



FRESH ROOF

FRESH ROOF FOR APPLICATORS

THE GRIT ON FRESH ROOF.

Fresh Roof is the product:

Fresh Roof is an alternative to roof replacement for homeowners who have aging asphalt shingles. With one simple application, a homeowner will add at least 5 to 8 more years of life to their roof. But as long as their shingles are in decent shape, they can expect a full decade.

The application can also help homeowners with roofs that are only a few years old. In those cases, Fresh Roof takes on more of a maintenance role to prevent the effects of aging from happening in the first place, while also making the roof like new again.

Note: Fresh Roof is all-natural and non-toxic, which can be a key selling point when talking to homeowners with kids, dogs or gardens. Because what goes on their roof is also going to wash off into their yard.

The formula is the difference.

The engine inside Fresh Roof that makes it so much smarter and so much better than other roof treatments is what we call the “chemistry-correcting formula.” The formula works its way through every single part of every single shingle to fix the broken chemistry of aged asphalt.

The soybean-based science behind the formula was developed at Iowa State University, so customers in the Midwest could be interested in using a sustainable product that was created and continues to be sourced so close to home.

Note: Roof Maxx advertises that their product is “made from soybean oil” so it could be important to explain that Fresh Roof’s soybean-based science isn’t the same old oil-based approach as the competition.

The science is on our side.

In head-to-head testing at an independent lab, Fresh Roof was proven to perform better than what was once considered the best alternative to roof placement.

> Price

Fresh Roof costs less than 15% of the average roof replacement. That means a homeowner who’s been quoted \$8,000 for a new roof can safely expect to pay around \$1,000 for an application of Fresh Roof.

If a homeowner has already decided against getting a new roof, and they’re comparing different alternatives head-to-head, then price is still a significant selling point because Fresh Roof costs 25% less than Roof Maxx. Even though Fresh Roof is far more effective.

> Guarantee

Fresh Roof adds at least 5 to 8 more years of life to a homeowner’s roof. That’s our guarantee to customers. Roof Maxx guarantees exactly 5 more years of life.

If a homeowner views the guarantees as more or less the same, that’s can still be a win for you. Simply pivot to the superior performance of Fresh Roof and speak to the difference in price. Fresh Roof is the clear winner by both of those measures.

> Performance

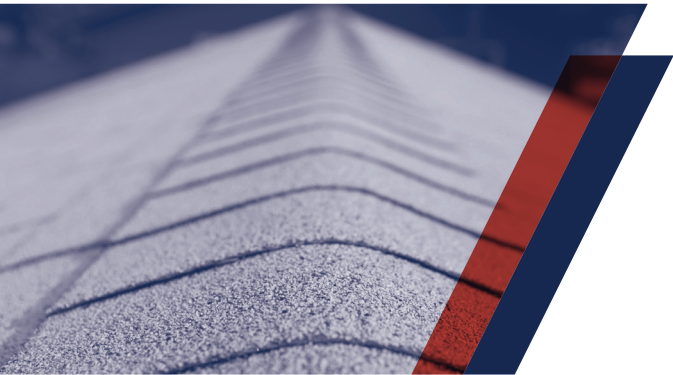
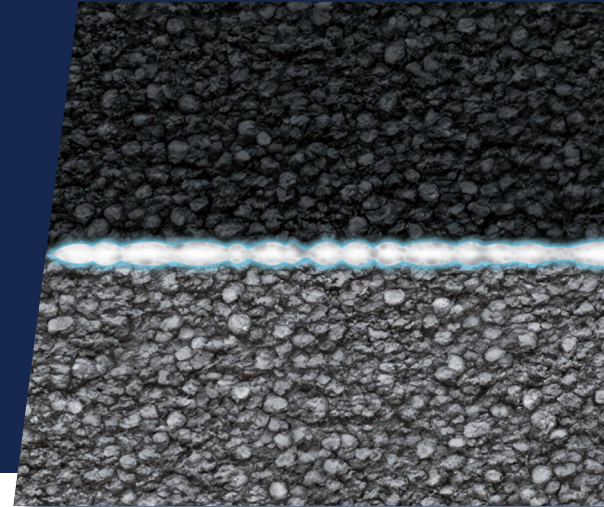
Independent testing showed that Fresh Roof performs 30% better than Roof Maxx. That means it de-ages shingles and rebuilds protection by 30% more than Roof Maxx. And Fresh Roof does it at less than half the cost.

If a homeowner thinks that sounds too good to be true — “How does it do more and cost less?” — explaining the science inside Fresh Roof can help customers understand how it’s designed to work smarter, faster, for longer. So it doesn’t cost as much to produce as other products.

GET GRANULAR →

WHEN YOU'VE GOT TO GET GRANULAR.

The price and head-to-head performance of Fresh Roof against Roof Maxx will almost always be your main selling points. But some customers will want to get a little bit nerdy before they can truly trust the product (and the sales pitch).



Grit retention is all about protection.

A healthy roof has a lot of grit. That's because the granule textures across the surface are the first line of defense for everything below, including the soft underbelly of the roof and the bedrooms just under that.

Fresh Roof strengthens the actual asphalt structure of the shingle to provide the weatherproofing foundation those granules need to withstand whatever the world throws at 'em.

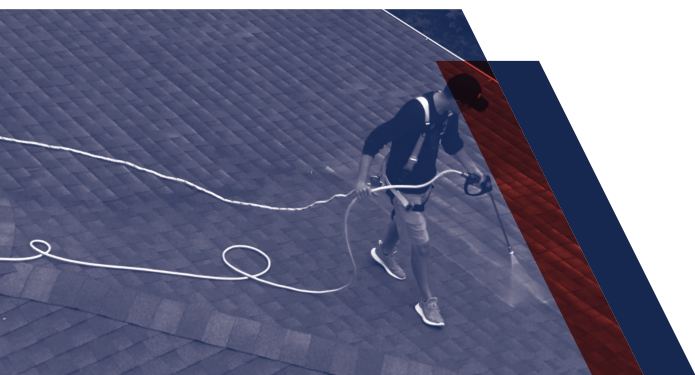
The takeaway? Left untreated, shingles lose more than double the amount of grit compared to shingles treated with Fresh Roof.

Penetration is Fresh Roof's specialty.

The problem with other products is only the roof's surface receives reinforcement. Once that superficial layer wears away, the homeowner's roof is right back where it started.

Fresh Roof works like a molecular cleanse to flush out brittle, breakable elements from the asphalt shingle that could otherwise cause leaks and lead to premature roof replacement.

The takeaway? Researchers at Iowa State University developed a new kind of rejuvenating formula that takes an active role in the absorption process to reach every single part of every single shingle.



Flexibility is the X-factor.

When a tree branch or hailstone hits one of the asphalt shingles on your roof, flexibility is the difference between bouncing back and snapping in half.

Shingles have to sit under the sun and bake out in the heat. That's why flexibility is often the first feature to deteriorate, just before you see the sure signs of an unpreventable roof replacement: cracking and curling.

The takeaway? Fresh Roof is designed to specifically soften the asphalt that holds the shingle together, and as a result, restores flexibility by nearly 50%. Other products can only manage about 20%.