

How to **AVOID** Roof Cleaning “Services” That Leave Your Roofing System **Damaged, Brittle**, or Worse...**Unprotected**,



And How to **CHOOSE** Services That Actually Make Your Roof **Look** and **Last** Like New!

Insiders Guide To Keeping Your Roof Clean, Reliable & Safe



“Secrets Every Homeowner Should Know...BEFORE They Choose A Roof Maintenance Contractor”...

*Think All Roof Cleaning
Services Are The Same?*

THINK AGAIN

We regularly service homes that have been cleaned before by “professional cleaners” that either used wrong equipment, improper methods, or cheap treatments leaving the roof in a worse condition than when they started.

Almost without exception, the integrity of these roofs are compromised and the protective flashings are rusted and corroded.

In fact, we just took a camera along with us and took pictures of examples of damage we see every day.

Table of Contents

- 3 Letter From the Owner
- 4 Typical Roof Cleaning Methods
- 5 The Roof Medic™ Cleaning Method
- 6 Preparation & Safety Procedures
- 7 The 3 Biggest Problems with Most Moss Treatments...And how The Roof Medic™ Solves Them All
- 8 Our 100% Satisfaction Contract
- 9 What To Expect From Us...& Others
- 10 Side-by-side Comparison Fact Sheet
- 11 Side-by-side Comparison Fact Sheet
- 12 What You Get With The Roof Medic™



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Your Roof's Greatest Enemy Might Not Be Harsh Weather and Elements... It **Could** Be a "Professional" Roofer or Roof Cleaner!



Dear Homeowner — Unfortunately, this guide is **VERY** necessary.

For years I've been professionally inspecting roofs, and I've spent a career trying to help homeowners clean and repair roofs damaged by weather and often worse...roof cleaning "services".

As I inspect roofs of homes I continue to see damage that was completely avoidable. The sad fact is that much of the damage is due to do-it-yourself owners and "professional" cleaners who unwittingly caused this damage to your home by using methods and equipment that removes protective barriers and strips the life out of your roof while spreading treatments that are either damaging to your roof, flashings, gutters, fasteners or worse, leave your roofing system with no protection against roof-damaging decomposing moss and bacteria

In some cases I could have saved the home owners hundreds, but in many cases I could have saved them thousands of dollars. I can't tell you how many times I've heard homeowners tell me, "I wish I'd talked to you sooner!"

Take a couple minutes to read this guide, and save yourself trouble, and money!

This guide covers 3 critical factors you need to know when you have your roof cleaned, maintained or repaired.

- **Factor #1:** Identify which equipment, method, and treatments your contractor should use on your roof.
- **Factor #2:** How to choose a contractor that understands your roof system and how to clean or repair your roof without causing damage.
- **Factor #3:** How to be **GUARANTEED** your roofing system was serviced properly and with a **WARRANTY** you can actually count on.

What Makes The Roof Medic™ Different?

At The Roof Medic™ we provide cleaning services for homeowners who simply want to...

1. Extend The Life Of Their Roof
2. Be confident they'll get what they want, without the frustrations and angers with typical contractors!
3. Get Damaging, Ugly Moss and Algae Removed so it looks new...and more importantly- Lasts like new!
4. Stop Dangerous, Costly Leaks & Problems
5. Avoid future build-up of Moss & Damage

Ultimately we help you keep your roof like new!

5 Typical Cleaning Methods...And Why They Don't Work!

Few Methods Avoid **Damage** and **Guarantees**

Your Roof Will Last Long After the Service Is Finished!

Damaging High Pressure (Water) Washing-

High-pressure, pressure-washing (2500 to 6000 PSI of raw power) blasts away debris – but can remove the actual roof material the cleaning process is intended to improve.

Beware of “Gentle” Pressure Washing Claims!

Some cleaners call their High pressure systems rated at 2500-over 6000psi of water “Gentle Cleaning”. It sounds good but can blow holes in roofs and flashings, and cause secondary damage greater than the moss or original problem the service was intended to correct.

“High Pressure” Air Cleaning

High pressure air was originally used to blow loose debris off shake roofs too brittle or damaged to be properly cleaned by pressure washing. It works well for loose debris but using high velocity air to literally strip moss is like a tornado on your roof. If it is used properly, most contractors only follow up with very ineffective long-term treatments that leave your roof discolored for months and once the rain has rinsed the treatment away...so is the moss prevention. Thsts why it needs to be done over and over.

“Wire Brush & Scrape” Cleaning

This process typically uses aggressive wire brushes to scrape moss off the surface then coarse brooms to sweep away the dislodged moss. Again most contractors apply ineffective passive treatments!

The problem for composition scraping imbedded moss can de-laminate the composition from the fiberglass backing and cause roof damage and failure. Composition has definition (cracks and crevices) that can be missed by a brush. Moss spores reproduce in the billions. That's why your roof can be cleaned this way and moss returns almost by the next season. Bacteria and fungus spores re-grow under your shingles...where brushes cant reach. The only way this method works is removing loose moss and debris laying on the roof then applying an active treatment to do the rest to actually eliminate the roots and live, embedded portions that would be damaging to remove by agitation. Reject passive treatments!

The problem for shake (wood) is the wood itself is organic and like a sponge it has pores that hold in spores. Cleaning without an effective treatment is only temporary.

The problem with concrete tile is the size of the areas moss and its roots can hide in. The process is very effective to remove moss from the visible areas but like most other methods, the type of treatment is the critical factor. If the moss isn't reached, it will re-grow rapidly and if a passive treatment doesnt actually eliminate it, you invested in a service that becomes very costly due to rapid regrowth. Active treatments last!

The Greatest DANGER With Each Of These Is Using Ineffective and Damaging Treatments Or Worse, None At All!

Passive treatments like zinc powder or liquids don't eliminate the fungus or the bacteria that caused the moss and algae to begin, they only halt it temporarily. Once its washed off the roof from the rain, its ability to halt moss growth is gone.

Cleaning without a treatment guarantees you'll have moss back almost immediately. Removing moss and algae by simply removing what you can visibly see is like snapping weeds off at the surface. Spores and bacteria reproduce in the millions and travel by rain, wind and growth.

Misrepresented “Effectiveness” of 3,4., even 5 years MOSS FREE. Some cleaners in order to “win” jobs make claims that their “treatment” will last ridiculously long periods of time. The fact is treatments, just like wax on a car, have a lifespan. New debris and weather are a huge factor. Much of the “moss free” condition after a cleaning is complete is due to the fact the cleaning removed much of the spores and fungus...and roof life if they used one of the above methods. Debris needs to be removed regularly and fungus, spores and bacteria needs to be re-treated. This will stop its growth.



High-Pressure Washing Damage



High-Pressure Air Wash Damage



Brush & Scrape Damage



“Temporary” Ineffective Treatments

SAFE & EFFECTIVE

How The Roof Medic **Makes** and **Keeps** Your Roof Looking and Lasting Like New...

3 Options...Tailored for Your Specific Roof Need's!

Low Pressure Air Wash System... Low-Pressure Water Rinse... Zero Pressure Treat-To-Clean...

The Roof Medic™ Clean Method...

Understand that roof material doesn't grow moss all by itself. Debris and the stuff you can't see- spores, fungus and bacteria cause moss!

The secret to cleaning is this...1 method doesn't fit all. Roofs are different and so are conditions like trees and debris affecting your roof. **Comp, shake and tile each have manufacturers cleaning recommendations that are very effective and very different that don't void your warranties!** Most people in this business couldn't tell you what your roof's requirements are.

We DO NOT pressure wash composition shingle or tile roofs! We primarily use air for loose debris with water sometimes on the larger mature moss. On shake roofs we recommend a cleaning procedure based on what you want it to look like in the end.

But Here's The Real Secret To Our Clean...

Your Roof is treated with ACTIVE treatments that actually CLEAN the roof with ZERO PRESSURE and eliminate spores, fungus and root systems that most cleaning and treatments leave behind!

Wonder why your roof went so long before it needed moss removed when it was new? You finally clean it and it's back right away! Passive treatments only halt damaging moss, ACTIVE treatments eliminate it at the source. Don't trust me, I'll cover why roof manufacturers are now adding Dupont Teflon or A/R algae resistant formulas to their roofs on my Treatment heading page.

Up-keep or Annual maintenance is cheap! Low cost regular maintenance so your roof lasts while your safe on the ground is good for both of us. Gutters are cleaned, roofs are blown off, and a fresh coat of ACTIVE treatment is applied! Simple.

To be blunt... Misinformation about cleaning sucks to overcome! Sorry to say it like that but because info is available in abundance doesn't make it true! Just read FACEBOOK!

We do things different than many "roof professionals" for sure. **Your roof will last longer, stay cleaner, and look better with our service!** We have 1000's of excellent written testimonials because we request them after every service. Sometimes a client has a legitimate complaint. I wish I was perfect but we solve them quickly. Sometimes a person doesn't want a problem fixed because they have an agenda or are looking for something FREE. That's ok too. I plan for the long-haul!

If you owned The Roof Medic, knowing moss is a repeat problem, **wouldn't you simply do your best to make sure your clients were pleased? Trying to start business over because you did something to hurt your reputation or a customer is dumb.** Helping you get the most effective and cost effective solution for your roof...THAT'S SMART! You get **roof-designed, calibrated equipment** with very effective treatments so the cleaning process is safe and lasts!



No-Pressure Treatment Doing The Clean!



Composition . Shake . Tile
Perfectly **Safe**, Fully **Guaranteed**

How Some Contractors Cause \$300 to \$7,000 in

Additional Damage

Before They Ever
Touch Your Roof

**Don't Let ANY Contractor Climb On Your Roof Unless They Can
Clearly State Their Preparation and Safety Procedures.**

Preparation is far more important than most home owners believe.

A Simple Bent Gutter From Careless Workers Can Cost You \$450 to Over \$8000

Our ladders are fitted with tilt-offs. Simple preparation can protect against damage.

Plugging A Drainfield From Roof Debris Can Cost \$1500 to over \$10,000 to Repair...

Some contractors wash all the moss and debris right down your downspouts without any care over what's happening to your drainfield. We simply block the downspouts with a toilet bowl brush. It's a little silly but it works, the water goes down and the debris gets washed out!

The Most Common & Costliest Damage Done By Roof Cleaners Is...

Dragging hoses across the ridges. A penetration in your roof could cost you an entire new roof system. Ridge shingles are delicate and take enough wear due to harsh weather. Dragging hoses back and forth across those ridges cut like a saw. One of our clients had over \$5400 in damage to the roofing system because a cleaner dug countless holes in his ridge causing serious unseen damage for months. By the time it was discovered, it had caused dry rot, de-lamination and interior mold.





Moss Prevention & Treatments...

KEY: Active Treatments
Eliminate The Source,
Passive Treatments
Temporarily Pause It!

The 3 Biggest Problems With Moss & Moss Treatments...

and How The Roof Medic Overcomes Them All!

When your roof was new you probably noticed it went years without moss then it was covered overnight? Moss spores reproduce in the billions. **Cleaning a roof without eliminating the bacteria, spores and fungus is actually taking the life out of your roof!**

Roof manufacturers are now designing in algae resistance like Dupont Teflon and other formula's. to inhibit damage from moss and algae. The 2 problems are... **Like wax on a car, treatments wear out, and treatments aren't designed to replace maintenance!**

Moss is destructive to every roof type in a different way.

1. It delaminates & eats holes in composition,
2. Dry rots cedar shake turning it to mush
3. It fills flashings full of moss so water gets diverted around it and into your home causing expensive leaks. It also lifts cement tiles making them extremely susceptible to breaking.

Solution #1...Eliminate decomposing debris. That's where roof damage happens. Simply blowing loose debris from the surface. will slow decomposing debris from creating spores and moss!

Solution #2...ACTIVE treatments Eliminate the Source, it's effective on spores, fungus and bacteria. Like antibacterial soap for your hands, Active treatments stop reproducing moss and fungus at the root!



Moss Eats Tar In Composition Roofs!

Costly Interior Leaks From Build-Up Under Tiles and Around Flashings...

Here's Our **100% Satisfaction Contract...**

Since guarantees are words without commitment, here's my legal promise!

A Note From The President...Let me say, I truly care about people (even difficult ones) and I enjoy this business. People have told me not to mix religion and business but I use the GOLDEN RULE in business and life... (do unto others as you would have them do unto you). The Bible says, "a good name is better than great riches" and anyone that thinks a good name isn't costly probably hasn't been in business long. I can't see where I can separate the two.

I'm very good at what I do but I'd be a fool to say problems don't come with this business. Roofs are the most critical item on a home and homes are typically the most important possession to people. People have an enormous need for this service and I'd rather keep people who know me and like me, happy, so I can do business with them again. I'd be a fool not to set my mind on solving problems as they arise!

Having said that, here goes...

- #1 We promise to explain our service in detail!**
- #2 We promise to never ask you for a penny until our service is complete, and your pleased!**
- #3 We promise to do what we said we would do, when we said we would do it!**
- #4 We promise to never do a single item on your home not approved by you in writing before we start!**
- #5 We promise to do our best to perform above and beyond your expectations!**
- #6 We promise if we miss anything we were hired to do or make a mistake, we will take full responsibility both work wise and financially to rectify the problem.**
- #7 We also promise if after we have tried to the best of our ability to solve any problem or mistake, if you're still not pleased, you don't owe us a dime!**

Here's some things you can expect to see on your roof ***if you choose some of our competitors:***



High Pressure is damaging enough, but here you can actually see where the cleaner carved right into the shingles!



Roof repairs that look worse than the original damage it was intended to fix.



Flashings not cleaned that cause leaks in your roof.



Repairs that temporarily fix a problem, then cause larger costly damage.

Our Method Actually PRESERVES & EXTENDS The Life of Your Roof Instead of Stripping the Roof of Critical Protective Coatings and Causing Expensive Damages.

Factor to Consider	The Roof Medic™ Method... Actual Calibrated Roof Cleaning Systems with Effective Bio-Active Treatments
Are The Technicians Working on Your Home Actually Qualified To Be On Your Roof?	Our technicians are trained with experienced lead Roof Experts BEFORE they ever work on your home.
Is the equipment that is being used designed for roofs?	Our cleaning process starts with systems designed for roofs and calibrated to be within our certified specifications for optimum care for your roof cleaning & safety.
Does their cleaning process clean your roof in a way that actually keeps your roof free of moss?	After we remove moss, loose debris, lichens and moss causing spores... then we apply our ACTIVE treatment to every square inch of your roof surface, not just the ridges.
Prevent future growth of algae and mold?	ACTIVE treatments prevent growth simply without missing the moss causing root systems, fungus and spores.
Quality of the Roof tech?	<ol style="list-style-type: none"> 1. We hire friendly techs 2. Very few applicant technicians are able to make it through our interview, training process and field training process. I train them personally so my values are adopted or they disqualify themselves. Some don't make it because of criminal background issues or drug problems. 3. They complete a thorough training program with ongoing weekly attitude, quality & technical training with monthly continuing education to help them win at work and succeed in life. 4. Their work is routinely reviewed by myself or an in-field supervisor with a quality control call. A postage paid reply notice is dropped of at every visit including the techs name. 5. Each tech is properly outfitted & trained with OSHA approved safety equipment for their protection...and yours!
Quality of Customer Service?	We are a professional company. Our phones are answered live 24 hours a day, 7 days a week when you call, Our office staff is knowledgeable and professional. We have in field tech leads and the owner is a tech still. Computerized management software allows us to keep track of your warranty and guarantees for you.
Prevent Roof Damage?	We have incorporated several roof safety procedures simply into our process as well as routinely do on site inspections so we are aware of our service follow through.
Roof Treatment Process?	We make sure your home is protected by using 2 technicians on this process. While one tech is applying the treatment, the other is rinsing your siding, bushes and grounds so nothing is harmed.
Properly insured?	We carry "high limit" liability insurance which protects your property; and Worker's Comp that covers injuries while working on your property.
Guarantee's On Quality of Services?	Our service has a NO QUESTIONS SERVICE GUARANTEE which means any aspect of our service that was missed or not up to your standards, we will come back out and take care of it promptly. If your simply still not satisfied with our service...IT'S FREE! We wont charge you because frankly we adopted the Bible verse, "A good name is better to be chosen than great riches".
No Games Leak Free Repair Service Guarantee?	We guarantee that repairs on your roofing system are fixed right the first time. If a repair fails during the season, we will repair it again absolutely FREE, no questions asked.
24 Month "No Moss" Guarantee?	We guarantee that there will be no moss, or unwanted growth on your roof for 24 months after the service, or we will come and re-treat the roof at no extra charge.
Price?	An absolute bargain. Plus, you get additional service and guarantees.

Companies Using High Pressure Pressure Washers or quote "Gentle Wash" Cleaners...	Companies Using Typical "Air" Blast Methods to Clean Roofs...
Most companies basically experiment their way into learning this trade...at you and your homes expense	Most companies basically experiment their way into learning this trade...at you and your homes expense
Most "roof cleaning" equipment used is nothing more than a high-pressure pressure washer bought from Home Depot designed to jet blast & shred dirt with pressures from 2500 psi to literally 6000 psi.	Hopefully the air system being utilized are calibrated for roofs with technicians that understand how to use them.
2500-6000 psi jet blasts away debris, mold, algae, and mildew and the life of your roof, then most apply a passive zinc powder to the ridges hoping it somehow reaches all the affected areas before its rained away!	Due to the nature of air cleaning, rarely is the roof get the benefit of a rinse so this cleaning process demands an effective treatment. Be sure the treatment used is in line with your manufacturers requirements.
Passive treatments seem like they work but usually its the pressure washing that made the roof look clean, not this type of treatment. It doesn't last long!	Most use high alkaline treatments that corrode flashings or damage the roofing system.
We're sure they probably seem nice, but unless you do a background check, it's a roll of the dice. We've had people apply that we didn't hire because they had criminal records including burglary or worse. They may have gone on to work for other roof cleaning companies for all we know.	There is a difference between the equipment and the quality of the technicians working at your home around your family. . These people are going to be around your home and family, so be certain to choose a company careful with the technicians they put on your home.
Be particularly careful of after-the-sale service. Do they have a track record proving they will come back to remove any debris, fix any problems or return calls promptly?	Test them out and see if they have a lot of happy customers. Many of these companies will never provide hundreds of happy customer testimonials.
Acid treatments break down roof and cause roof materials to become brittle and frail.	Corrosive alkaline residue chemicals are bad for roof integrity, weakening your roof and compromising its "defenses".
Be careful of highly toxic chemicals that can harm plants and wildlife.	Leaves behind alkaline compound films and when it rains to kill spores – but can be bad for environment and animals.
Techs may say they have insurance, but it may only be car insurance. According to Washington State, if you hire a contractor and did not do your own due diligence to be sure they were "currently" insured and their workers were covered under workmans comp, your are their personal insurance company. Most homeowners insurance companies have an exclusion to "uninsured" contractors providing services. If they get hurt on your property, they may sue you!	You can usually bet that if it costs the tech money – and insurance does cost them more money – they will rarely bother to carry it. That leaves you to unacceptable risk.
Not sure but I hope its a good one!	Not sure but I hope its a good one!
We don't know of any company that offers this guarantee.	We don't know of any company that offers this guarantee.
We don't know of any company that offers this guarantee, either.	You'd better ask for it and get it in writing.
Whatever the cost, it's too expensive. You can't afford to have a massive roof repair or replacement bill to pay from incompetant cleaners or equipment.	Just not worth it. It shortens the lifespan of your roof, and the impact is too much on your home.

Here's What You Get With **The Roof Medic™** Service

Our approach preserves your roof—it doesn't damage it like many roof cleaning methods. The Roof Medic™ is the **best choice** to keep your roof system, your family, your pets, and your home **safe from harsh methods or ineffective treatments.**

1

Roof Integrity Assessment

Purpose: Determine needs and identify areas that need particular attention.

- We systematically evaluate your roof – including the rows, flashings, vents, boots, identify leaky valleys, curling or broken shingles, and more.
- Once we determine the condition of your roof, we give you a full report and the recommend any preparation necessary for proper treatment.

2

Roof Mold, Algae, Debris, Gutters, and Downspouts Check

Purpose: Identify the severity of the growth on the roof and evaluate the condition of gutters and downspouts. Most of these are fully functional but need a little bit of basic cleaning (which we offer at no additional charge as a part of our service) prior to the cleaning treatment.

- Examine full roof to see what kind of treatment(s) are needed.

3

Pre-Clean Preparation & Set-Up

- We carefully prepare your home for the safest, most gentle and effective cleaning possible.
- We protect each aspect of your property so there is little to no risk of damage during the process (i.e. ladder tilt-offs, downspout blocks, equipment calibration, and property assessment)

4

Effective & gentle cleaning and clean-up of all the roof debris

- You're not left with a mess, we completely clean and clean-up your home when we are finished.
- If anything is ever missed, we'll come back immediately to correct it, no questions asked.

5

Active Treatments Keep Your Roof Free of Moss & Algae for longer periods of time

- Active treatments eliminate the root of the problem instead of just temporarily pause it. Nothing lasts forever but treating the source instead of what's visible guarantees a much longer lasting result, keeping your roof looking and lasting like new without moss, mold and algae.

6

Enjoy Ongoing Service Guarantees and Future Maintenance Solutions.

- We guarantee repairs to your roof are fixed right the first time. You'll never get the, "Oh that repair was for something different". If any of our repairs fail, we'll promptly repair it FREE during the same season we fixed it.
- If there is any moss, mold or algae growth within two years of service, we will come and re-treat the roof at no extra charge.

Choose The Roof Medic™ by Clean America: All the benefits you hoped for... plus the things you didn't know to ask for!

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Call Today For A **FREE** Cleaning Inspection:
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