



**INITIAL
ONBOARDING**





Our Vision and Mission

Our Vision:

To be the nation's most trusted roofing contractor — recognized for our reliability, forward-thinking solutions, and dedication to strengthening communities through long-lasting, high-quality roofing for homes and businesses across the country.

Our Mission:

We uphold integrity, quality, and customer satisfaction by delivering expert roofing services with transparent communication. Committed to innovation and community improvement, we ensure every project exceeds expectations and serves our clients' needs.

What We Do

We are a national commercial roofing company that meets the needs of our clients wherever they are at, with whatever they may face.

Roof Types

Metal

TPO

EPDM

PVC

Shingles



Shingle Roofing



Three Tab

Cheaper and more susceptible to hail damage. A 3-tab shingle is distinguished by three uniform cutouts, or tabs, made along the lower edge of the shingles.

Architectural

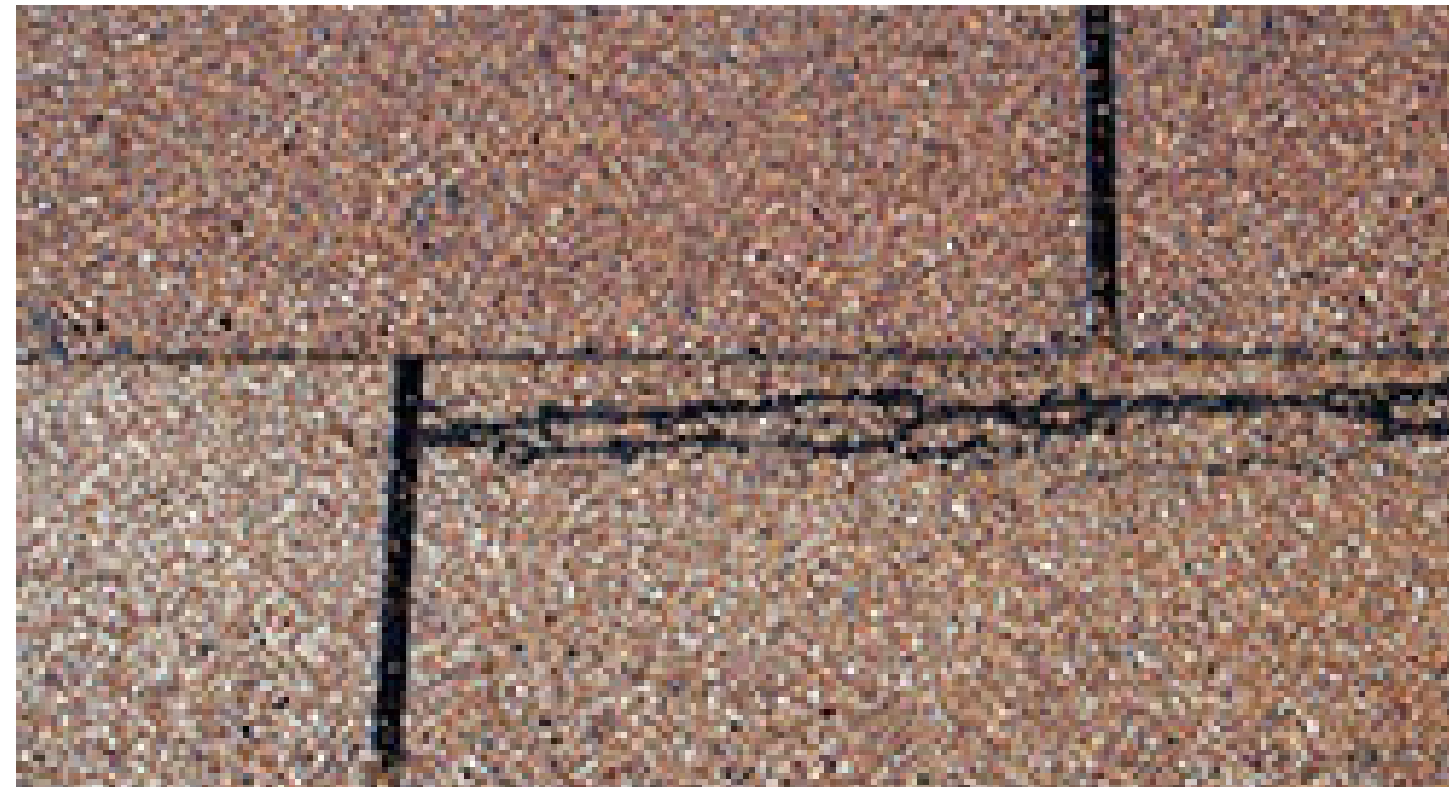
Thicker and more durable. Architectural shingles are created by laminating two shingle strips together to form a single, dimensional shingle. The tabs on these shingles come in various sizes and shapes, mimicking the look of wood shake, but with the durability of asphalt.



Shingle Damage

Common damage indicators:

- **Hail Damage** - Creates granule loss and dents
- **Wind Damage** - Lifts, creases and breaks shingles
- **Blistering** - Caused by heat and poor ventilation, not covered by insurance





Metal Roofing



Common Types

PBR-panel – commercial use, exposed fasteners.

PBR Panel roofing is a metal roof made of 36” (3 foot) metal panels that have raised ribs with a flat area between the ribs. PBR-Panel is used in both residential and commercial applications and can also be used as siding.

PBR-Panels and R Panels have identical profiles and the same 36” coverage. However, PBR Panels include a larger overlap section, known as a purlin bearing leg, that R-Panels don’t have. This section between the panels gives the metal roofing more strength.

Standing seam – hidden fasteners, residential and commercial use

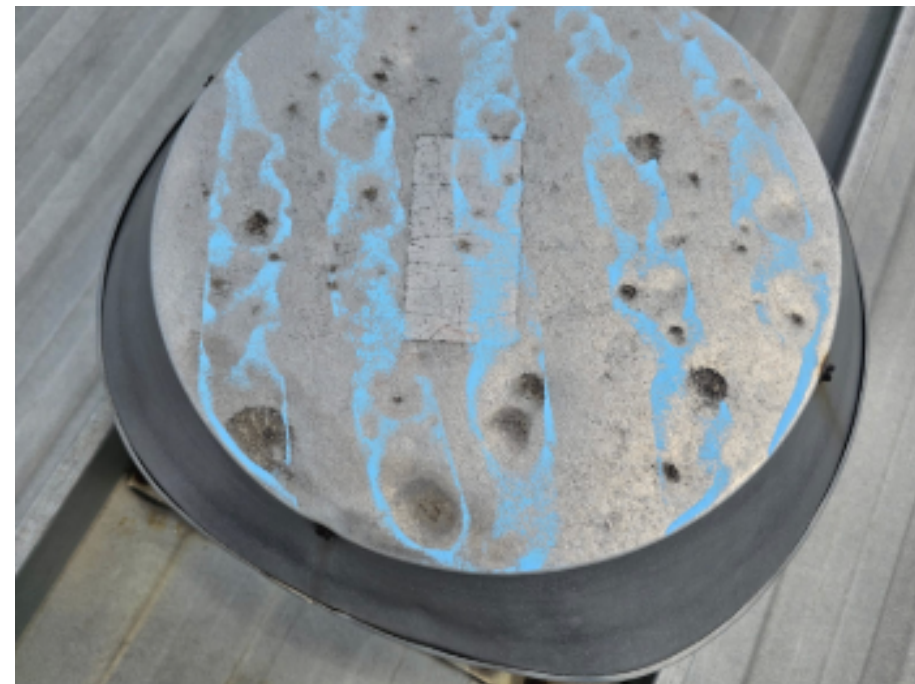
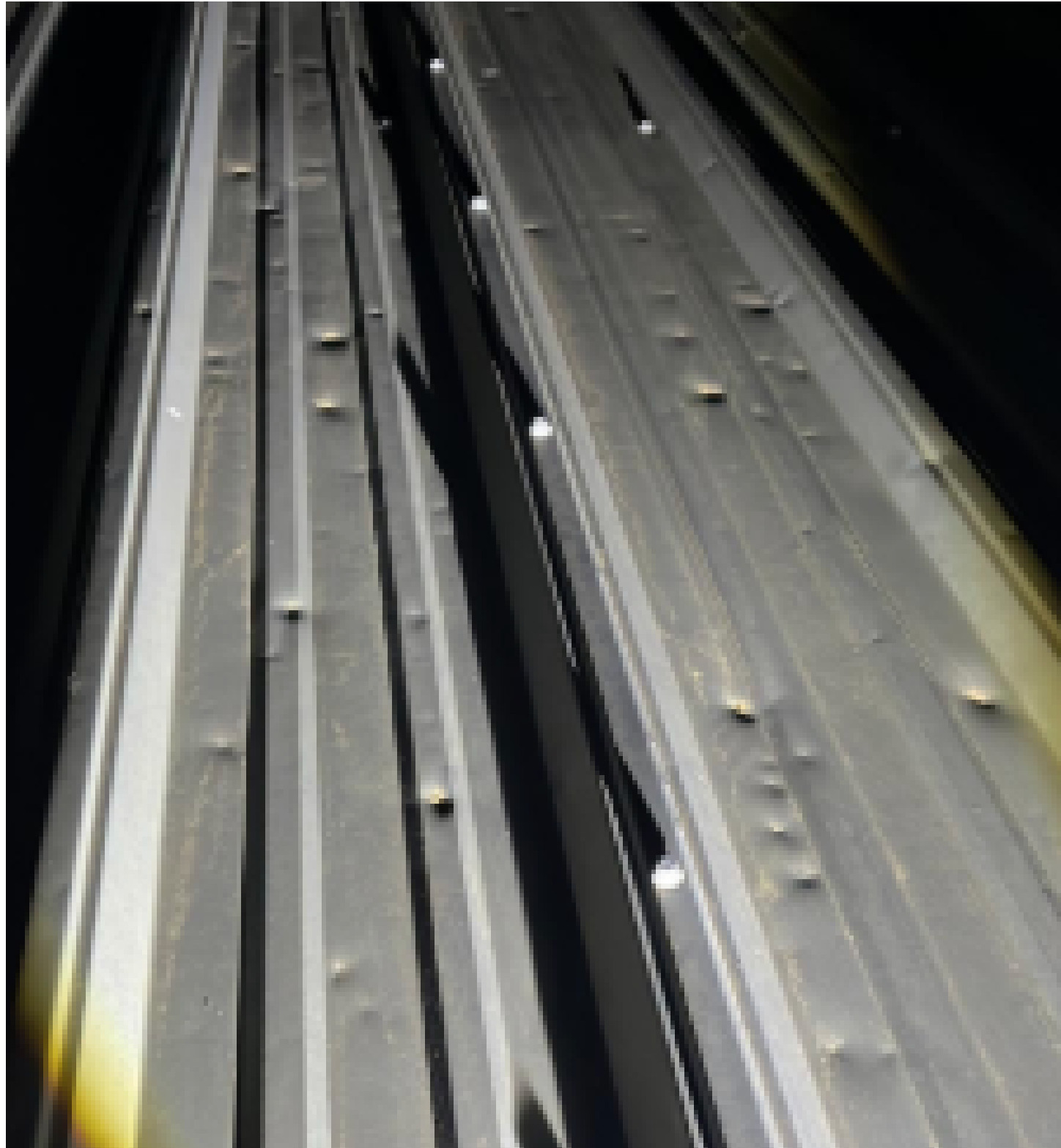
Standing seam metal roofing has a flat area in the middle and raised vertical seams at both ends. It’s a concealed fastener system, meaning that the fasteners are not visible or exposed to the weather. It’s water-tight and long-lasting, but it’s also a more expensive panel system.



Metal Damage

Damage Types

- Hail dents – insurance may cover if there's a cosmetic endorsement
- Functional damage insurance covers:
- Coating fracture (verified under a microscope)
- Inability to shed water
- Disengaged seams (panels separating)
- Night inspections can help identify minor hail dents not visible during the day





Single Ply Roofing



TPO (Thermoplastic Polyolefin)

Thermoplastic Polyolefin is a single-ply roofing membrane that is one of the fastest-growing commercial roofing systems on the market. TPO roofing systems are a single layer of synthetics and reinforcing scrim used to cover flat roofs. TPO membranes are manufactured in sheets 10, 12, or 20 feet wide. TPO has gained industry acceptance because of its naturally reflective surface, which reflects UV rays. The National Roofing Contractors Association (NRCA) reported that TPO has about 40% of the commercial roofing market share.

After the existing substrate is prepared, either by cleaning or removing the existing roof, the insulation is installed. There are a few types of insulation options the facility manager/owner can choose from:

Polyisocyanurate (Polyiso) – The most used insulation type for roofing applications, Polyiso is more expensive but pays off with a higher R-value rating.



TPO Damage

- Does not fracture from hail but can be damaged underneath.
- Inspect ISO board insulation for fractures (affects energy efficiency).
- Requires cutting open sections to confirm hidden damage.





Single Ply Roofing



PVC Roofing

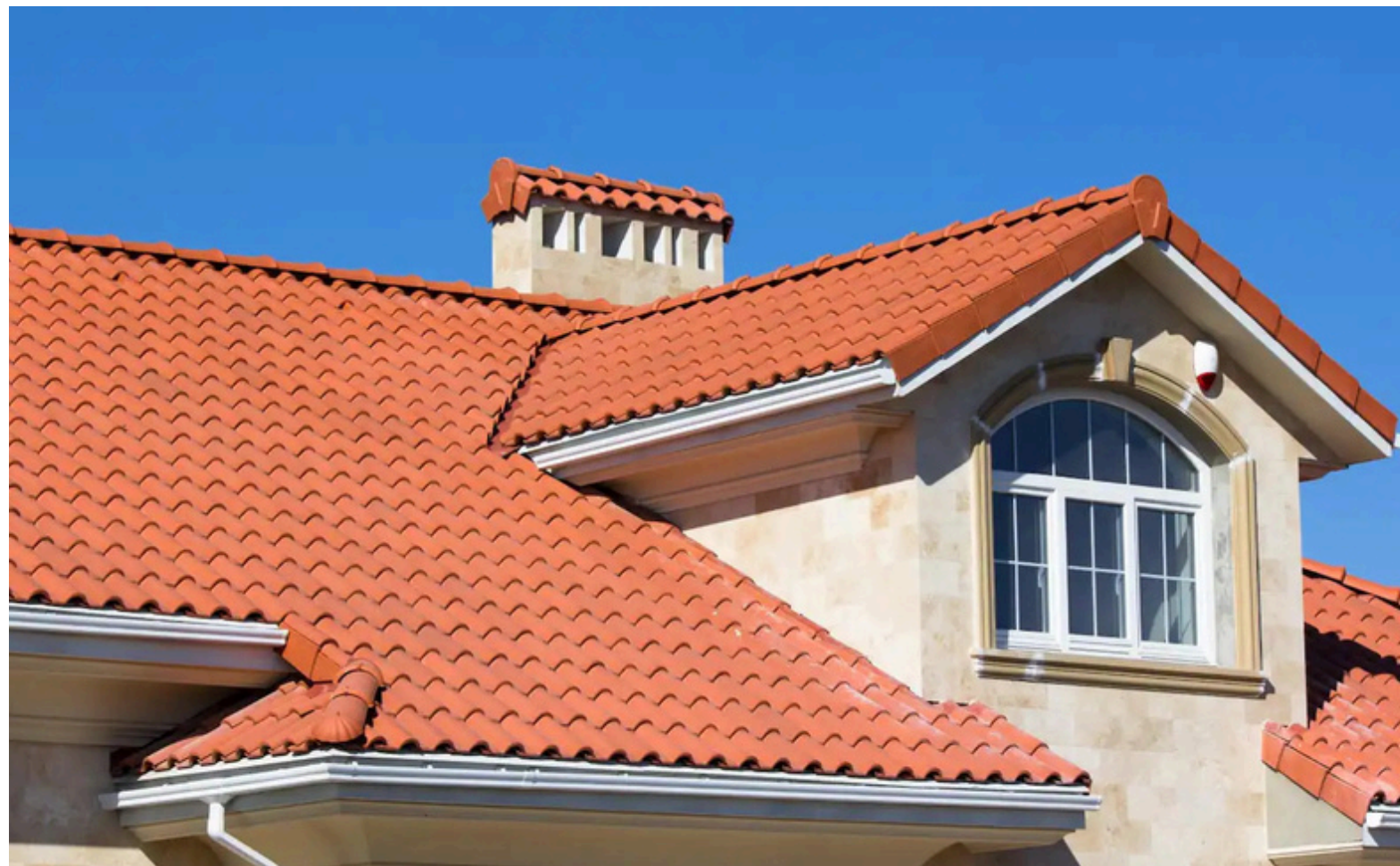
Short for polyvinyl chloride, PVC is a single-ply roofing membrane with excellent performance. PVC offers increased protection against chemicals compared to many common roofing technologies, excellent seam strength, long-term weathering, and UV resistance. Guarantees are available up to 30 years for qualified systems.

- Can fracture from hail impact.
- Used commonly for restaurants due to resistance to grease/fat.
- EPDM (Ethylene Propylene Diene Monomer):
- Rubber-based roofing, absorbs heat.
- Less common, but requires different insurance claim handling.



Tile Roofing

A tile roof is a type of roofing material made from individual tiles arranged in a pattern on the roof and used to protect a building from the elements, including rain, snow, and wind. Tile roofs have been used for centuries and can be found on a variety of building types, including homes, churches, and public buildings. When it comes to roofing, tile roofs are renowned for their durability, longevity, and ability to withstand extreme weather conditions.



Clay

Clay tile roofs are made from fired clay and are popular for their durability and natural appearance. They are resistant to weathering, rot, and insect damage and can last for decades with proper maintenance. Clay tile roofs are also relatively lightweight, making them suitable for various building types. There are several types of clay tile roofs, each with its own unique features and benefits.

Concrete

Concrete tile roofs are made from a mixture of cement, sand, and water. They are more affordable than clay tile roofs and resistant to weathering and decay. Additionally, concrete tile roofs are available in a range of colors and styles, making them a versatile choice. There are several types of concrete tile roofs, each with its own unique features and benefits.

Damage Types

- Cracked/missing tiles from hail or wind.
- Displaced tiles from strong storms.
- Walking on tile roofs can cause damage, best left to experienced inspectors.

Sales Strategy for Roofing Claims

1

Inspect the Roof

Inspect the roof for any damages that we have covered. Get familiar with different approaches and tactics to find the damage

2

Take (Plenty of) Pictures

If there is damage, take a pile of pictures. The more pictures and documentation, the better. It helps you, S&S, and the PA's moving forward.

3

Get the Insurance Policy

Always get the insurance policy!! They can have the world's best damage but the policy determines if it is a good claim or not!

Public Adjuster (PA)

- A public adjuster (PA) is an insurance adjuster who works for the insured, helping property owners secure payouts from insurance claims.
- The goal of a PA is to handle the claim, negotiate with the insurance company, and ensure that S&S receives funds to complete the work.
- Most of the claims they work on are roofing-related, with some fire claims and no flood claims. Making them roofing policy experts.
- Nobul mainly focuses on commercial properties, as residential roofing claims are less profitable.
- The insurance policy controls everything in the claim process; without a good policy, even valid claims may not succeed.
- The declaration page of the policy is the minimum requirement to evaluate a claim, but having the full policy is preferred.



About PA's

- Get policy details and inspection report.
- Submit paperwork to insurance.
- Estimate damage and negotiate claim payout.
- Ensure funds go directly to the contractor.
- Secure final depreciation payout after project completion.

Common Questions

- Average timeline for claim resolution:
- 90 days for most cases.
- Some cases take over a year if litigation is required.
- Payment structure:
- Public adjusters charge 10% of total claim value.
- Sales reps earn 10% commissions on the claim payout.

Best Strategies to Secure Claim

- Average timeline for claim resolution:
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- Payment structure:
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Sales Tips

“Sell the service, not the product” – The focus is on helping property owners get insurance-covered repairs.

“Confidence is key” – Sales reps must walk into large buildings and pitch fearlessly.

“Avoid time-wasters” – Don’t spend time on properties that aren’t insured for roofing.

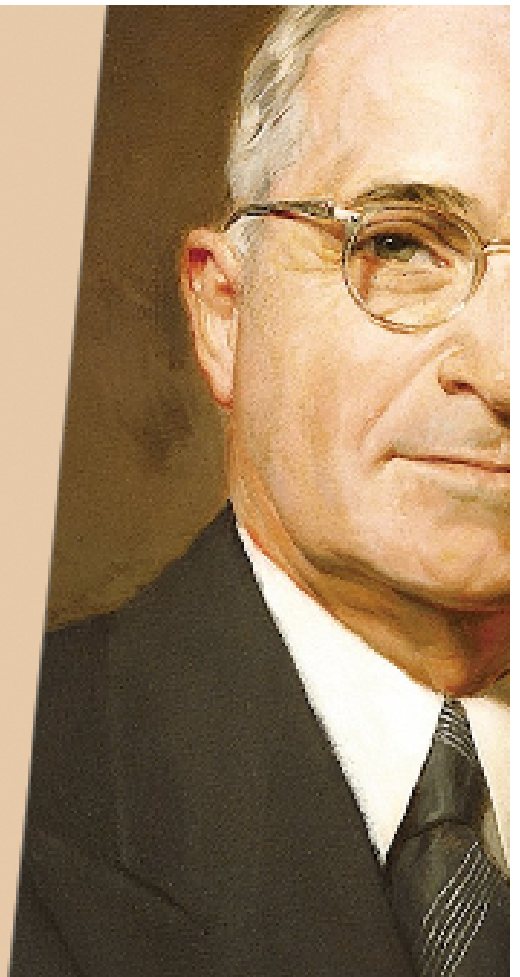
“Think long-term” – A steady pipeline of claims ensures consistent payouts

During your “windshield time” listen to books to help you with your confidence, tone, pitch, and closing ability.

Practice your rebuttal out loud to common objections that may occur.

Not all readers are leaders, but all leaders are readers.

Harry Truman
33rd President of The United States



“
**REACHING
OUT TO
STRANGERS
ONLY
MAKES YOU
MONEY.**

—ALEX HORMOZI

To succeed in sales,
*simply talk to
lots of people
every day.*
And here's what's
exciting:
There are lots of people!

JIM ROHN

@SalesEvolution

Sales Rabbit

- Used to track your work and streamline your efforts
- Also includes storm monitoring software
- Helps you and your teammates know who is working on which region

How to Use It

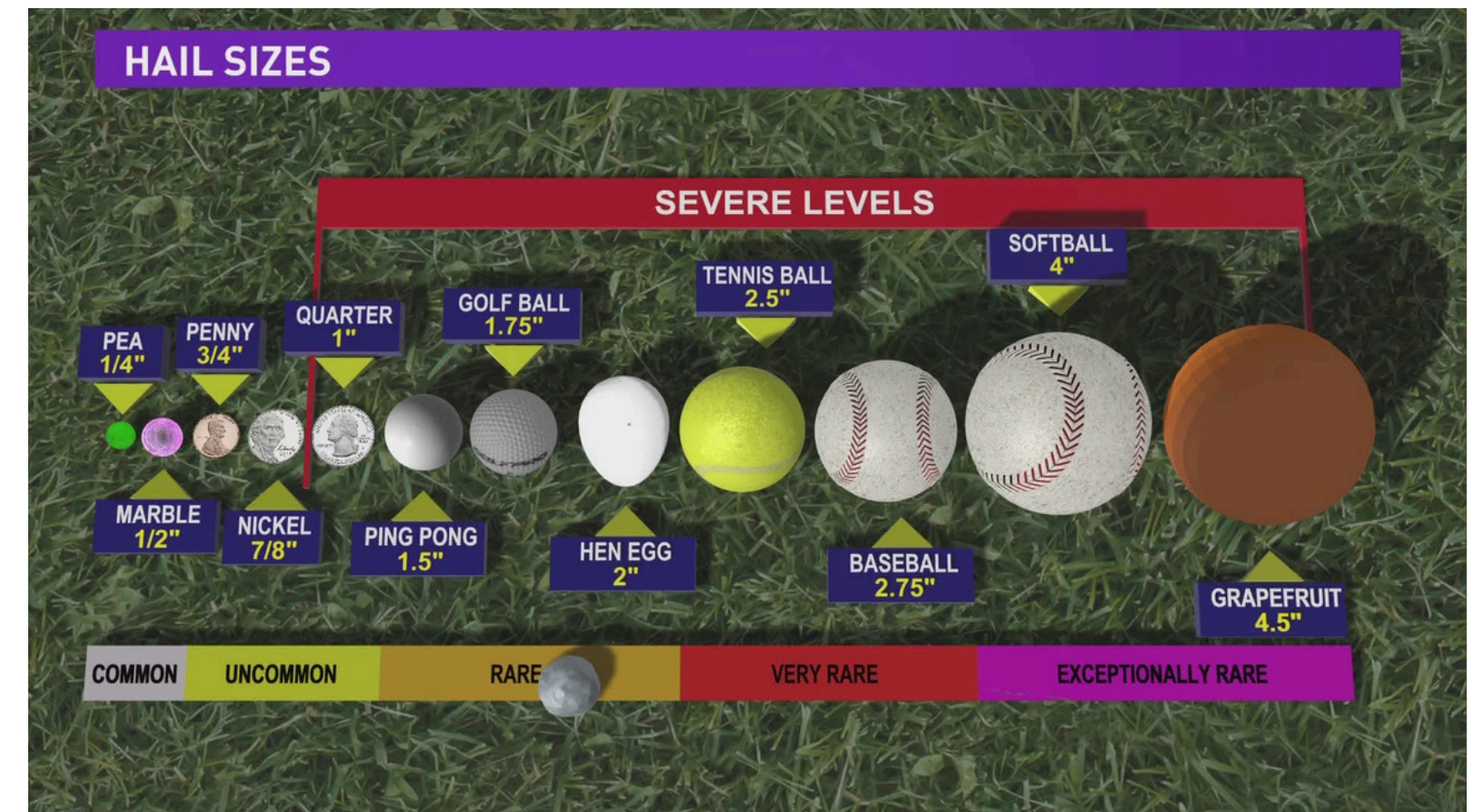
1. Your first step is to log all of the information on Sales Rabbit
2. Always update the pins based off of the progress with your customer
3. Use the upload function to send the information to AccuLynx and Company Cam

Hailtrace

- Used to track hailstorms and locate properties affected by storm events.
- Sales reps receive email alerts when a new hailstorm is detected.

How to Use It

1. Search for a location (e.g., Omaha, Nebraska).
2. Adjust search radius (e.g., 80 miles).
3. Look for recent hailstorm events (priority on verified meteorologist data).
4. Identify commercial properties in the storm path.
5. Plan sales visits to inspect and pitch services.



HailTrace provides the most accurate and up-to-date hail, wind, hurricane, and tornado maps with detailed information about each event.

Our software helps you better reach potential leads, check estimated amount of impacted properties, and manage your customers.

Company Cam

- Used for capturing and organizing property inspection photos.
- Photos can be shared instantly with the adjusters and office team.
- Integrated with AccuLynx for CRM tracking.

How to Use It

1. Open your company cam
2. Search for the recently uploaded file for that address (will be uploaded from Sales Rabbit)
3. Take your photos (the more the merrier. If you have less than 200 on a commercial property, you are doing it wrong)



CompanyCam

CompanyCam helps S&S build trust with their crews and customers through photo documentation. CompanyCam makes it easy to keep everyone on the same page with an actively growing list of features and integrations.

AccuLynx (CRM)

- Tracks customer interactions, contracts, and claims.
- Used by roofing companies to organize projects.
- New users get access after signing their first contract.
- There is a monthly cost per user

AccuLynx is heart and brain of our operations. The all-in-one management platform that powers every aspect of our roofing business, connecting everyone — from the field to the office — in real time.



Welcome to S&S Roofing

You're stepping into a place full of potential, growth, and opportunity – and we are genuinely excited to have you here. As with any journey there will be highs and lows, but your attitude will shape your experience more than anything else. Stay curious, be proactive, and approach challenges with positivity and resilience. Great things happen when you bring your best self to the table. The possibilities are endless – and we can't wait to see what you'll achieve!

