So your roof has hail damage.

What it is, means, and what to do next.

How hail affects shingles

- Shingles are made of a thin layer of asphalt that is coated in granules
- The granules serve 2 purposes:
  - 1) Make the roof pretty ☺
  - 2) Protect the asphalt from the sun

- Hail stones “bruise” shingles, leaving a soft spot where the granules are loosened, and with rain, wind, sun, and snow, eventually fall away, exposing the asphalt directly to the sun (eventually chewing a hole through the shingle)

Hail Damage – What's the deal?

- Most people assume if they don't have leaks or missing shingles, the roof is fine.
- The truth is, hail damage is virtually impossible to see from the ground, takes a trained eye to spot on the roof, and can take months or even years to result in leaks

Better safe than sorry.

- Insurance companies would much rather pay for damages when it's just a roof, versus…
  - A roof
  - Rotten decking
  - Mold in the attic
  - Wet drywall
  - Stained or collapsed ceiling

The fact of the matter with hail damage:

- It can be heavy (really obvious) or light (hard to see)
- Regardless of the severity, it's like getting a speeding ticket: whether you're going 30 mph over or 80 mph over, both are speeding and both deserve a ticket.
- It's not a matter of "if" issues may arise, but rather "when" will they arise?

Have you ever filed a claim before?

- It's much simpler than you might think.
- Call the 1-800 # on your homeowner's policy (the actual claims department, completely separate from your agent)
- They'll assign you a claim number, & schedule an adjuster to come inspect the property

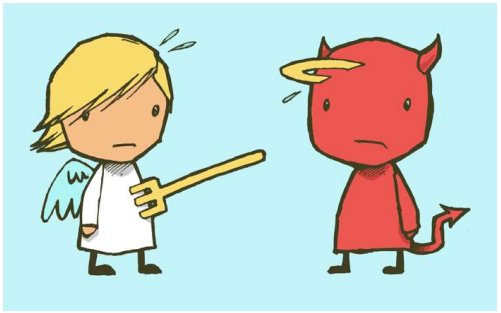
Adjusters have 2 jobs:

- 1) Approve or Deny the claim
- 2) **Write the estimate** for the damages and cost of repairs and decide what they are willing to pay
- It *USED* to be that you'd call your agent who would instruct you to collect 3 "bids."
- The insurance company would then pick – you guessed it – the **lowest bid**
- This method unfortunately forced homeowners to get budget contractors and sub-par work.

They no longer accept or consider “bids.”

- Bidding doesn’t work for claims because there are contractors who charge an arm and a leg, cheap contractors who cut corners and charge ½ what everyone else does, and then everyone in between.
- Adjusters are now responsible for writing the estimates
- They use Xactimate (fair market value pricing software for materials & labor in different regions of the country)

2 Different Types of Adjusters:



- 1) Good ones!
  - Experienced (maybe have been in construction before)
  - Fair (treat your house like it's their own house)
  - Knowledgeable (familiar with hail damage)
- 2) Bad ones.
  - Inexperienced (usually deal with car accidents or medical losses)
  - Unfair (act like the money is coming out of their own wallet)
  - Uneducated (haven't got the first idea about construction or hail damage – sometimes their first time on a roof!)

You never know who you're going to get.

- What I do to ensure you get a fair assessment:
  - Everything the adjuster is supposed to do before they even arrive
  - Write the line-by-line estimate IN Xactimate pricing (the same software the insurance companies use)
  - Draw the diagrams & measurements
  - Document the damages with photos

So…

- If you get an overworked, tired, grumpy, unfair, or lazy adjuster, everything is already documented, listed out, scoped, & easy to process
- We can compare apples to apples and meet in the middle to make sure the claim is paid RIGHT so the work can be done correctly and your home can be restored properly

Worst case scenario:

- If after all that legwork, the adjuster comes out and says, *"Nope, we're not paying for it, we don't think there's enough damage"*

- **…..nothing happens.**

- You don't owe me anything.
- (Option to get a 2nd opinion/re-inspection if necessary or recommended)

Preparing a Claim is a Huge Investment of Time

- Each claim takes me anywhere from 15-20 hours of legwork between inspecting, estimating, measuring, photographing/documenting, diagramming, preparing the property for the adjuster meeting, etc.
- But, I don’t ask for or accept any fees for any of that service!

All we ask

- If we invest time, energy, and resources into your claim to prepare it for the adjuster meeting, and we are able to get it approved for you…..
- Just let me do the work! ☺

That's how we like to treat insurance claims.

- No rigid contracts
- No "catch" or "hook"
- Completely risk-free
- Worst case scenario, adjuster doesn't approve the roof, no work gets done, and nobody owes anybody anything.
- **Best case** scenario, you get a brand new roof for basically 95% off, and I have a job to do!

- SO, if the roof gets approved, here's how insurance works:

How insurance companies USED to pay vs. How they pay NOW

- USED to:
  - Gather bids, choose the lowest one
  - Write 1 check for the whole thing, minus the deductible
    - Example: $10,000 claim - $1,000 deductible = 1 check for $9,000
  - Say, “Here you go Mr. & Mrs. Homeowner – have fun fixing your roof!”
  - Unfortunately…what do you think a lot of people did with that big fat insurance check?

OR…

- Found an even lower bid (somehow) than what the insurance company was paying up front, didn't pay their deductible, & pocketed the rest.
- Unfortunately, that's actually insurance fraud.
- So insurance companies stopped paying that way.

How they pay NOW:

- Same claim, homeowner still only responsible for deductible, but they do 2 things:
- 1) **Withhold "depreciation"**
- 2) **List mortgage company on the check** to ensure work gets done
- 1st check issued = roughly 50-60% of total claim
- 2nd check (depreciation) issued ONLY after work is complete and has been invoiced for the original claim price the insurance company established with the contractor

That way, *IF*…

- A homeowner gets their insurance estimate for $10,000 (paid $6,000 up front + $1,000 deductible + $3,000 withheld depreciation)….
- ….and then finds someone who says they will do the job for $7,000…
- The insurance company gets the invoice and says, *"We already paid you $6,000, you're responsible for your $1,000 deductible… …that's $7,000 to pay for your roof. Thanks for saving US $3,000!"*

That's how insurance companies pay for claims now.

- Therefore, how we do claims is, **we use the same price list** as they do so we are on par as long as the scope is the same.
- We don't do regular "contracts" like other roofers do.
- Ultimately, **as long as we can DO the job for the insurance price** without losing money on it, we'll do it for their price (*even* if it is below regular retail pricing)

Tip: File **sooner** versus later.

- The sooner you file, the happier and more cooperative your insurance company is.
- The more time that passes after the storm date, insurance companies start to tighten their coin purses.
- With as many thousands of homes damaged during this storm, we are working to get as many restored before winter rolls around as possible so nobody has to go through a winter with hail damage on their roof.