

# SERVICE

ABOVE AND BEYOND



## SIMON ROOFING CREED

Our top priority is to provide exceptional service to our customer. If we should stumble along the way, someone, anyone must immediately step up, take charge and care for the customer in any way possible. We will hold this behavior in the highest regard.

The bottom line: If we falter, our customer will never suffer!



## SIMON SERVICE STRATEGY

Simon Roofing is dedicated to helping customers manage and protect their buildings, no matter the size or location. We've developed the Simon Service Strategy to incorporate the things that matter most: efficiency, accountability, cost reduction and containment, consistency and liability protection. Our 24/7, national call center is available whenever and wherever you need us.

### EFFICIENCY

- More than \$3 million technology investment to increase efficiency
- Field access technology
- GPS tracking
- One expert service technician for each project
- 60 point evaluation – every building, every time
- 97% success rate at fixing roof leaks the first time
- Experienced workers with extensive training
- Utilization of worker-friendly products

### ACCOUNTABILITY

- Balance invoice to payroll
- Compare payroll to GPS tracking
- Detailed breakdown of invoice
- Electronic invoice auditing
- Before and after images of each repair
- Fixed travel and mileage fees
- Labor billing starts and ends onsite
- Not-to-exceed limits
- Roof ratings
- Score cards on performance
- Online access database to all repairs via our SimOnline asset management system

### COST REDUCTION AND CONTAINMENT

- Evaluations following each repair to identify potential threats
- Lower average invoice cost
- Lower average spend per building
- Extended roof life with maintenance
- Materials purchased directly from manufacturer



## CONSISTENCY

- In 2010, self-performed 99% of service work
- ISO certified 9001:2008 for manufacturing facilities (high-level quality management system)
- ISO certified 9001:2008 for call center service activities (high-level quality management system)
- Nationwide coverage in every major metropolitan city and more
- One toll-free number, email, Website and fax number for all locations
- 24-hour service, 7 days a week, 365 days a year
- Reliable company with more than 100 years in business
- Products and systems are:
  - Factory Mutual audited and approved
  - Underwriters Lab audited and approved
  - Metro Dade approved
  - ASTM tested

## LIABILITY PROTECTION

- \$25,000,000 liability insurance coverage
- Licensed and/or registered in every state
- Workers' Compensation statutory coverage
- Professional liability coverage
- Pollution insurance coverage
- Employee screening through Social Security and E-Verify
- Extensive employee background checks
- Employee drug screening
- Trained asbestos removal
- Safety-minded with proven excellent safety record



### A LEADER IN ROOFING SERVICE

For more than 100 years, Simon Roofing has offered clients a wealth of roofing services with the experience and expertise in the commercial roofing industry to back it up. Led by the third generation of the Simon Family, Simon Roofing has been family-owned and operated since 1900. Since then, we have consulted, manufactured, installed and serviced commercial, industrial, government and institutional roofs throughout the U.S.

As a leading provider of innovative roofing solutions across the country, Simon Roofing has the experience, workforce and roofing solutions you need to keep your business protected. With service centers from coast to coast and our **ISO 9001:2008 Certified Call Center**, we are available to our clients anywhere, anytime. Simon Roofing is a member in good standing with the National Roofing Contractors Association.

For 24/7 assistance call Simon Roofing today at 866.641.7663 or e-mail: [callcenter@simonroofing.com](mailto:callcenter@simonroofing.com)



## ONE HUNDRED YEARS OF INNOVATION



# AN EXPERIENCED WORKFORCE

In a field where experience makes all the difference, Simon Roofing employs a workforce that is considered among the best in the commercial roofing industry. From experienced project managers to our highly skilled technicians performing service calls, our workforce creates the foundation for Simon Roofing's excellent record of past performance. This level of highly experienced workers ensures that our clients receive safe, quality workmanship every time.

## AVERAGE YEARS OF EXPERIENCE FOR SIMON ROOFING WORKFORCE

Project Managers- 25 years

Service Managers- 20 years

Roof Mechanics- 17 years

Safety remains a priority for us on all service calls. Simon Roofing has one of the lowest Experienced Modification Rates and Incident Rates. In the industry both of these measurements are indicators of the high level of safety of Simon Roofing.

While many larger roofing firms subcontract the work, Simon Roofing self-performs. In 2010, Simon Roofing self-performed more than 99% of service work. This provides clients consistency with:

- Invoices
- ETAs
- Communication
- Processes and Procedures
- Estimating
- Quality of Repairs
- Consistent Warranties
- A fixed mileage rate

We use a **one-man crew** on over 90% of our time and material service calls to cut down on inefficiencies and ensure timely and accurate completion of service calls. Our one-man crews, combined with the latest in GPS tracking and field access real-time technology, provide us with the capability to stay up-to-date on the latest developments with each and every service call. This technology also increases technician productivity by 23%.



In addition to our experienced workforce, Simon Roofing takes the time to ensure that each and every technician is verified to work on job sites. It's important to employ only the best in the field and provide our clients with the assurance of knowing who's on your roof. We perform the following background checks on all workers:

- Social Security verification
- E-verify
- Drug testing
- MVR (Motor Vehicle Records)
- Background checks



When choosing a company to perform roof services, choose the company that can be a main provider for all your roofing services. With 58 service centers across the country, we provide service to clients in all 50 states. One call to our **ISO 9001:2008 Certified Call Center** gives clients access to our service technicians 24 hours a day, 365 days a year. Clients may also contact Simon Roofing for service requests via e-mail and fax.

- Phone: 866.641.7663
- Fax: 330.629.7394
- E-mail: [callcenter@simonroofing.com](mailto:callcenter@simonroofing.com)

Communication is the key to being a successful partner with clients. Each client has one point of contact for all projects and receives notification of service, estimated times of arrival and when our technicians are on the job and working. Through our system of communication, we make working with Simon Roofing hassle free.

Simon Roofing also carries with it \$25 million in insurance. While the average contractor carries with it \$1 million to \$3 million in insurance, Simon Roofing well exceeds that and is prepared in case we should encounter any liability claims.

**SIMON ROOFING IS  
YOUR MAIN PROVIDER  
FOR ALL YOUR  
ROOFING SERVICES.**



## INVESTED IN TECHNOLOGY

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With over **\$3 million invested in technology**, Simon Roofing prides itself on being a state-of-the-art, efficient company. From ACC-PAC Customer Relationship Management Software and custom online software to custom electronic invoice auditing and accounting software, we have integrated advanced technology into all facets of our business to better serve our clients. Other technology includes:

- Field access real-time technology for service calls
- Digital cameras uploaded to corporate office
- GPS tracking of technicians
- Online custom software to maintain roof portfolios

## VALUABLE REPORTS YIELD COST SAVINGS

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Providing clients with detailed reports helps to maintain the quality of work at Simon Roofing and creates ease when doing business with us. We provide extensive reporting on:

- Cost reductions
- Average invoice price
- Call backs
- Actual times of arrival
- Reductions in roof leaks

Through our extensive reporting, Simon Roofing can perform an in-depth analysis on your roof to develop cost saving solutions. As roofs age, the cost of keeping them well-maintained is traditionally known to increase with the years. Simon Roofing has developed **cost containment and cost reduction programs** that help clients address their budgetary concerns while, at the same time, properly addressing their roofs.

We can help clients create budget and planning forecasts for the next 5 – 10 years that will help to extend the life of your roof and save money. After just one year of implementing a roofing program, we have decreased a client's roofing costs by 66%.

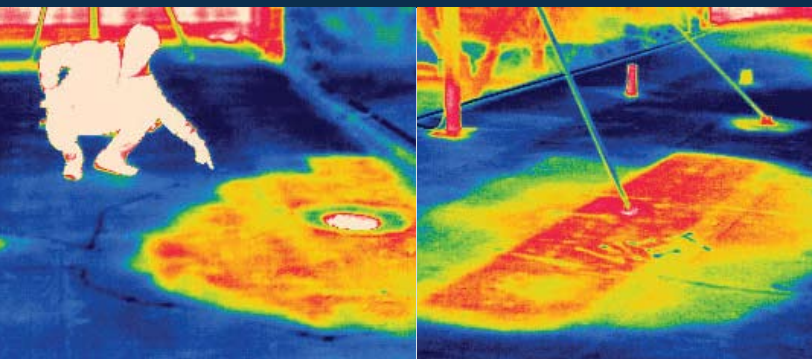


Simon Roofing takes the guesswork out of roof repair and maintenance with our inspection and diagnostic services. Performed by our experienced roofing technicians, we use state-of-the-art equipment including Infrared Thermography cameras to yield an accurate inspection and evaluation of a roof. These inspections play a critical role in the service, maintenance and cost containment of a roof. That is why Simon Roofing performs a **60-point evaluation** at the end of every roof repair.

Simon Roofing Inspection and Diagnostic Services include:

- Moisture survey
- Asbestos analysis
- Core analysis
- Condition assessment

**EXTEND THE LIFE  
OF YOUR ROOF WITH  
AN INSPECTION OR  
EVALUATION.**



## RATING SYSTEM

- Green (7 plus years)
- Amber (4 – 6 years)
- Red (3 years or less)

In addition to our standard 60-point evaluation we also use a rating system to assess and categorize roofing conditions. This three tier rating system helps us identify your most immediate roofing needs. By identifying which roof needs to be brought up to green standing, Simon Roofing can design and implement a roofing program to fit your budget, your schedule and your roofing needs.

**STATE-OF-THE-ART INFRARED TECHNOLOGY**



ADDRESS THE  
MINOR PROBLEMS  
BEFORE THEY  
BECOME  
HEADACHES.



No matter the size, Simon Roofing is your source for roofing repairs. Our experienced workforce is trained to repair all types of roofing systems. In addition to our deep understanding of roofing systems, **we manufacture our own roof repair materials** using cutting edge product development technology at our SR Products Plant.

Roof repair services include:

## GENERAL MAINTENANCE

This service is provided on a time and material basis or as part of our XtraLife or TotalLife programs. Service includes cleaning gutters and drains, reinforcing compromised penetrations, repairing defects, seams and removal of debris.

## LEAKING ROOFS

Our roofing experts will find the source of the leak and repair it. When scheduling regular maintenance of a roof, leaks are our top priority.

## GUTTER/METAL FLASHING REPAIR, REPLACEMENT AND CLEANING

Simon Roofing can address the minor problems before they become larger concerns. From bulging blisters to missing aggregate and gaping seams, Simon Roofing can meet your repair needs.

For 24/7 emergency assistance call 866.641.7663 or e-mail: [callcenter@simonroofing.com](mailto:callcenter@simonroofing.com).



# ROOF RESTORATIONS

Traditionally, when clients experienced nagging or persistent roof problems they had two solutions: either perform patchwork repairs or make the costly investment of a complete roof replacement. With Simon Roofing, there's another option — roof restoration.

Our money-saving roof restorations can be completed at a fraction of the cost of a new roof. Because we believe in the value of our roof restorations, this service comes equipped with its own warranty and leak-free protection. Simon Roofing has created two exclusive formulations:

- SuperiorFlex<sup>®</sup>, restores built-up, modified and sprayed-foam roofing systems
- Wite Brite<sup>®</sup>, restores single-ply and metal roofs

Both systems work to restore your roof to an efficient state and extend the life of your roof. Not only are these products at the cutting edge of roofing product development, both have been nationally recognized as Plant Engineering Product of the Year.



## MONEY SAVING ROOF RESTORATIONS



# EMERGENCY RESPONSE PROGRAM

Simon Roofing's Emergency Response Program provides you with the people, equipment and experience to quickly and efficiently handle roof damage caused by any type of disaster — natural or otherwise.

- Lightning Strike
- Hurricane/Tornado
- Heavy Rain/Flash Flood
- Heavy Ice/Snow

With **24/7 mobilization of crews**, you receive a quick response to roofing repairs, timely completion of projects and quality installation. We provide complete reports of the damage, which include:

- Photos
- Drawing
- Critical path scheduling of repairs
- Pricing for the insurance company

Call 866.641.7663 for 24-hour emergency assistance or e-mail: [callcenter@simonroofing.com](mailto:callcenter@simonroofing.com)

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FOR 24-HOUR EMERGENCY  
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[CALLCENTER@SIMONROOFING.COM](mailto:CALLCENTER@SIMONROOFING.COM)

## WHEN DISASTER STRIKES



# ROOF MAINTENANCE AND REPAIR PROGRAMS

At Simon Roofing, we believe in our work. That's why we back it up with some of the industry's best warranty programs. In addition to our warranty programs, **Simon Roofing offers warranty tracking**. Using this program, we map out repairs made to the roof and use it as a point of reference to track the warranty.

## **XTRALIFE**

For existing roof systems, Simon Roofing offers the XtraLife Program to maximize a roof system's life cycle.

The XtraLife Program is aimed to help you better understand your roof. This program includes:

- Review of the roof history, including leaks, repairs and problem areas
- Annual or Bi-annual 60-point evaluations of the roof
- Core sample analysis of the roof
- Housekeeping
- A conditions report with photos of problem areas, recommendations for maintenance and repair, electronic drawing of the roof and a lump-sum proposal for all major repairs

## MAXIMIZE THE LIFESPAN OF YOUR ROOF



## TOTALLIFE

The TotalLife Multi-Facility Roof Management Program is exclusively designed for accounts with multiple facilities or roof sections. Simon Roofing assumes the financial responsibility of managing your roofing portfolio.

To manage your portfolio Simon Roofing:

- Conducts an evaluation of the construction and condition of roofs
- Brings the roof up to a watertight standard of performance
- Develops a Roof Management Plan
- Takes on financial responsibility to repair roof leaks
- Dispatches Simon technicians to make repairs

This flexible program minimizes headaches for you and helps to extend the life of your roof.

## THE TOTALLIFE PROGRAM HAS THREE MAJOR COMPONENTS

- **Roof Inspection and Database Development**, which includes a 60-point evaluation and analysis, roof construction history, performance history and database development.
- **Roof Management Plan** includes budgeting, cost prevention, cost reduction or cost containment, life-cycle management, program timetable and a communication plan.
- **Program Implementation and Operation** includes necessary one-time repairs, quick response leak repair, database management, housekeeping and updates with SimOnline Web-based Information Management system.

WE BELIEVE IN OUR  
WORK. THAT'S WHY WE  
BACK IT UP WITH SOME  
OF THE INDUSTRY'S  
BEST WARRANTY  
PROGRAMS.



## Service Centers

Albany • Amarillo • Atlanta • Baltimore • Baton Rouge • Birmingham • Boston • Buffalo  
Charlotte • Chicago • Cincinnati • Cleveland • Columbus • Dallas • Denver • Detroit  
Grand Rapids • Harrisburg • Hartford • Houston • Indianapolis • Jacksonville • Kansas City  
Las Vegas • Los Angeles • Memphis • Miami • Midland • Milwaukee • Minneapolis  
Nashville • New Orleans • New York • Norfolk • Oakland • Orlando • Pensacola  
Philadelphia • Phoenix • Pittsburgh • Portland • Providence • Raleigh • Sacramento  
Salt Lake City • San Antonio • San Diego • San Francisco • San Jose • Seattle • Shreveport  
Statesboro • St. Louis • Tampa • Tulsa • Washington D.C. • West Palm Beach • Youngstown



### 24/7/365 Emergency Services

Phone: 866.641.7663

E-mail: [callcenter@simonroofing.com](mailto:callcenter@simonroofing.com)

Fax: 330.629.7394

### Corporate Headquarters

Address: 70 Karago Ave. • Youngstown, OH 44512

Phone: 800.523.7714

Web: [www.simonroofing.com](http://www.simonroofing.com)