

Roofing Rejuvenation - A New Industry Emerges

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Three philosophies on how to maintain asphalt roof shingles

- Status quo - no proactive maintenance
- Minimal repairs - mostly reactive
- Rejuvenation & proactive repairs combined - maximize the useful life to lower life-cycle costs (*emerging industry-best practice*)

What is Roofing Rejuvenation ?

Replacing the dried out petro-chemical (liquid asphalt) with specialized soy methyl ester to “restore” the asphalt roof shingle back toward near original flexibility.

Why has roof rejuvenation emerged?

Faster drying out of asphalt shingles:

- 25%-33% less liquid asphalt used in shingles manufactured after 2000 due to changes in global oil refining processes.
- Global climate change adding more stress on roofing.
- Cash flow pressures on HOA / Condo communities' capital reserves.

How is rejuvenation possible & how does it work?

Advances in bioscience technology, worldwide, and specific research at Battelle Labs, in Ohio, and funding by Soybean Council of Ohio.

<https://www.youtube.com/watch?v=CE-dmBTvmdQ>

How Long is Life Expectancy Increased?

The goal of roof rejuvenation is to add an additional five (5) years of useful life, per application, to extend incremental useful life.

How is Life Expectancy Increased?

- Rehydrated shingles are more flexible which allows:
 - Reduced thermal shock (fewer micro-cracks)
 - Better adhesion of granules
 - Reactivates the adhesion strip
 - Reduced hail impact damage
 - Less frequent wind blow-off damage

When to apply?

- Proactively
 - 7-10 years in the south
 - 10-15 years in the north
- Reactively
 - 11-17 years in the south
 - 16-20 years in the north

How much does it cost?

Typically prices range from \$0.75 to \$1.25/square foot depending on:

- Size of the roof (significant economies of scale)
- Pitch (steeper = slower labor productivity)
- Height (use of hydraulic lifts)
- Is organic growth significant, requiring a pre-cleaning?
- Extent of needed proactive and reactive repairs?
- Local market - Lake Tahoe more expensive than Reno

Where and how is it available?

- National availability via certified dealers
- 200+ certified local dealers
- 600+ metro markets
- National Account Manager for multi-family industry:
 - Management Companies
 - Reserve Specialists
 - Board members

Has this been tested?

Independent testing - ASTM lab test and 20+ page white paper by Ohio State University

Customer feedback - National Google Rating of 4.9

Scale - 50 million square feet of rejuvenation nationally

Home Inspector Feedback?

Ohio - firm with 4,000/year inspections

<https://www.youtube.com/watch?v=hVEbFAAQYQQ>

Iowa - contractor and inspector feedback

<https://www.youtube.com/watch?v=0nMrZdvQt1o>

Sample Customer feedback in Condo setting?

New England Community test in 2020 & full property in
2021

Board Chair testimonial on 324 unit condo complex with
67 buildings on 50 acres

https://www.youtube.com/watch?v=aPmyvsyv_Kc

Customer feedback in resort condo?

Wisconsin's Famous Osthoff Resort

<https://youtu.be/wbl6ceuLKPC>

Question and answer session

THANK YOU!