



**The “Ad-Ler Advantage”**  
**How to Maintain Your Roof:**  
**Safety & Value Tips**

# Introduction

Do you know how to properly clean and maintain your roof?

Many homeowners don't realize what an important role roof maintenance plays in the integrity of your home. Why? Because your roof not only protects your family and your belongings, it also preserves the entire structure and value of your home.

At Ad-Ler Roofing Inc., we believe that our customers should be armed with the knowledge to make smart decisions about their roofing needs. This is why we have created, "How to Maintain Your Roof: Safety & Value Tips!", our complimentary eBook. The "Ad-Ler Advantage" goal is to teach you how to keep your roof healthy and looking great for many years to come.

Still, it's crucial to have a trusted roofing expert to guide you, answer questions, inspect your roof, and, if needed—assist with repairs and ongoing maintenance needs. Have questions? Our team of industry experts has you covered! Call us at 1-844-MYADLER or [contact us online](#).

## **Getting Started**

- Preparing to Clean Your Roof
- Step 1: Inspecting Your Roof
- Cleaning Your Roof
- Choosing the Right Roofing Company for You

## **Preparing to Clean Your Roof**

Though different roofing materials require varying levels of care, it's a good rule of thumb to thoroughly clean your roof at least every 1-2 years to keep everything in top shape.

Despite sounding like a simple enough task; cleaning your roof can be one of the most dangerous aspects of home-maintenance. Because of this, it's always best to bring in an industry expert to assist you. However, many homeowners can choose to confront this task on their own, failing to realize the potential hazards associated with DIY roof-cleaning projects. We want you to avoid that...

Choosing to clean your roof yourself can be a dangerous decision that will often result in extra costs and possible injury.

Oftentimes homeowners are under the impression that, because they have hung Christmas lights or installed a satellite on their roof, they are qualified to rent the equipment and tackle the job themselves.

But what these weekend do-it-yourself projects don't account for is the true importance of crucial experience. Walking on a wet, soapy roof while simultaneously wrestling with bulky cleaning equipment is nothing like simply stringing lights...

Even more concerning; many handymen you find in the phone book are not required to carry a roofing license. It's vital that you do your homework when selecting a company to clean your roof, and only opt for a legitimate roofing repair business, like Ad-Ler Roofing Inc. or another in your local area, that can provide proof of full liability insurance and time-tested expertise.

In addition, without the aid of a professional roofer, there are

When the time comes to have your roof cleaned, trust only licensed and insured roofers who are well-versed in proper cleaning methods, and have a proven track record of excellence.

Ad-Ler Roofing has been one of Florida's most trusted roofing family's for decades, with over 28+ years of professional experience. We know the importance of maintaining a healthy and beautiful roof, which is why we use only low-pressure water, and green products that will not damage your home.

At Ad-Ler Roofing, family-owned and operated since 1988, we treat our customers like family by only using industry best practices. When you choose us, you can be confident in the fact that you have a licensed and insured professional taking care of your roof...and most importantly, your family.

## **Step 1: Inspecting Your Roof**

So, once you've decided it's time to clean your roof, but before going any further in the process; you must inspect your roof to be sure there are no missing or broken pieces that could let moisture in.

No matter if you're planning on cleaning your roof yourself, or have decided it's prudent to hire a licensed professional, it's crucial that you have a qualified roofing technician perform a thorough inspection beforehand.

Why? Because a professional roofer can easily identify issues that a novice will often overlook...That means trouble.

## **Preventative Measures Save You \$\$\$**

Don't be discouraged if it seems like your roofer is pointing out issue after issue while performing a roof inspection—it's a professional's job to identify red flags that could escalate into a much bigger problem down the line.

Taking preventative action now by addressing these will save you tons of money and stress long term.

For example, repairing a potential leak site costs between \$300-\$400, but allowing that same vulnerable spot to fester and develop into a legitimate leak during Florida's rainy season could hike up repair fees as high as \$2,500-\$6,000. Yikes!!

Keep your home and wallet stress free by catching possible problems before they become major.

## **Work with a Company That Respects Your Home**

At Ad-Ler Roofing Inc., we are industry experts with over 28 years of roofing industry training, experience, and passion.

When we perform a roof inspection, we treat your home as if it were our own...your family is our family!

Call Us: 1-844-MYADLER  
Or Contact Ad-Ler Online.



## **Cleaning Your Roof**

Are the products used for cleaning your roof dangerous to you, your family, or your home?

Homeowners who have decided to clean their roof without outside assistance from a roofing professional must always take care when selecting cleaning products.

## **Possible Damages to Your Roof**

Different roofs require different cleaning methods—take the time to learn what your roof needs before spending the money.

Certain chemicals can have an adverse effect on the well-being of your home. Keep in mind that cleaning with bleach, or similarly abrasive cleaners, can result in significant damage to your roof.

Chlorine products, for example, can burn your roof's underlayment, and/or damage metal used in other areas of the roofing system, including:

- Flashing
- Vents
- Valleys

Why? Because most roofs are mechanically fastened with metal screws that can become corroded due to the incorrect ratio of chlorine to water.

- **Beware of Toxic Fumes**

When cleaning your roof with bleach, it's important to ensure that there are no toxic gases wafting into your yard. Bleach releases fumes that can be harmful to children and pets that may be in the surrounding area.

- **Protect Yourself, Wear a Mask**

Always protect your face by wearing a mask when handling harsh and dangerous chemicals.

- **Protect Your Lawn & Foliage**

Again, cleaning your roof with bleach or other abrasive chemicals can result in severe damage to your lawn and/or other plants immediately surrounding your home. Foliage that has had bleach poured on it will turn brown and wither.

- **You May Decide to Hire a Professional**

Having any hesitation about going the "DIY roof cleaning route"? That's okay, the team at Ad-Ler Roofing has 28+ of experience working in this area to help you.

We use just the correct amount of environmentally-friendly, "green" products, keeping your home, family, pets, and plants safe and happy.

# Choosing the Right Roofing Company for You

So, how do you select the right roofing company for you?

With so many options out there, how do you decide who you should hire to clean your roof?

Homeowners often ask for the best way to find a first-rate roofing company, and our answer is always to ASK FOR REFERRALS!

## Asking for Referrals

Word of mouth referrals are often some of the best leads. Ask neighbors who have recently had work done on their roof for any recommendations. Learn from the experiences of others of what to look for, and what to avoid.

You can also find strong candidates by asking local builders who they are using for work. If you're in the market for an insured roofing company, touch base with building companies like Lennar for more information.

### Guidelines for Asking the Right Questions

Once you've started narrowing down your options, here is the "Ad-Ler Advantage" checklist of the Top 5 Questions to ask when choosing a roofing company.

## **Ad-Ler Roofing is the Best Choice**

At Ad-Ler Roofing, we believe in educating the consumer, explaining the roofing process, and answering all your questions. Your family truly is our family...

Founded by Eddie Currier III in 1988, Ad-Ler Roofing Inc. is a licensed and insured roofing company. We are a member of official trade associations with a long list of outstanding references.

The Ad-Ler team prides itself on only following the best practices in the industry, and above all setting a new standard for roofing excellence in southwest Florida.

When you choose us, you're joining the Ad-Ler family, and we will never let you down.



Contact us today!  
1-844-MYADLER  
[www.adlerroofinginc.com](http://www.adlerroofinginc.com)