

1. Cover - high quality photo, logo, phone number, and address
2. Inside Cover -
 - a. About Us - our values, promise to you, our philosophy
 - i. Yavapai Roofing has served Arizona for over a decade. Our highest value is Customer First, No Exceptions. We believe that having your roof worked on should be smooth and painless from start to finish.
 - ii. Here at Yavapai Roofing, for us this means integrity and communication with you through all aspects of your project.
 1. Integrity: From our first contact with you throughout our final job walk, we will give you our honest and professional opinion. This means that when evaluating your roof, we will not sell you something we do not believe you need, or sell you a solution that we believe is subpar. Our proposals cover our entire scope of work, no hidden fees or surprises later unless we uncover something that was completely unforeseen. When we order materials for your roof, we order products that we've worked with before and believe in, that will last for many years - no cheap substitutions. When doing your roofing project, we will make you aware of any unseen conditions that require fixing, and if within our capability, fix them the right way. Everything our crews do is done the right way - we don't cut corners to save time or money in the field. At our final job walk, if we spot any issues we will work to fix those. And, finally, your final roof product will be a quality, long-lasting, and durable roof that raises your home appeal and lasts for years to come.
 2. Communication: We strive to have an open and clear line of communication with you, from our estimators all the way through production. If you have questions at any time, we will answer them. Our field managers are onsite often to check in with the crews and you to ensure everything is going according to plan.
 - iii. Our Philosophy: We are Arizona's leading roofing contractor committed to providing a quality product at a fair price on time every time.
3. Testimonials, Project Plan, Financing Options
 - a. Screenshots of 5 star Google Reviews for testimonials
 - b. Our Process:
 - i. Evaluate
 1. First, our estimators will evaluate your current roof, including age, hail damage, potential leak-prone areas, and overall condition.
 2. They will discuss their findings with you, and if anything should be done, go over some options with you.
 - ii. Estimate
 1. Once we have a clear direction, our estimators will create a proposal, personalized for your roof and solution, that outline our approach based on your needs and send it to you for approvals.

2. Once approved, we collect a 50% deposit.
- iii. Production
 1. Then, our project managers will schedule a time period with you to work on your roof and order materials accordingly.
 2. Once we reach that time period, we will finalize the dates and times needed to work on your roof.
 3. We will protect any areas that may be prone to damage from falling debris, caution tape any hazardous walking areas, and ensure that our tear off crews are able to safely do their job.
 4. Our roofing crews then begin their work, removing the old roofing and disposing of it accordingly. Once the roof has been removed, our foremen will do a thorough inspection of your roof deck to make sure there are no structural issues or rotted decking.
 5. Once the deck inspection is complete, we will then begin installing your new roofing, carefully maintaining quality.
- iv. Final Walkthrough
 1. Once our crews have finished installing your new roof, our field managers will schedule a time to come and do a final walkthrough, ensuring that our quality standards are met and your grounds are cleaned.
- v. Administrative
 1. When our field managers give the final OK on your roof, we will invoice the remaining balance to you, and complete any special warranty registration processes.
- c. Financing Options
 - i. We have partnered up with AZ-based credit unions to offer financing through First Credit Union. They will finance up to 100% of a roof replacement cost. Go to this website, or scan this QR code to start the application process: <https://firstcu.merchantlink.com/>
 - ii. (INSERT QR CODE)
4. Metal - Pages 4 and 5 so it opens up as one large page
 - a. Standing Seam
 - i. Standing seam Photos
 - b. Exposed Fastener - Corrugated, PBR styles - Photos
5. Metal
 - a. Underlayment - Yavapai Roofing always uses the highest quality self-adhered, high temperature underlayment. This stands up to the high temperatures of metal here in the AZ sun.
 - b. Warranties - The AZ sun can be hard on paint. The manufacturers we work with use high end enamel coatings at the factory and have a 30 year fade warranty against excessive fading.
 - c. Metal is one the highest quality roofs you can install. It will last for decades, and provide much higher curb appeal, as well as increased resale value.
6. Tile - Pages 6 and 7 so it opens up as one large picture

- a. Photos of tile roofs - concrete and clay
 - b. Concrete tile - This has become the predominant type of tile roof today. It is made of concrete that is stained, formed into tiles, then clear coated to help extend its life.
 - c. Clay tile - The classic tan, orange, and red tiles you see here in the southwest. Formed from clay, this type of tile will last for decades without fading. This roofing system has been around for over 5000 years.
7. Tile Roofing System
- a. On a tile roof, the main waterproofing is done by the underlayment. Yavapai Roofing installs only the highest quality self-adhered underlayment available on the market today (PHOTOS OF JOB IN PROGRESS SHOWING UNDERLAYMENT).
 - b. Once we install the underlayment, we install treated wood battens that hold your tile in place.
 - c. Then, the tile is carefully laid on those wood battens into place to create a high end look that will last for decades.
8. Shingle - Pages 8 and 9 so it opens as one big page
- a. Photos of shingle roofs we've done
 - b. Malarkey and GAF Master Elite badges
 - c. Shingle is the most common type of roof - let Yavapai Roofing install your shingle roof to the highest level possible. Certified as a Malarkey Pro and GAF Master Elite Contractor, we are able to offer extended warranties on these types of roofs.
9. Shingle -
- a. GAF Master Elite
 - i. Yavapai Roofing can offer GAF's System Plus, Silver Pledge, and Gold Pledge warranties (SEE SEPARATE SCREENSHOT SHOWING THESE, USE THAT IF POSSIBLE).
 - b. Malarkey Emerald Pro
 - i. SEE SEPARATE EMERALD PRO WARRANTY DOCUMENT
10. Low Slope - so it opens one large page with page 11 for coatings
- a. Photos of modified bitumen roofing, TPO, PVC roofing
 - b. Yavapai Roofing installs all sorts of low slope roofing, including modified bitumen, TPO, PVC, and more. If you have a full home with a low slope roof, or just a porch, Yavapai Roofing does the job right the first time. Low slope roofs are one of the most leak prone roofs if not correctly installed - let Yavapai Roofing take care of your roof for peace of mind!
11. Coatings
- a. Photos of coating jobs
 - b. We also install the highest quality roof coatings available, including elastomeric, silicone, and aluminum.
 - c. If your low slope roof is starting to show its age, let Yavapai Roofing install a high quality silicone coating over it that will extend its life by up to 20 years, as well as provide cost savings over installing a whole new roof system.
12. Last Page (Back Cover)

- a. High Quality photo - logo - phone number - address