



THE SAMPLE PACKET

The exact 5-page estimate homeowners receive — branded to your company, priced to your rates.

First order: 500 mailers — you pay for 300 (\$1,050) and get 200 free.

CUSTOM **ROOFING ESTIMATE** ENCLOSED



**TIME FOR
A NEW
ROOF!**

2401 Mt Blanco Rd, Chester, VA 23836



TOTAL INVESTMENT: \$23847

FINANCING(OAC): \$271/MO

Scan for an
exact price



WE MEASURED YOUR ROOF AT **3507** SQ/FT AND A PITCH OF **10/12**

Note: The roof measurement provided is an estimate conducted by hand. While we strive for accuracy, we often over-measure the size of your roof. We aim to ensure you receive the best price possible, typically lower than the estimate above. For an exact price, please scan the QR code. You will receive a custom itemized quote by email after we purchase an accurate satellite measurement at no cost to you.



Prime Exteriors NW
(503) 679-8915
Taylor@PrimeExteriorsNW.com
CCB#226995





Dear Homeowner!

Most homeowners are getting fed up with door-knockers, pushy salespeople, and high prices when it comes to getting a new roof. We won't bother you by knocking on the door, instead, we skip the hassle and lead with our price.

Why Did You Receive This Bid?

We have taken the initiative to send a roofing estimate to you because your home meets the criteria for a roof replacement. We look for things like missing shingles, moss, algae, buckling, curling, granule loss, fiberglass exposure, and more. The average roof in the northwest lasts 18-20 years.

How We Stand Out From The Competition

Competitive Pricing:

We understand that a new roof is a significant investment. We offer you the most competitive prices in the market without compromising on quality. Our roofing solutions deliver excellent value for money, ensuring you get the best bang for your buck.

Direct Owner Interaction:

We believe in personalized service. When you choose us for your roofing needs you deal directly with me, the owner, ensuring efficient communication and high-level oversight during your project. Having a direct line to the top eliminates misunderstandings and speeds up decision-making.

We Respect Your Space:

Tired of salesmen ringing the doorbell? Unlike other companies, we don't knock on your door to sell our roofing, siding, windows or gutter services.

Financing Available:

Financial constraints should never stand in the way of a safe and sturdy roof over your head. We offer flexible financing options (OAC) to fit within your budget.

On the next page you will find your detailed estimate which includes all the products that are needed to complete your roofing project.

If you have any questions, please give us a call and mention this quote. Even if all you want is a free inspection, feel free to reach out. We always want to provide the best value to our clients and look forward to helping you protect your home.

Thanks,

Taylor Root



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ROOF ESTIMATE

IKO CAMBRIDGE SHINGLE:

Lifetime premium architectural shingle built for the NW with built-in algae resistance and a 110MPH wind warranty to protect your home from harsh elements.

IKO 12" HIP&RIDGE SHINGLE:

Cap shingle featuring an IKO modified adhesive sealant for maximum wind and water protection.

SYNTHETIC UNDERLAYMENT:

A synthetic and highly durable roofing underlayment designed to provide superior protection against moisture and leaks under shingles or other roof coverings.

ICE&WATER SHIELD:

A peel & stick underlayment designed to prevent water penetration due to ice dams and wind-driven rain. It adheres to the roof deck and provides a secondary water-shedding barrier.

METAL BOX VENTS:

Designed for easy attic exhaust venting. Superior to plastic alternatives used by most installers.

PIPE BOOTS:

Rubber boot sealing around plumbing vent pipes to prevent leaks.

EAVE METAL FLASHING:

1"x3" flashing installed at eaves to prevent water from wicking behind gutter and preventing rot.

VALLEY METAL FLASHING:

Installed in the valleys of a roof where two slopes meet. 24" wide for maximum protection to channel water and debris down the roof and away from the valley to prevent leaks.

STEP FLASHING:

8"x8 metal installed where the roof and the wall meet on a slope for roof and siding protection.

1-1/4" COIL NAILS

Electrogalvanized nails for pneumatic nail guns, securing roofing materials with maximum holding power.

OPTIONAL SHINGLE UPGRADES:

IKO Dynasty or IKO Armourshake

OPTIONAL ACCESSORY UPGRADES:

- Ridge Vent System (Reduces temp and moisture)
- High Profile Ridge Cap (Improved look)
- Ice & Water Shield (All perimeters and openings)
- Silicone Pipe Flashing (50+ year lifespan)

TOTAL INVESTMENT

\$23847

FINANCING

(WITH \$0 DOWN OAC)

\$271/mo



**Questions? Ready to
get started?
Call or Text (503) 679-8915**

**Disclaimer: Estimates are created by hand using satellite images to measure your roof to the best of our ability. Factors that can potentially increase the price include skylights, chimneys, patio roofs, special vents, plywood, manufacturer price increases, and/or any potential upgrades beyond our basic package.

THE **PRIME** DIFFERENCE

We protect what matters most. Your roof is one of the most important and expensive investments you will make for your home and family. Selecting the right contractor is crucial. We are a customer service company first. It is important to us that your questions are answered and that you have all the information necessary to make the best decision for your home and family.



Typical Contractor

	PRIME	Typical Contractor
Years In Business	5+	1-2 Years
Workers Compensation Coverage	✓	Insufficient
Licensed & Bonded	✓	Hopefully
Full Liability Insurance	\$1,000,000	Not Always
Manufacturer Certified	✓	Rarely
Workmanship Warranty	15 Years	State Minimum
Itemized Pricing for Transparency	✓	✗
Financing Options	✓	Unlikely
Dump Trailers	✓	Drop Box
Physical Office Location	✓	Truck?
Real Time Project Photos	✓	✗
Daily Magnet Rolling	✓	✗
Completed Project Drone Photos	✓	✗
Happy Customer Reviews	125+ ★★★★★	Fake?
Manager Completes Final Inspection	✓	✗
Proper Disposal of Materials	✓	The Woods?
Locally Based Crews	✓	Maybe?

WE ALSO OFFER



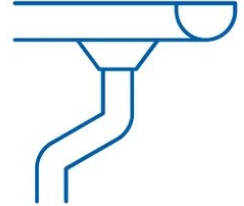
SIDING

- James Hardie Install
- 30 Year Warranty
- 4x Stronger



WINDOWS

- Siminton Windows
- 100% Virgin Vinyl
- Energy Efficient



GUTTERS

- Seamless 6K Gutters
- Hidden Fasteners
- Rust Free Aluminum

REFERRAL PROGRAM

Our referral program is designed to let our satisfied customers share their experience with family, friends and neighbors. For those who move forward with a project, we want to say thank you by giving you a \$250 visa card.



Here's What You Need To Do:

Have your friend call (503) 679-8915 to set up their free, no-obligation consultation. Make sure they give your full name as the referrer!



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