

2022
ISSUE 1

FROM THE TOP

CENTRAL TO COMMERCIAL
ROOFING INDUSTRY INSIGHTS

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ROOFING COMPANY

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MESSAGE FROM OUR CFO

JASON STOCK

Welcome to our first issue of "From the Top." This publication is created to share timely projects and information with you regarding our activities at Central Roofing Company.

For nearly 95 years Central Roofing Company has been a leader in commercial roofing in the Minneapolis area. From new roofs to replacement roofs to preventive roof maintenance, our footprints are on most of the roofs in Minneapolis.



COMMITTED TO EXCELLENCE.

With every roofing project we tackle, we bring decades of experience to the job. We bring commitment to solving problems and finding solutions. And, we bring a dedication to excellence.

Every year the Central Roofing Company team tackles new challenges. In 2021 we installed a new roof over the Masonic Institute for the Developing Brain. We replaced multi-level roofing over the Battle Creek Regional Park Pavilion in Ramsey County. And, we re-roofed 126 condo units at Creekside Condos. These are just three of the challenging projects we handled using our diverse capabilities.

COMMITTED TO THE COMMUNITY.

When it came time to give back to our community, Central Roofing Company once again helped raise funds and awareness for Fraser in 2021. Our company sponsored the Frasier Festival for Autism, which raised more than \$160,000 at the drive-thru event. Our team also remodeled the interior of the new Fraser Sensory Area at the Minnesota State Fair in 2021.

At Central Roofing Company, our informal motto has also been, "When Blessed, Be a Blessing." That's a key reason why we proudly support Fraser's efforts each year. And now, we're honored and humbled to be recognized for our continual assistance to Fraser.

We've recently learned that Central Roofing Company will receive the 2022 Louise Whitbeck Fraser Award. Named after the founder of Fraser, Louise Whitbeck Fraser, who opened a school for children with diverse needs in her Minneapolis home in 1935, this award spotlights the depth of our company's ongoing support for Fraser.

COMMITTED TO YOU.

Just as we work toward excellence in our contributions to Fraser, we also focus on excellence in every roofing project we undertake. We encourage you to put your trust in us. Our comprehensive design, pre-construction services, installation and on-going maintenance service programs are all customized for your exact needs.

We work towards excellence every day of the year with every project we tackle. We hope you allow us to show you how the Central Roofing team will focus our talents and expertise on your next roofing project.

NEW APARTMENT COMPLEX SCORES WITH CENTRAL ROOFING

If you're a soccer lover, there's no better place to live in the St. Paul area than next to Allianz Field, home to the Minnesota United FC, an American professional soccer club. With 160 units, the newly-constructed The Pitch apartment community fulfills that desire. It's literally right across the street from the 19,400-seat soccer stadium.

The location of The Pitch required significant district planning work. A previous building was demolished so that the new multi-use apartment complex could be created. Even with the new construction, construction challenges abounded, especially for the roof.

The team at UrbanWorks Architecture specified a Johns Manville 60-Mil non-reinforcing EPDM membrane, Johns Manville Energy 3 Insulation, plus a Johns Manville Vapor Barrier SA and Primer. Finally, a roof hatch was required plus sheet metal flashing and trim.

To top off this very special six-story apartment structure, Frana Companies brought in Central Roofing Companies. "Central Roofing consistently offers quality work at a competitive price," says Colin Pechacek, project manager with Frana Companies. "Their responsiveness and service levels on this project in particular were very good."

ABOVE PHOTO: ALLIANZ FIELD
PHOTO CREDIT: JAMES EWING

RECONFIGURING MERCY HOSPITAL

Back in 2017, Allina Health Mercy Hospital had a problem. The Minnesota health care location had simply run out of space. The solution involved relocating and enlarging the main entrance, reconfiguring the hospital's interior and adding a parking garage.

Four different roof plans were created for the new structure. On and off, it took Central Roofing almost three years to complete the roofing work.

"We hired Central Roofing Company to connect the older roofing sections with the new roof areas," says Rodney Sessing, senior superintendent at Knutson Construction. "We've worked with Central Roofing in the past on a variety of other projects. We had confidence their crews

and service teams were the perfect fit for this project.

"During the scope of this project there must have been at least 100 new openings made in existing roofs. Central Roofing was there for each one of them and did a great job."

According to the project architect, the challenging venture benefited from the roofing solutions offered by the Central Roofing team. "The roof was critical to this project," says Isaac Bros, AIA, NCARB, project architect with HDR's Minneapolis Studio. "Tying new and old roof elements to the hospital harmoniously was tricky and vital. The roof needed to maintain the proper drainage, expansion and contraction — all while meeting the latest energy codes. Central Roofing reworked the drainage to provide a better solution for the hospital long term."

UNIVERSITY OF MINNESOTA GOES BACK TO SCHOOL WITH ROOFING PREVENTIVE INSPECTION PROGRAM

Since 2014, the University of Minnesota Twin Cities has contracted Central Roofing to assure that the 280 roofs on their campus structures stay in "Grade A" condition. Central Roofing's Preventative Maintenance Inspections program is designed so that every foot of each rooftop is inspected, evaluated and reported on each year. This allows university officials to give approval on small fixes that are needed immediately, along with planning out for full roof replacements.

Every springtime teams of Central Roofing employees walk the rooftops of Twin Cities buildings on the East Bank, West Bank and St. Paul campuses. They remove debris, and clear all roof drains, scuppers and any other drainage discharge areas needing assistance. The teams also make notes of roofing failures, potential long-term problems and immediate needs.

Oftentimes taking up to three months to complete, the yearly inspections require precision.says Dustin Hayes, previously the vendor

**"THE ANNUAL ROOF INSPECTIONS
PROVIDED BY CENTRAL ROOFING
ARE CONCISE AND EASY TO
UNDERSTAND"**

program coordinator for the University of Minnesota Twin Cities. "They provide the reports in a timely manner and it's easy to contact their service team if any questions arise. I personally believe this program has provided great value to the university.

"Without annual inspections the university could risk losing a warranty provided by a roof installer. This program gives the university peace-of-mind and allows for long-term planning of roof replacements."

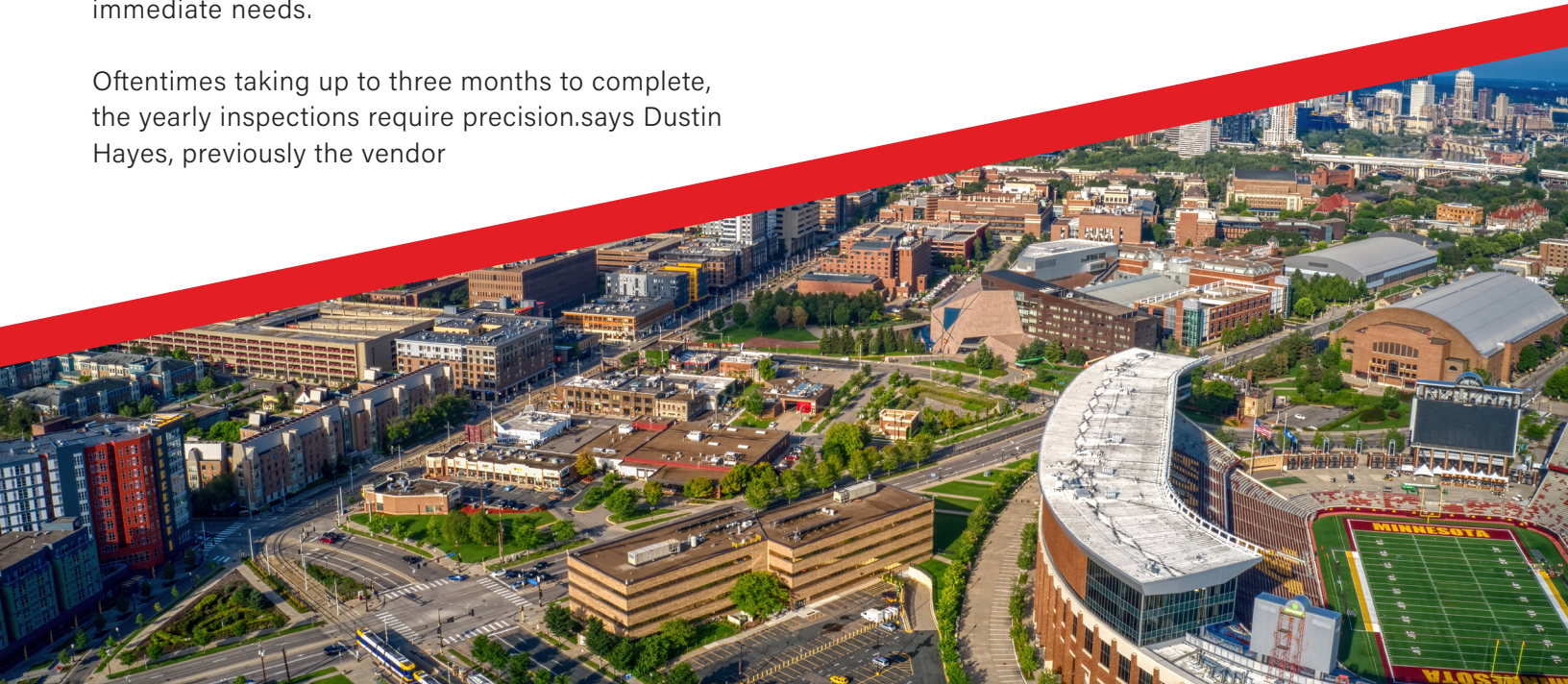


PHOTO: UNIVERSITY OF MINNESOTA CAMPUS

VIEW
OUR
WORK



MAKE SPRING THAW LESS COSTLY FOR YOUR COMPANY

What a winter. We've had ice and snow that some of us thought might not melt until August. But it's definitely melting away and, as a result, many roofs are leaking. Does that mean it's time for a new roof? Maybe. But, maybe not.

You may be surprised to learn that a leaky roof on a commercial building doesn't automatically mean a replacement. Instead, it may mean an inspection and a less costly Five-Year Maintenance Plan.

Here's an example. Consider a small- to medium-sized commercial building with a flat roof. The building is square, with all sides of the building straight. The rooftop area is 10,000 square feet.

A full replacement of this type of roof (without considering inflation prices due to material backorders, workforce challenges or delays) is about \$15 per square foot. Therefore, this roof will cost about \$150,000 base price to replace.

Now, let's look at another option. The owner contacts Central Roofing's Service Department. The average service call on a 10,000 square foot roof is about two hours. In that time, trained technicians

will investigate the entire roof and make a report on any found issues. They will prepare a plan of good-better-best options. The average fee for this service is less than \$1,000 per inspection, and most clients prefer to schedule two routine inspections per year.

Ah, but what about the roof leaks? Let's assume issues are found and fixed, with an annual cost of \$5,000 to \$10,000. Over five years, the company may spend \$25,000 to \$50,000 on different leak fixes and maintenance. That's a significant difference from the cost of an entire roof replacement at \$150,000.

When you need a new roof, Central Roofing is here for you. However, when you can benefit from simple maintenance, we're here for you also. Contact us today at 763-572-0660 to discover the best way to deal with roof leak issues from your spring thaw!



WORKING AHEAD = COST SAVINGS FOR YOUR PROJECT

Mike Mehring, Vice President of Commercial Sales, Central Roofing



Summertime in Minnesota is prime roofing season. The weather is ideal, the days are long, and the work flows. If you're considering a summer roofing project, now is the time to start requesting service bids.

Why plan so early? There are many reasons. First of all, supply and demand issues continue to hit all industries, including roofing. Planning early works in your favor. Getting product orders in place in the Springtime helps us make sure the products are here by the time you need them in the Summer.

THERE ARE THREE OTHER KEY REASONS TO LEAVE PLENTY OF TIME IN THE BIDDING AND ESTIMATION PROCESSES:

REASON 01

Your flexibility in scheduling roofing work can often reduce costs. That's because we seek out and find efficiencies in terms of trucking and crew assignments that benefit multiple customers. Contact us now and you're likely to have us finding you cost saving efficiencies for your project.

REASON 02

When we know about material needs for multiple jobs, we can purchase those materials in bulk. This saves money that we pass along to our customers.

REASON 03

Sunny days means our Summer schedule fills up quickly, especially with schedule-driving projects like schools that prefer to take advantage of their "off season." Securing key Summer timeslots for roofing work means getting on our schedule early and avoiding overtime labor costs.

At Central Roofing, we're here to serve all your roofing needs. If you're thinking of a 2022 Summer project, now is the time to speak with us to start the bid request. Your fast action can get your company on the schedule while helping us to save you costs wherever possible.



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