

Steep Slope Roofing Sales School Outline

1. Introduction to Steep Slope Roofing

- Square
- Residential & Non-Residential
- Slope & Measurement
- Materials Overview

2. Roof System Basics

- Options
- Layers
- Components
- Types

3. Roofing Terminology

- Glossary
- Pitch, square, ridge, valley, eave, rake
- Roof types: Gable, hip, mansard, dormer
- Components: ice & water barrier, synthetic felt, starter, shingle, hip & ridge
- Ventilation: ridge, box (turtle), power, soffit
- Flashings: pipe, gutter apron, drip edge, step, counter
- Valleys: open (metal) and closed

4. Common Roofing Problems & Signs of Damage

- Storm damage (hail, wind)
- Age-related wear
- Improper installation

5. Inspection & Sales Process

- Walk property & take photos
- Check gutters, landscaping, attic
- Drone/ladders for steep pitches
- Salesperson + drone

6. Product Knowledge

- Shingle types: 3-tab, laminate, designer, reflective
- Impact-resistant shingles (insurance discounts)
- Polymer modified vs. oxidized asphalt
- Ventilation systems
- Warranties
- Algae resistance
- Upselling

7. Insurance Replacement Cost

- Actual Cash Value (ACV) insurance pays out the current market value of your roof at the time of loss which factors in depreciation.
- Replacement Cost Value (RCV) insurance covers the cost to replace your roof with new materials of similar kind and quality, without accounting for depreciation.
- Deductibles are rising
- Documentation and photos are critical

8. Safety Awareness

- Ladder safety is a priority!
- Know when not to walk roofs
- Use proper shoes like Cougar Paws
- Utilize drones/ladder assist when needed

9. Sales Skills in Roofing

- Listen first
- Provide solutions & upgrades
- Use visuals & demonstrations
- Differentiate your company

10. Closing & Next Steps

- Summarize findings clearly
- Present repair/replacement options
- Discuss payment/financing/insurance
- Set expectations
- Ask for the work

**For more information: Butch Lockhart at 317-223-5114 or
blockhart@malarkeyroofing.com**