quotes, you should be able to do this over the telephone, do not fall in to the trap of “we need to come and see the property”, all you have to do is give them an idea of the square metre measurement and explain to them that it is an approx quote that you want at the moment and you will not ask them to honour it (within reason).

Once you have the quotes (forget those that would not commit over the phone) you must take a low, a medium and a high figure, this is the point that you invite them round.

This is where it gets interesting, you see there are a number of tactics out there to get your business:

1) Start high and discount, for example: starting price 4,800 (salesman talking) “if you are interested I’m sure if you allowed me to call my sales manager I think we could drop it in price, your house is in a good position and if we could have an advertising board outside for a week or 2 we would probably get some interest.

You would probably get as much as 30% off of the price, which in your eyes is a good deal, wrong! No company in their right mind would discount something by 30% just by making a phone call or putting a board outside. (ask these people to leave, even with the discount they are offering it is still way above what it should be.

2) Ask them for references ie. the names and addresses of people they have already completed the work on, do not be fobbed off with just an address, some companies take credit for other peoples work.

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3) Ask them if they will be doing the work themselves, sometimes all you get is a sales company who will farm out the work to other companies, these companies will take around 50% of the price of the job just for passing it on to others.

Once you have all the information you are well informed to make a decision as to who to go with, whoever you choose you should never have to pay more than 25.00 per square metre.

Good luck

Mick has been in the roofing industry for over 11 years first in the fascia and soffit business and now in the Roof Painting business, he has considerable experience in running a business that gives the best work for the keenest price, Roof Cleaning is just another string to his bow.