

Rumble Video:

<https://rumble.com/v55wbnq-100-body-weight-squats-10-round-2.html>

WELCOME

A quick note to any Captain, Expert Guide, or even Prof. Andrew if you're reading this.

The first thing you should know is, all of the required questions are answered throughout this first part, EVERY SINGLE ONE OF THEM, I made sure. It's just not in the exact order because some of the questions are answered within the market research/top player breakdown. Check the numbers below to see where everything is.

The second thing you should know is this is part of a series of website pages that I am submitting separately since it would be far far too much to do all as one. This means a lot of the information on these pages will repeat since it is all related and one thing basically. One giant piece of copy but layered and with slight differences depending on the part you're in.

1. Answer the four questions from the winner's writing process. ✓
2. List the reader's roadblocks and the solutions/mechanisms to solve them. ✓
3. Include your personal analysis of your copy's weaknesses and how you plan to improve them. ✓
4. Identify your copy's weaknesses and make an effort to fix them before submission. ✓
5. Explain how you attempted to fix your issues and ask for feedback on your efforts. ✓
6. Indicate if you test your copy and its performance results. ✓
7. Explain how your product's strengths and weaknesses play into the value equation. ✓
8. Explain where the reader is in terms of awareness, sophistication, their thought process, and where they are inside the funnel. ✓ (the first part of this is in the market research aka the 4 questions, the second part about the funnel is with the funnel explanation)
9. Show and explain the full funnel. ✓

TOP PLAYER WEBSITE BREAKDOWN/MARKET RESEARCH

THIS OUTLINE IS USED FOR ALL OF THE WEBSITE PAGES, BECAUSE IT HAS THE MARKET RESEARCH + THE OBJECTION I WANT TO HIT ON EVERY PAGE WITH THE TOP PLAYER/MARKET RESEARCH OUTLINE.

Top Player: <https://jrcousa.com/>

My objective: I want to catch the high intent buyer. I want whoever lands on my clients website to know they're the BEST option.

1. Who am I talking to?

- a. Men (primarily)
- b. Age Range between 35 and 55 years.
- c. Occupations
 - Business Owners (who own commercial properties)
 - Property Managers (managing commercial buildings)
 - Facilities Managers (responsible for maintenance and upkeep of commercial properties)
 - Real Estate Developers (involved in commercial property development)
 - Construction Project Managers (overseeing large-scale commercial projects)
- d. Income Level typically above CAD 100,000 per year, often significantly higher depending on the size and success of their businesses.
 - Property Managers/Facilities Managers: Mid to high-income range, usually between CAD 70,000 to CAD 120,000+ per year.
 - Real Estate Developers and Construction Project Managers: High-income level, often above CAD 100,000 annually.
- e. Geographical Focus: **NOTE: This website I am breaking down is in a different location but everything else matches exactly to my client. These locations are for my client.**
 - Saskatchewan: Key cities include Saskatoon and Regina, where there is a concentration of commercial activity.
 - Alberta: Major urban centers such as Calgary and Edmonton are critical markets due to their large commercial real estate sectors.
 - Other Provinces: While the primary focus is on Saskatchewan and Alberta, expanding to other provinces means targeting commercial hubs like Vancouver in British Columbia, Toronto in Ontario, and Montreal in Quebec.

2. Where are they now?

- a. Scrolling on our website after coming to us via google search, or recommendation, or mailer in their mail, or email from email marketing or paid search.
- b. Dream state

i. One note right off the bat. These people almost value experience more than the outcome. Obviously they want what they paid for, however, getting a new or repaired roof seems to be a lot for them already (the stress of damage, the high cost, the people in your space working on your roof) they super value great communication and flexibility, people coming and taking care of that huge thorn for them and giving them the value of what they're paying for. The stakes are super high, if you make a mistake you're out, a few nails left in the space, not getting back to them ASAP about their problem or questions, and then there are the absolutely understandable things like a leak right away in the roof, and damage on the siding or wherever after moving equipment or material.

You cannot mess up or you lose that client forever.

"Excellent service throughout. Great response time, very reasonable quote (best of 3). Good communication. Aryan and his crew worked long days to get the entire roof done quickly. They left a clean worksite. I would highly recommend them"

- ii. Headacheless, clean neat property after the job, well built and installed roof that they don't need to waste a thought on for the next however many years. Confidence in the quality of their roof. (talking out the details with said roofer). Glad not to have overspent. 100% satisfied. Job done on time out of their hair.
- iii. Relief that they can deal with what they deem a priority with their time and not have to worry about a structural problem

c. Current state

- i. NOTE: There are two different mentalities we are dealing with. There are some owners/managers who want the problem to just be gone. They don't care how it's done. And then there are some who want to know every detail that's being done.
- ii. They don't want to deal with this problem but have to, it will affect their building and their bank (the money they spend on it).
- iii. Messy, needing to deal with insurance often.
- iv. Just a big mess a boss or building owner doesn't want to deal with.
- v. Giant headache they didn't plan on dealing with.
- vi. Frustrated that they have to deal with this distraction and insurance.

d. Level 4 market awareness.

- i. They're aware they have to keep their roof maintained or are in an emergency and need it replaced. They know roofing is the way to go. They have heard of commercial roofing.
- e. Stage 5 **Sophistication.**
 - i. The market is tired of all the claims, all commercial roofers seem the same.
- f. Usually a 8.5 (high) on the pain/need scale.
 - i. If they're looking for roofers they need it, usually they have an emergency, high damage, a deadline, something in need of immediate attention.
- g. Usually a 6 or 7 (mid to high) on do they think the idea will work.
 - i. Depends on if they have been burned before with a roofer, and this isn't just experience, it's with the materials or types as well, they may have had a bad experience with the roofer, but great with the material or type, or vice versa.
- h. Usually a 3 (low) on the do they trust me.
 - i. Though to find us they looked us up via our ad, or via word of mouth.
 - ii. If it's a referral it may be a level 6, but probably a 4 or 5 if they haven't had great experience.
 - iii. If it's via ad (radio ad, mailers, email marketing) it will be pretty low, a new roofer they know nothing about.

3. What do I want them to do?

- a. Stay on the home page.
 - i. First thing they see is a visual (image or video)
- b. Scroll through the page.
- c. Become interested with the services or testimonials, or programs.
- d. Click contact us.
 - i. Fill out information about their problem with their building.
 - ii. Submit.

4. What do I need them to experience/think/feel to do that?

- a. Stay on the home page.
 - i. First thing they see is a visual (image or video)
 - 1. I need this to catch their attention.
 - a. The main thing I am highlighting is how amazing my client is. I have to showcase their greatness with projects, visuals, make them seem friendly, make them seem credible, and the absolute best at what they do.

- b. I need them to agree with what they're seeing.
Because a business man coming on or a business man's team coming to scout out potential roofers has their guard up, is skeptical. I need them to look at that video picture and think "yeah that's the results I want that's the stuff, that's what I need that's what I want"
 - c. Kind of a "you are the best you deserve the best", or "we value our client's which means we give them the best"
 - d. This isn't just a selling them results I want to sell them their own identity too, "you're the best you deserve the best don't settle for any less"
- b. Scroll through the page.
 - i. The next thing they see immediately is the logo with a "schedule a consultation" and phone number on the other side.
 - 1. If they were to hit the schedule button they would get a simple clean form to fill out with "fast no obligation project evaluation and estimates" in bold.
 - a. This puts the reader at rest mentally in two ways.
 - i. One, it lets them feel free, no strings attached, no getting tied down on something they aren't a hundred percent on board with yet.
 - ii. The second is it feels like an amazing deal, they get to be informed on what they're dealing with and steps and ideas of how to deal with it, FOR FREE, so they can make the ultimate decision, they feel completely in control which is absolutely relieving since this is probably a big deal financially and mentally for them.
 - 2. If they didn't hit the button and kept scrolling they would then see the services they offer in nice organized blocks with the logo of their company and a picture of the type of service.
 - a. This is just simply clean and organized, gives them direction if they want to read deeper, learn of all the options or let them get a little more informed about what they're dealing with.
 - b. Feels professional with the way it looks and the actual purpose it's there for. A cred booster.

- c. Then if they were to click on said button to said service the company would have more opportunity to sell to them.
 - 3. If they were to scroll down further they would see locations on a map specifying their locations and what each location is to again boost credibility.
- c. Become interested with the services or testimonials, or programs.
 - i. When they click the button for a service, (Let's say commercial roofing) The first thing they see is another showcase of completed projects. (a slideshow of pictures this time).
 - ii. This showcases their credibility and skills again.
 - iii. The next thing they see is a header. "Industrial and Commercial Roofing Contractors" a title to boost credibility.
 - iv. Then they see a video with text to the right. Which states...
 - 1. "If you think all roofing contractors are basically the same, you're wrong. When done poorly, commercial roofing projects can lead to exterior and interior damage that cost thousands of dollars to correct.
When choosing a commercial roofer, experience matters; commitment to safety matters; commitment to customer satisfaction matters. Let JR & Co. prove to you not only why it matters, but how we can help. You can count on our team to get your roof installed properly."
 - a. This is an absolutely genius move for them. They are on one hand lowering everyone else's credibility while also boating theirs.
 - b. They also crank the pain of the person reading, who has their money and time on the line, "man I really don't want to waste extra money or time when I need this done by X and only have Y to spend"
 - c. They showcase what they specifically take pride in as a company, "sure anyone could maybe give you a good roof, but do they guarantee a great experience like we do?", "do they make sure it's a walk in the park for you? Do they care about safety or following up with promises".
 - d. Another cred booster.
 - 2. The video is about two minutes of combined testimonials of the project managers and other members who worked on a historic roof site. They beautifully showcase their credibility, and management, and their likability.
 - a. Putting the reader at peace of mind, "if they can work on this historic site and restore it to perfect if not better

condition, they have the skills to take care of...Fill in the blank.”

- b. Again with another credit booster, and maybe slight future pacing here, letting the reader enter into a state of calm knowing their problem is solvable.
 - 3. Then the next thing they would see is a small section titled building types, listing out many types of roofs and buildings they can work on.
 - a. This message is a “We are tailored just for you”. Putting the reader in a state of surety with this roofer they’re considering.
 - 4. Below that is a list of happy customers with recognizable logos and names. Boosting their credibility with well known businesses.
 - 5. Then the final piece on the page besides the footer, is a “book a FREE consultation. Once more taking the pressure off of this potential client. Giving them a state of peace and control over this already stressful situation.
- d. Click contact us.
- i. Once they click the button which is placed throughout the website they are transported to the clean simple easy to navigate form to fill out, with the “fast no obligation project evaluation and estimates”.
 - 1. As I have stated before this puts the reader at ease and in the driver's seat. This works to the businesses advantage because what they need to do, besides put an amazing roof on, is make the best experience ever for their already stressed and tense client.

READERS ROADBLOCKS, MY CLIENTS SOLUTIONS/MECHANISMS.

Roadblock: A roof needing to be replaced.

With this type of problem, there is no doubt in the buyer's mind what their problem is, when a roof needs to be replaced the owner knows.

Solution: A new roof.

There will be damage to the integrity of the roof if this is not done, but they can't do it themselves.

Mechanism: Our commercial roofing solutions

We are the professionals that show up, give them a new roof, and a clean area, and the best service, experience, and options.

PERSONAL ANALYSIS + PLANNED IMPROVEMENTS

This page was my easiest one. Out of all of the services this is my clients least prioritized one, he wants it to be an option however he would rather grow his repairs division. And then from there he can replace the properly maintained roofs of his happy clients and not have to do a complete reroof.

I think this page is very solid besides the weakness addressed in the next section, I feel like I hit it as well as I could.

I have gone through and reworded and edited all the problems I have seen.

Now I need new eyes so I am here to learn what improvements are needed.

COPIES WEAKNESS + MY FIXES

With all the other pages the main weakness is trying to get enough words in without over stuffing or repeating oneself. With this page it's the opposite.

On this page we have to showcase the roof options we have, I like the layout of information, but the biggest setback is going to be showing it without overwhelming the reader.

My best fix that I can think of is making the options retractable or expandable, so it is out of the way unless clicked on.

This then takes care of having everything I need without drawing my reader.

THE FULL FUNNEL + WHERE ARE THEY IN THE FUNNEL

Here is the full funnel. I'm new at creating full funnels so hopefully I will explain this right.

Our potential clients come from: paid search, mailers, cold emails, organic search, radio ads.

And they land on our home page or a location page or one of our service pages. And from there whatever page they land on there will be one or multiple CTA buttons plus buttons that link them to other pages.

The objective is to get them to get in contact with us for a consultation or estimation.

The clients who have landed on this page has either looked us up organically (very high intent buyer needing a replacement now) or have come via paid search, or has landed here off of the main home page, maybe a curious commercial roof owner just looking around to see what we offer for later use.

From here we lean into the pain of choosing the right roofer for their needs. One who won't waste thousands to millions of dollars or create more damage.

Then the next step of that funnel is landing them for repairs to maintain their roof save them money and gain us a lifetime client

The final step and objection to this funnel is landing existing customers into our Axis Roof Maintenance program. We will select clients we think would work well with us and offer it to them personally. This is not a program everyone can get into.

We choose selectively to make sure the experience and communication is top notch.

THE COPY:

Commercial Roofing Replacement.

Everyone hates getting their roof replaced...Everyone?

Not our clients.

Why get your roof redone by someone who doesn't value YOU or your dollar.

It isn't as easy as just "finding a commercial roofing business" there are so many risk and reward factors hanging in the air.

Your budget, your building, your property, your roof, your time, and your effort. Finding the right business to reroof your building is almost as much of a headache as paying for the actual roof.

Finding a reliable roofing company doesn't have to be such a hassle. Here at JR&Co. we prioritize your experience just as much as we prioritize your roof. Every factor that needs to be considered is considered, because that is our job.

When you have a roof needing to be redone, you need someone who values not only the safety and the care that goes into your roof, but someone who values your time, your questions, your concerns, and your money.

We are here to meet every one of those standards and surpass them.

[Contact us.](#)

Free Roof Assessment

Your time is just as valuable as your money.

Which is why our Assessments are always FREE.

Just curious to see what your options could be? FREE.

New to the reroofing topic and just want some direction? FREE.

Decide after the consultation that you changed your mind? Still FREE.

We'll assist you in analyzing your commercial roof's condition and help you build a solution that aligns with your needs and budget. Together, we'll consider:

- The climate and conditions your roof will experience
- Whether a sectional or complete replacement is required
- The scope of work – e.g., structural decking, custom material options, mechanical and HVAC specs
- What your business may require in the future – we build relationships extending beyond the Jobsite
- The estimated cost

Our assessments are comprehensive, and **always free** of charge. Let us know how we can provide you with a superior roofing solution.

Your Commercial ReRoof Material Options.

Why do we call your roof the greatest asset to your building? Because it is the only thing between structural damage, ceiling stains, leaks, interior damage, thousands of dollars in damage if not more depending on the size of your building, and complete peace of mind.

When getting that new roof you need a hassle-free experience – one that delivers a superior product built right the first time.

Let us show you what peace of mind really feels like.

Check out the roofing options tailored for you!

Standing seam metal roof

Standing seam metal roofing is a type of metal roofing system characterized by raised seams or vertical legs that rise above the flat surface of the panel. These seams are typically 12 to 24 inches apart and are interlocked to create a continuous, weather-tight roof.

Benefits of Standing Seam Metal Roofing

- **Durability:**
Long Lifespan: Standing seam metal roofs can last 40 to 70 years or more depending on maintenance, significantly longer than traditional roofing materials like asphalt shingles.
Weather Resistance: These roofs are highly resistant to harsh weather conditions, including heavy rain, snow, high winds, and hail. The raised seams provide additional protection against water infiltration.
Fire Resistance: Metal roofs are non-combustible and have a Class A fire rating, the highest rating for fire resistance.
- **Low Maintenance:**
Minimal Upkeep: Standing seam metal roofs require very little maintenance compared to other roofing materials. Periodic inspections and occasional cleaning are usually sufficient to maintain their performance.
Rust and Corrosion Resistance: Protective coatings and finishes, such as galvanization and paint systems, prevent rust and corrosion, ensuring the roof's longevity.
- **Energy Efficiency:**
Reflectivity: Metal roofs reflect solar radiant heat, which can reduce cooling costs by 10-25%.

- **Sustainability:**
Recyclable Material: Metal roofing is 100% recyclable at the end of its life cycle, reducing its environmental impact.
Eco-Friendly: Many metal roofs are made from recycled materials, and their long lifespan reduces the need for frequent replacements, contributing to sustainability.
- **Aesthetic Appeal:**
Modern Look: The sleek, clean lines of standing seam metal roofing provide a modern, attractive appearance that can enhance the overall look of a commercial building.
Color and Finish Options: Available in a wide range of colors and finishes, standing seam metal roofs can be customized to match the building's design and aesthetic preferences.
- **Versatility:**
Suitable for Various Roof Slopes: Standing seam metal roofs can be installed on a variety of roof slopes, making them versatile for different architectural styles and designs.
Compatibility with Solar Panels: The design of standing seam roofs allows for easy installation of solar panels without the need for drilling holes, which helps maintain the roof's integrity.
- **Superior Performance:**
Thermal Expansion and Contraction: The design of standing seam metal roofs accommodates thermal expansion and contraction, preventing damage and maintaining structural integrity over time.
Leak Prevention: The raised seams and concealed fasteners significantly reduce the risk of leaks, making these roofs highly effective at keeping water out.

EPDM Roof

EPDM roofing is a synthetic rubber membrane made from ethylene and propylene derived from oil and natural gas. It is available in black or white and comes in a variety of widths and thicknesses. EPDM can be installed fully adhered, mechanically attached, or ballasted, providing flexibility in application.

Benefits of EPDM Roofing

- **Durability:**
Weather Resistance: EPDM is highly resistant to various weather conditions, including extreme heat, cold, UV radiation, and ozone exposure. This makes it suitable for a wide range of climates.

Longevity: EPDM roofs have a long lifespan, often lasting 20 to 30 years or more with proper installation and maintenance.

- **Flexibility:**
Thermal Expansion and Contraction: EPDM can expand and contract with temperature changes without cracking or becoming brittle, maintaining its integrity and preventing leaks.
Adaptability: The material's flexibility allows it to conform to unusual roof shapes and accommodate building movement, making it ideal for a variety of commercial roofing applications.
- **Cost-Effectiveness:**
Low Maintenance: EPDM roofs require minimal maintenance, reducing ongoing costs over the lifespan of the roof.
- **Ease of Repair:**
Simplicity: Repairs to EPDM roofs are typically easy and cost-effective. Small punctures or tears can often be patched with adhesives and patches specifically designed for EPDM membranes.
Seam Strength: The seams of EPDM membranes are typically sealed with adhesives or tape, which provide strong, watertight bonds.
- **Environmental Benefits:**
Recyclability: EPDM is recyclable, contributing to its environmental friendliness at the end of its life cycle.
Energy Efficiency: White EPDM membranes reflect sunlight, reducing heat absorption and cooling costs. Black EPDM can help retain heat in colder climates, improving energy efficiency in different environments.
- **Chemical Resistance:**
Inert Material: EPDM is resistant to a wide range of chemicals, making it a suitable choice for roofs exposed to pollutants or industrial emissions.
- **Installation Options:**
Versatility: EPDM can be installed using various methods, including fully adhered, mechanically attached, or ballasted systems. This versatility allows for customization based on the specific needs and conditions of the building.

TPO Roof

What is TPO Roofing?

TPO roofing consists of a single-ply membrane made from a blend of polypropylene and ethylene-propylene rubber. The membrane is reinforced with polyester fabric to enhance its strength and durability. TPO is known for its white reflective surface, though it is available in other colors as well.

Benefits of TPO Roofing

- **Energy Efficiency:**
Reflectivity: TPO membranes are highly reflective, which helps to reduce the building's energy consumption by reflecting UV rays. This keeps the building cooler and reduces the need for air conditioning, leading to lower energy bills.
Insulation: TPO can be combined with various types of insulation to enhance the overall thermal performance of the roof.
- **Durability:**
Weather Resistance: TPO is resistant to various weather conditions, including UV radiation, ozone, and chemical exposure. It can withstand extreme temperatures and weather fluctuations.
Flexibility: The material is flexible, allowing it to accommodate building movement and thermal expansion without cracking or tearing.
- **Cost-Effective:**
Maintenance: TPO roofing systems require minimal maintenance and have a long lifespan, often exceeding 20 years with proper care.
- **Environmental Benefits:**
Recyclability: TPO is 100% recyclable, making it an eco-friendly option. At the end of its life cycle, the material can be reused, reducing landfill waste.
VOC-Free: TPO does not contain chlorine and has low levels of volatile organic compounds (VOCs), contributing to better indoor air quality and a lower environmental impact.
- **Installation Options:**
Versatility: TPO can be mechanically attached, fully adhered, or ballasted, providing flexibility in installation methods based on the specific needs of the building and the preferences of the installer.
Compatibility: TPO can be installed over existing roofing systems in many cases, reducing the need for tear-offs and disposal of old roofing materials.
- **Appearance:**
Aesthetic Appeal: The clean, white surface of TPO roofs can enhance the aesthetic appeal of a commercial building. It also comes in various colors to match different architectural styles.

PVC Roof

PVC roofing consists of a single-ply membrane made from polyvinyl chloride, a type of plastic. The membrane is reinforced with polyester or fiberglass to enhance its strength and durability. PVC roofing is available in a variety of colors, with white being the most common due to its reflective properties.

Benefits of PVC Roofing

- **Durability:**
Chemical Resistance: PVC roofing is highly resistant to a wide range of chemicals, including acids, oils, and greases. This makes it an ideal choice for buildings with exposure to such substances, like restaurants or industrial facilities.
Fire Resistance:** PVC membranes are inherently fire-resistant and have a self-extinguishing characteristic, which can enhance the safety of the building.
- **Energy Efficiency:**
Reflectivity: Similar to TPO, PVC roofing membranes are highly reflective, reducing heat absorption and keeping the building cooler. This leads to lower cooling costs and increased energy efficiency.
Thermal Performance: PVC roofing systems can be combined with various types of insulation to improve the overall thermal performance of the roof.
- **Longevity:**
Weather Resistance: PVC is resistant to a variety of weather conditions, including UV radiation, wind, and hail. This makes it a long-lasting option, often with a lifespan of over 20 years.
Seam Strength: PVC roofing membranes are heat-welded at the seams, creating a strong, watertight bond that prevents leaks and enhances the roof's overall durability.
- **Environmental Benefits:**
Recyclability: PVC is recyclable, allowing old roofing materials to be reused rather than ending up in landfills.
Low VOCs: PVC roofing membranes emit low levels of volatile organic compounds (VOCs), contributing to better air quality and a lower environmental impact.
- **Installation and Maintenance:**
Ease of Installation: PVC roofing is relatively easy to install, whether it's mechanically attached, fully adhered, or ballasted. This versatility allows for various installation methods based on the building's needs.

Low Maintenance: Once installed, PVC roofs require minimal maintenance. Their durability and resistance to chemicals and weathering reduce the need for frequent repairs.

- Aesthetic Options:

Color Variety: While white is common for its reflective properties, PVC membranes are available in various colors to match different aesthetic preferences and architectural styles.

Clean Appearance: The smooth surface of PVC roofing provides a clean and professional look, enhancing the overall appearance of the building.

Two Ply Roof

A Two Ply Roof system involves the application of two layers of modified bitumen membranes. Modified bitumen is asphalt that has been altered with polymers (such as APP or SBS) to enhance its performance. The two layers typically include a base sheet and a cap sheet, both of which are reinforced with materials like fiberglass or polyester for added strength.

Benefits of Two Ply Roofing

- Durability:

Enhanced Strength: The combination of two layers provides superior strength and resistance to punctures, tears, and other types of physical damage. This makes it ideal for roofs that experience heavy foot traffic or are subject to mechanical equipment installations.

Weather Resistance: Two Ply Roof systems offer excellent protection against various weather conditions, including high winds, hail, and heavy rainfall. The modified bitumen material is also UV resistant, reducing the risk of degradation over time.

- Waterproofing:

Redundant Layers: The two layers of modified bitumen create a redundant system that significantly reduces the risk of leaks. Even if one layer is compromised, the second layer provides an additional barrier against water infiltration.

Seam Integrity: The seams in Two Ply Roof systems are typically heat-welded or cold-adhered, creating strong, watertight bonds that prevent water from penetrating the roof.

- Versatility:

Application Methods: Two Ply Roof systems can be installed using various methods, including torch-applied, cold-applied, self-adhered, and hot-mopped techniques. This versatility allows for installation in a wide range of conditions and building types.

Surface Options: The cap sheet can come with various surface finishes, including mineral granules or reflective coatings, to meet specific aesthetic or energy efficiency requirements.

- **Longevity:**
Long Lifespan: When properly installed and maintained, Two Ply Roof systems can last 20 to 30 years or more. Their durability and resistance to environmental factors contribute to their extended lifespan.
Maintenance:** These roofing systems require minimal maintenance. Regular inspections and minor repairs can keep the roof in excellent condition for many years.
- **Energy Efficiency:**
Reflective Surfaces: Cap sheets with reflective coatings can help reduce heat absorption, keeping the building cooler and reducing energy costs for air conditioning.
Insulation Compatibility: Two Ply Roof systems can be installed over various types of insulation to enhance the building's overall thermal performance.
- **Environmental Benefits:**
Recyclability: The materials used in Two Ply Roof systems are often recyclable, which helps reduce environmental impact at the end of the roof's life cycle.
Low VOCs: Many modern modified bitumen products are designed to emit low levels of volatile organic compounds (VOCs), contributing to better air quality.

Commercial Roof Replacement. The Expertise of Experience, The Reliability of Relationship

Replacing the roof on your commercial building is a major undertaking – one JR & Co Roofing Contractors will work with you to navigate.

Our 30+ years in the industry have positioned us as Saskatchewan's flat roof specialists, and our understanding of the unique climates and conditions throughout the province allows us to provide optimal service to our clients, wherever they happen to be.

Whether your building's roof damage is due to a specific, weather-related issue or simply years of wear and tear, our team of skilled technicians will ensure your replacement is undertaken with expert knowledge and exemplary care. And we offer sectional replacements as well.

For your new roof you need someone who is Reliable, Respectable, and Referable.

You want us.

Our clients are worry free when it comes to their roof replacement, this is because they know that every problem is covered, every question is answered, and every step is documented and presented to them as we build and improve.

They also know that their business is prioritized, we strive to make sure your business stays operational as we work, we believe your roof problems shouldn't have to shut you down.

Get the full value out of every dollar YOU pay. Because at the end of the day it doesn't matter how good the roof is if the whole process was a mess and a trial for you and your company. It feels like good money and time wasted.

We don't only guarantee the best roof customized for you, we guarantee the best experience to you.

Reach out to us for a quote. Our professionals will provide you with options that meet your needs and budget.

We want to provide a hassle-free experience – one that delivers a superior product built right the first time.

GET IN TOUCH