

Design Wording

Front

Front should have the four pictures. The before pictures should be on top, and the during and after pictures below similar to the sample brochure.

Our logo should be on top, with our phone number (928) 830-4090 underneath that in bold letters for easy reading.

Below the pictures, we should have the following statements:

The Hidden Clock Ticking Under Your Tiles

When a tile roof is installed, the tiles themselves are not waterproof—they are simply a shield. The actual waterproofing is done by the felt or synthetic underlayment installed beneath them.

In homes of your vintage, this underlayment is now:

Brittle and Chalky: It cracks and turns into powder under the constant heat cycles, losing its waterproofing integrity.

Compromised: Even a single leak in a neighboring home means the moisture risk has increased exponentially across the entire block.

Based on the age and materials used in this specific neighborhood, underlayment failure is not a matter of if, but when.

Waiting for a visible ceiling stain often means the damage has already spread to the roof deck, rafters, and interior walls. A slow leak can silently cost thousands in remediation before you ever see a drop.

Back

The back also should have the same header as the front, with our logo and phone number prominently displayed at the top.

Under that, let's use the following wording:

Our Certified Solution: The Proactive, Full-Service Tile Lift & Re-Lay

We specialize in preserving your beautiful tile roof while replacing the single most important component: the underlayment.

As a licensed, bonded, and insured local contractor, we don't just replace the felt; we ensure your entire roof is built to perform:

Careful Tile Removal: Each tile is removed by hand, inspected, and saved.

Deck Inspection: We check for and address any underlying damage or rot.

Premium Underlayment: We install a modern, high-grade self-adhered synthetic underlayment.

Tile Reinstallation: Your original, attractive tiles are re-laid with new flashings and seals, ready to perform for years.

Also, on this side, we want our website at the bottom (www.yavapai-roofing.com), and then these words: AZ ROC 348394