

TALK TRACT SUGGESTIONS FOR CONTRACTOR SALES REPS TO USE

WHY MALARKEY POLYMER MODIFIED ASPHALT VS. STANDARD OXIDIZED ASPHALT SHINGLE?

After establishing how your company differs from other contractors, now it's time to differentiate the two types of product options you could install for your customer:

If this is an insurance replacement:

Since your home needs to be reroofed due to hail damage, I want to discuss two types of products we can install. Before that, I want to establish that the insurance company is replacing your roof since the granules have come off your previous shingle. **Granules are applied to the shingle during manufacturing for one primary purpose: protect the underlying asphalt and fiberglass mat from the sun's ultraviolet rays. So, if there is another hailstorm in your neighborhood and if we install a standard oxidized asphalt shingle, which is what was installed last time, then most likely you will need to pay another deductible for us to reroof your home again.**

Most contractors will push the lower cost standard oxidized asphalt shingle and will not educate you on another option, so that they get to reroof your home again during the next hailstorm. This is obviously in their best interest, but we prefer to offer you an option which is your best long-term interest.

A newer technology polymer modified asphalt shingle which has the following characteristics to provide you:

1. The best long term granule retention for protection from the next hailstorm, or even if there is not a storm, the granules stay on the shingle longer to prevent another premature reroof. The granules are locked into rubberized asphalt pockets to resist coming off during the next hailstorm. Even if there is never another hailstorm the granules will protect long term to resist thermal expansion, wind, rain, sleet, and snow. Let me demonstrate the difference between the standard oxidized asphalt shingle and the polymer modified asphalt shingle: lay out plastic whether on a table or tailgate of your truck to demonstrate how the oxidized shingle has loose granules that are partially stuck, and the polymer modified shingle granules are locked into rubber pockets which resist coming off when rubbing, bending, or scraping. After demonstrating the difference show them the residual granules after they tested the two.
2. Possible annual discounts on your homeowner policy, which can range from 5- 15% depending on whether it is a Class 3 or Class 4 impact rated shingle. This Class 3 and 4 test is completed by Underwriters Laboratory using steel balls from 1.75 to 2-inch diameter dropped from 17 and 20 feet with no damage on the back of the shingle. As a result, over the years insurance companies have learned that when homeowners install polymer modified shingles, they don't have to replace those roofs like they do with standard oxidized asphalt shingle roofs. And the added benefit for you is to avoid another deductible and the hassle of another reroof installation.

3. If you need a reroof during winter, we cannot install standard oxidized asphalt shingles below 40 degrees, but with polymer modified asphalt shingles, we can install as cold as our crews will work, since this shingle was designed for Alaska winter installations.

The polymer modified asphalt we recommend is from Malarkey Roofing Products, since all their shingles are impact resistant. You may think ...this is a "Bunch of Malarkey", since it is an odd name? The Malarkey family started manufacturing shingles in 1956 and Malarkey is the only shingle manufacturer in the United States that has never had a class action lawsuit....so it can be said that this shingle is a "Bunch of High-Quality Malarkey"!

In addition to making a higher quality shingle, there are environmental benefits to our planet such as landfill reductions and shingle granules that clean the air. Yes, the higher quality asphalt is blended with virgin rubber, along with upcycled rubber tires and plastic bags. In addition, there are smog cleaning granules designed to clean the air.

Your roof of ____ squares will divert ____ tires and ____ plastic bags from the landfill as well as have the pollution air cleaning equivalent as if there were ____ trees planted in the yard.

Due to the popularity of homeowners wanting longer lasting shingles, Malarkey is currently under construction a new state of the art manufacturing plant in Franklin Indiana to be completed in late 2026. Until then the shingles will continue to come from the Oklahoma City plant.

When the customer asks about the cost?

The additional cost [if any] for you to have the longer-term benefit of a Malarkey Polymer Modified shingle is only \$____ per square or a total of \$____ to have protection that is in your best interest. Or if you prefer, we can install the cheaper oxidized asphalt shingle but will not have same performance benefits for you.

But what if the customer says they are selling their home soon and just want the cheapest priced shingle?

Ask them, when they meet with the realtor will they list the higher quality features like upgraded appliances, granite counter tops, etc.]? Now they can state they have a polymer modified Malarkey shingle roof that is impact resistant which may also qualify for homeowner insurance premium reductions of 5-15% that also cleans the air! And that the warranty is transferable to the new owner. That could be the difference in selling their home vs. other comps.

Make sense? We hope this document will help you close the sale! Please call Jared Koontz at 317-617-4107, or Butch Lockhart at 317-223-5114 with questions.

