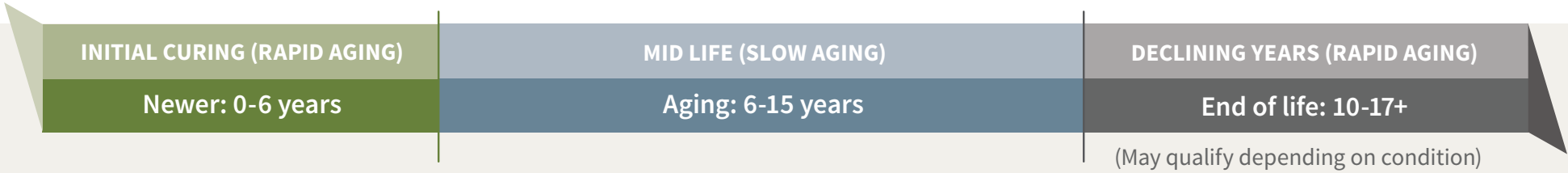




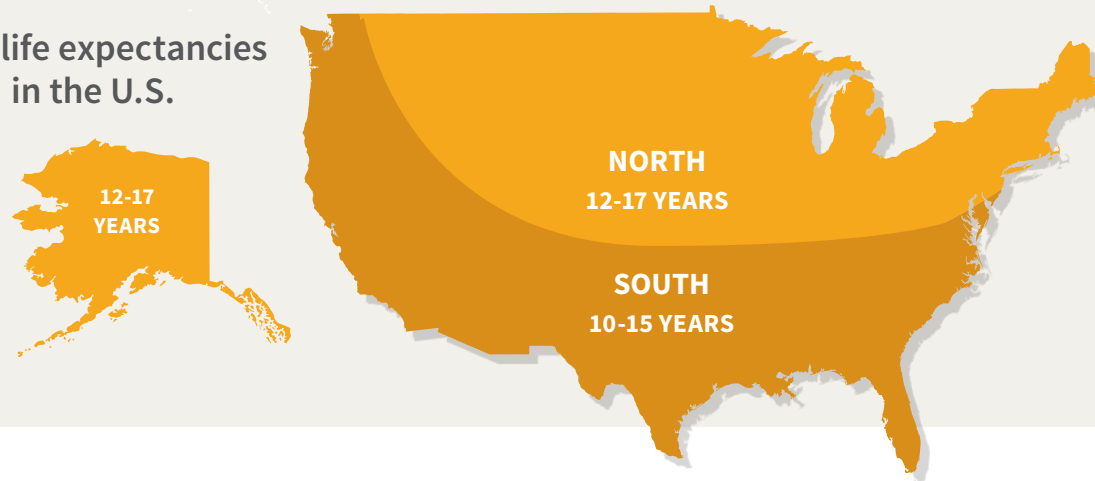
Roof Assessment & Rejuvenation Guide

IS YOUR ROOF A CANDIDATE FOR ROOF MAXX REJUVENATION?

The Three Stages of Natural Roof Life

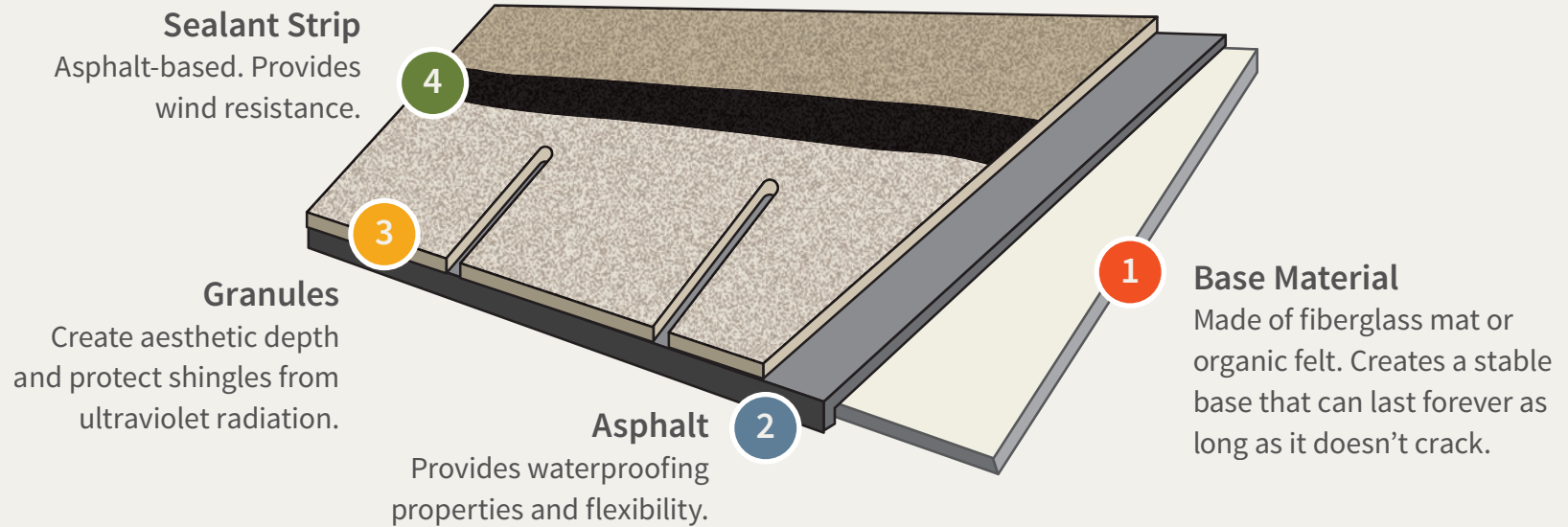


Roof life expectancies in the U.S.

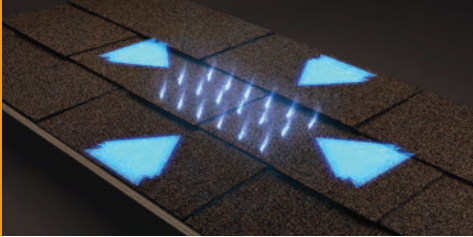


A CLOSER LOOK AT YOUR ROOF

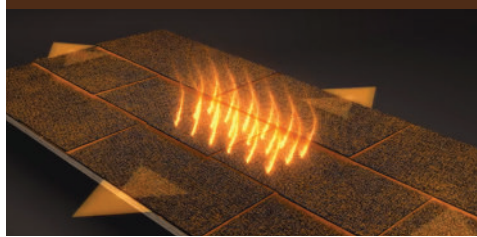
Anatomy of a Shingle



MEET YOUR ASPHALT ROOF



The natural oils in the asphalt protect your roof as weather and temperature cause it to expand and contract daily.



As shingles age, this oil evaporates, causing them to dry out and lose their flexibility.



As your roof starts to fail, you may see shingles cracking, breaking, streaking and curling—and granules flaking off.

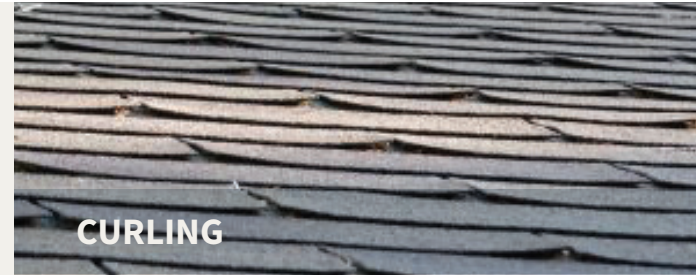
IS YOUR ROOF READY FOR ROOF MAXX?

We can make a difference in roofs as young as 6-10 years of age. But we often apply Roof Maxx to roofs around 15-20+ years old—and have even saved some as old as 30.

CONDITIONS WE EVALUATE

Shingle Conditions

- 1 Flexibility
- 2 Cracking
- 3 Curling
- 4 Granule Loss



CONDITIONS WE EVALUATE, CONTINUED

Additional Factors We Consider

- 1 Excessive storm damage
- 2 Improper fastening
- 3 Manufacturer defect
- 4 Major flashing issues/leaks
- 5 Major ventilation/substrate issues
- 6 Major debris or tree damage

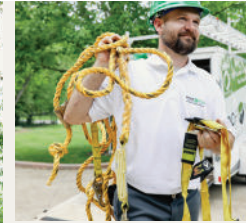


HOW MUCH DOES IT COST?

Every Roof Tells a Story

Your Roof Maxx pricing depends on variables like these:

- 1 Size of the area to be treated
- 2 Slope of the roof
- 3 Debris on the roof
- 4 Amount of tune-up necessary
- 5 Property protection and setup



We'll evaluate all of these variables during our roof assessment.

WHAT'S THE BEST INVESTMENT FOR YOU?

Do nothing	Rejuvenate	Replace
No granule loss	Light to moderate granule loss	Major granule loss
Flexibility 100%	Flexibility 30-75%	Flexibility 0-30%
No cracks	Minor surface cracking	Major cracking
No curling	Minor curling	Major curling
No tune-up needed	Minor tune-up needed	Major damage/leaks
No debris issues	Minor debris	Damage from debris

WHY ROOF INSPECTION IS ESSENTIAL

Not only will it tell us if your roof is a good candidate for Roof Maxx, but it can also alert you to minor damage that you can affordably repair before it's too late.



FROM THE NATIONAL ROOFING CONTRACTORS ASSOCIATION

“Check your roof during the fall and spring to help spot potential problems. You should also inspect your roof after a major storm that involved high winds, hail or flying debris.”

ACCORDING TO COVERAGE.COM

“Homeowners insurance doesn't relieve you of the responsibility of maintaining your home. If procrastinating minor repairs leads to roof damage, the insurer may deny your claim.”

FROM OWENS CORNING® ROOFING WARRANTY

Just a few of the things NOT covered:

- “Damage to or failure of the shingles as a result of damage to or the failure of the underlying roofing structure, or failure and/or rusting of roof nails.
- Damage caused by objects (e.g., tree branches) falling on your roof.
- Damage caused by improper or inadequate roof ventilation or roof drainage.
- Leaks caused by chimneys that have loose or cracked mortar, skylight seams or soil pipe boots.”

WHAT TO EXPECT FROM A ROOF TUNE-UP

- 1 Removing obstructive debris
- 2 Repairing or replacing damaged shingles
- 3 Tightening down/Refastening loose items
- 4 Resealing gasket flashings or fittings where necessary



A CLOSER LOOK AT ROOF AGING

Picture an asphalt road. It can look smooth and perform well for a number of years. But after a time, you'll start to see cracks and imperfections. Then the potholes appear. Asphalt shingles work similarly.



Here's how shingles age:

- 1** Cracking and loss of flexibility
(due to wind and thermal shock)
- 2** Excessive permeability
(due to oils evaporating)
- 3** Excessive granule loss
(due to drying out and thermal shock)

GO FROM AGING TO REJUVENATING



Imagine if you could make your shingles like new for a fraction of the cost of a new roof.

← That's what rejuvenating Roof Maxx can do.

But don't just take our word for it...

VERIFIED BY THE OHIO STATE UNIVERSITY

The results? Roof Maxx reversed the aging process of asphalt shingles, which then passed the same flexibility testing required of new shingles.



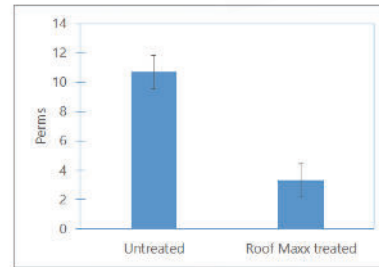
Based on 17-year-old shingles untreated vs. treated with Roof Maxx:

FLEXIBILITY

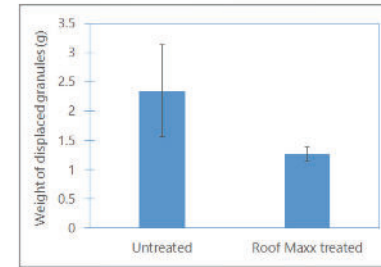
Pliability results for untreated vs. Roof Maxx-treated shingles:

	Untreated	Roof Maxx treated
Weather-Side Up MD	Pass	Pass
Weather-Side Up CMD	Pass	Pass
Weather-Side Down MD	Fail	Pass
Weather-Side Down CMD	Fail	Pass

PERMEABILITY



GRANULE ADHESION



SATURATION IS THE KEY

In as little as 30 minutes, our plant-based treatment will penetrate your asphalt shingles with rejuvenating Roof Maxx to bring your roof back to life.



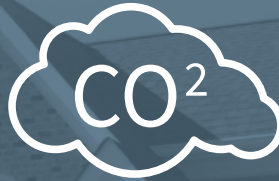
Get the flexibility of a new roof within 72 hours.

IT'S ENVIRONMENTALLY FRIENDLY

Applying Roof Maxx to just ONE house saves



3.8 tons
of waste from landfills



80 kg
of CO₂ emissions



1,420 kg
of CO₂ emissions from
shingle manufacturing

IT'S ALL-NATURAL

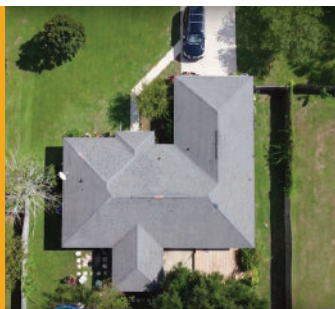
Safe for People, Plants, Pets and the Planet



Because Roof Maxx is water soluble, any overspray can be easily removed with a water hose and a cloth, so your belongings stay safe and clean.

ROOF MAXX GOES ABOVE AND BEYOND

Roof Maxx rejuvenates shingles, which helps them withstand normal weather conditions. But we continually hear stories of Roof Maxx helping with extreme weather as well.



Roof Maxx-treated roof



The neighbors

A 15-YEAR-OLD ROOF STANDS UP TO A HURRICANE

When homeowners in Alabama had their 15-year-old roof treated with Roof Maxx, they had no idea how much it would save them. Hurricane Sally soon barreled through, damaging every roof except theirs. A roof inspection afterward found virtually no damage—in contrast to all the surrounding houses, which needed emergency roofing service.

AT LEAST THE GARAGE SURVIVED THE STORM

RJ Jordan is a homeowner and longtime remodeling contractor in Iowa. He was skeptical about the idea of Roof Maxx, so he started small, testing it out on his detached garage. Within two weeks, his area was hit by one of the worst hails storms ever. His home's roof had to be replaced, while the Roof Maxx-treated garage roof was undamaged.



Roof Maxx-treated garage



A NEW BREED OF SUSTAINABLE ROOFERS



Your satisfaction is our top priority.

- We hire only courteous and professional dealers and technicians.
- We're all carefully trained and certified before we ever start rejuvenating roofs.
- We're also fully insured and focused on safety.

FULLY INSURED FOR EVERYONE'S PROTECTION



CERTIFICATE OF LIABILITY INSURANCE DATE ISSUED/TITLE: _____ DATE: _____

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURE(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

IMPORTANT: If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must be endorsed. If SUBROGATION is WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder (in case of such endorsements).

PRODUCER Insurance Agent/Broker Name Insurance Agent/Broker Street Address or P.O. Box Insurance Agent/Broker City, State & Zip Code Contact & Phone Number	CONTACT Name: <u>NEEDED</u> Phone No. Ext: <u>NEEDED</u> FAX: _____ E-MAIL: _____ ADDRESS: <u>NEEDED</u>
INSURER(S) AFFORDING COVERAGE INSURER A: <u>NEEDED</u> INSURER B: _____ INSURER C: _____ INSURER D: _____ INSURER E: _____ INSURER F: _____	NAIC # <u>NEEDED</u>

INSURED:
Year Production Company's Name _____
Year Production Company's Address Line 1 _____
Year Production Company's Address Line 2 _____
(NOTE: Year Production Company's Name MUST match the display or name on the Film Rental Application.)

COVERAGE: _____ **CERTIFICATE NUMBER:** _____ **REVISION NUMBER:** _____

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER AGREEMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES LISTED BELOW IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN SUBJECT TO WAIVER/CLAMP.

TYPE OF INSURANCE	INSURE TYPE	POLICY NUMBER	INSURANCE TYPE	AMOUNT	LIMIT
A. GENERAL LIABILITY	<input checked="" type="checkbox"/> COMMERCIAL GENERAL LIABILITY	X	<input checked="" type="checkbox"/> AUTO	<input checked="" type="checkbox"/> PRODUCT	\$ 1,000,000
	<input type="checkbox"/> CONSUMER GENERAL LIABILITY		<input type="checkbox"/> OTHER	<input type="checkbox"/> COMPLETE OPERATING	\$
	<input type="checkbox"/> GENERAL AGENTS LIABILITY		<input type="checkbox"/> OCCUR	<input type="checkbox"/> PRODUCT AND SERVICE	\$
B. AUTOMOBILE LIABILITY	<input type="checkbox"/> AUTO		<input type="checkbox"/> AUTO	<input type="checkbox"/> AUTO	\$
	<input type="checkbox"/> TRUCKS		<input type="checkbox"/> TRUCKS	<input type="checkbox"/> TRUCKS	\$
INSURER COMPLIANCE	<input type="checkbox"/> INSURER COMPLIANCE		<input type="checkbox"/> INSURER COMPLIANCE	<input type="checkbox"/> INSURER COMPLIANCE	\$
	<input type="checkbox"/> INSURER COMPLIANCE		<input type="checkbox"/> INSURER COMPLIANCE	<input type="checkbox"/> INSURER COMPLIANCE	\$

STATE OF HAWAII (LOCATION) (LOCAL CONTACT): _____

The State of Hawaii, including all of its departments and attached agencies, their officers, employees and agents are named as additional insured with respect to the named insured's filming activities.

CERTIFICATE HOLDER State of Hawaii c/o State of Hawaii Film Office Dept. of Business, Economic Development & Tourism P.O. Box 2359 Honolulu, Hawaii 96804-2359	CANCELLATION SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED INDICATING THE POLICY PROVIDER'S AUTHORIZED REPRESENTATIVE.
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AFTER 30+ YEARS IN THE INDUSTRY, WE SEE ROOFS DIFFERENTLY



Mike and Todd Feazel spent 25 years building one of the largest and most successful roofing companies in the U.S. before selling it and shifting their focus to extending roof life.

“ My brother and I could see the staggering number of roofs at risk across the country and wanted to do something about it.”

—Mike Feazel, CEO, Roof Maxx

THE ORIGINAL SHARK ONLY INVESTS IN THE BEST

“Roof replacement was the old way. Rejuvenating your roof with Roof Maxx is the new way ... It’s a real win-win for people and the planet.”

— Kevin Harrington
The original shark on ABC’s *Shark Tank*

SHARK TANK



AVAILABLE IN 600+ CITIES ACROSS THE COUNTRY



In fact, we're America's fastest growing roofing company.



FROM HOMES TO APARTMENT COMPLEXES TO SHOPPING CENTERS TO SCHOOLS



Every day, we add life to asphalt roofs of all shapes and sizes. Roof Maxx has made a difference for these companies and many more already:



OUR PROMISE TO YOU



We'll give your home the same consideration we would our own when helping you decide if Roof Maxx is right for you.

Our thoughtful, professional team will use great care and caution when applying Roof Maxx—and clean up completely when they're done.

Roof Maxx also comes with a 5-year warranty that's attached to your home, which we'll transfer to the new owners if you move within that time.

Thanks for considering Roof Maxx,
Mike & Todd Feazel



ROOF  **MAXX**[®]

MORE LIFE. LESS MONEY. GUARANTEED.

info@roofmaxx.com | www.roofmaxx.com