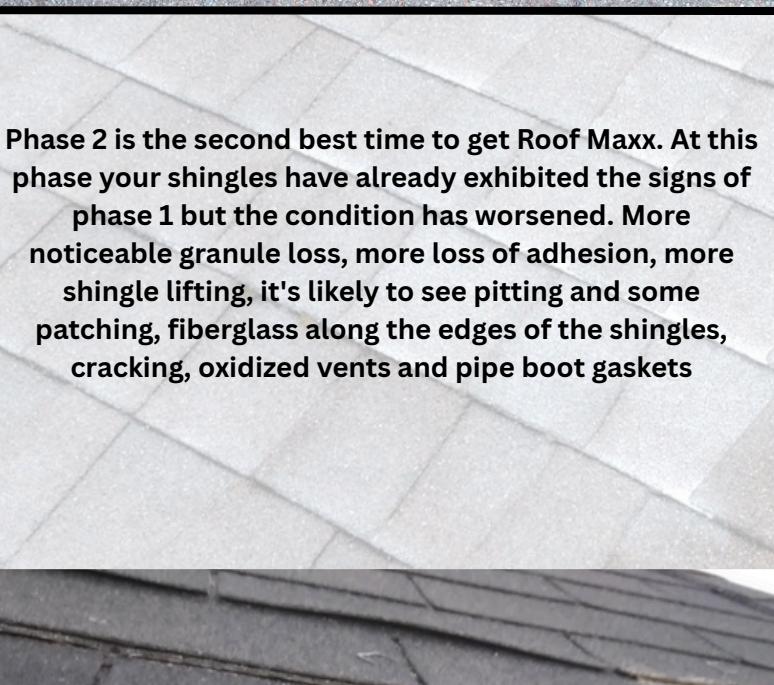
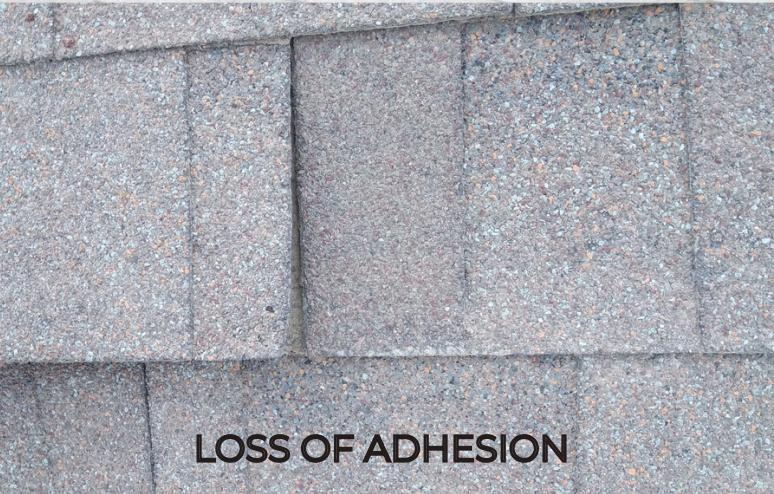


# ROOF FAILURE PROCESS: What You Need to Know

## The 4 Phases of Roof Failure

Phase 1 is the best time to get Roof Maxx. Your roof has performed at 100% and is now declining or starting the failing process. The asphalt is now starting to deteriorate and shrink. Granules start coming off more and it is noticeable, thermal expansion might cause nail pops and minor lifting, loss of adhesion. Getting Roof Maxx now preserves the best possible condition your shingles are in at this time. Your shingles will never be as good as they are right now, again.

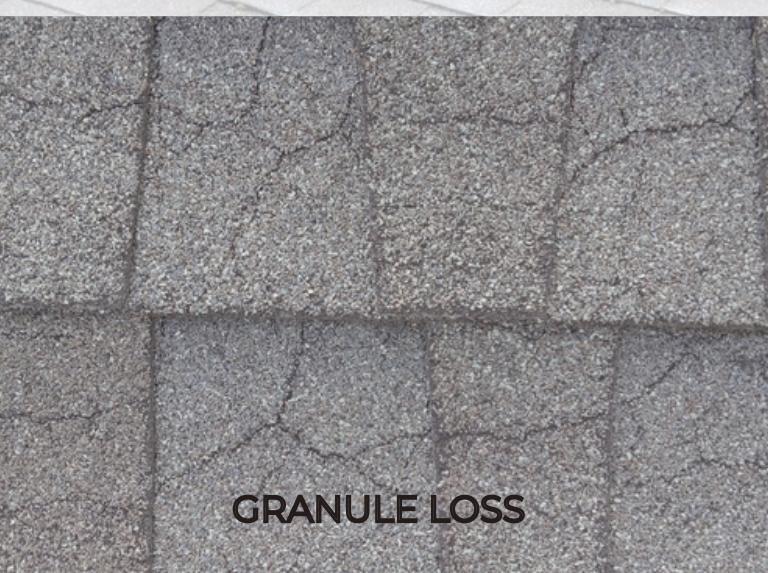


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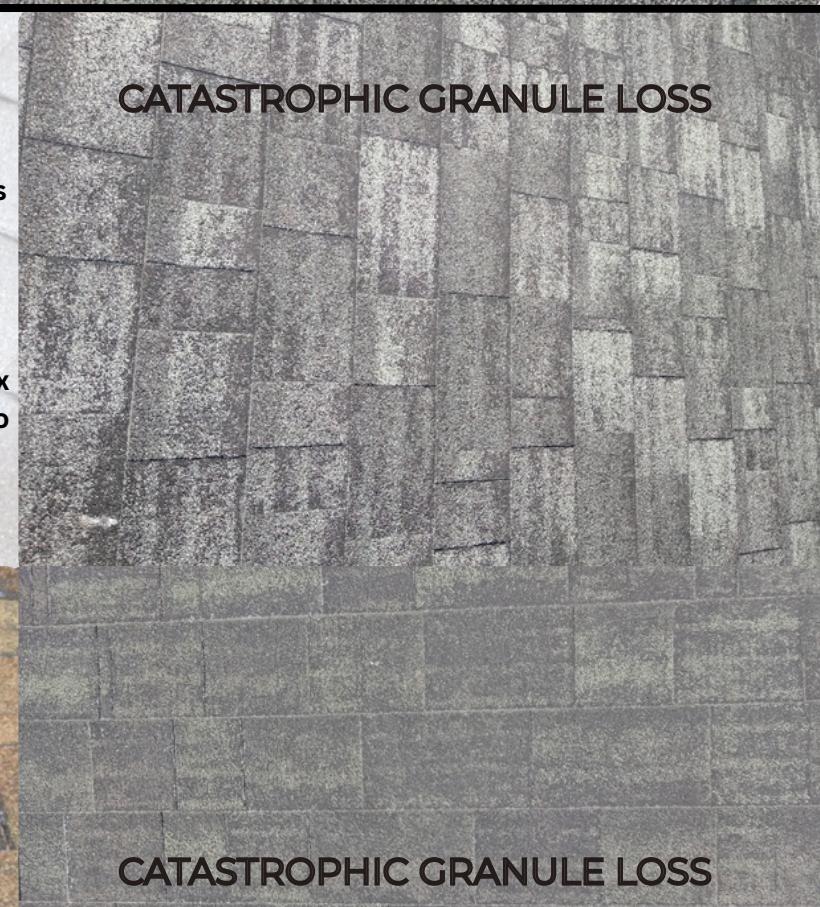


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Phase 3 is the third best time to get Roof Maxx and this is the most critical phase. At this phase your shingles are approaching the point of no return. At this phase it is common for shingles to be missing or to see areas that were repaired because of blow off. Adhesion is 40%-50%, granule loss in the form of pitting and patching with exposed fiberglass on the edges and in the middle of the shingles, cracking either small cracks starting or big cracks all over. This is the phase that is the most critical, this phase is the last time you can get the full benefits of Roof Maxx. Your roof still qualifies at this phase but it might qualify at the end of 5 or 10 year mark.



Phase 4 catastrophic failure, your roof will have bare spots and a loss of adhesion up to 80%, severe granule loss, missing shingles and general disrepair. The benefits of getting Roof Maxx at this phase is that Roof Maxx promotes adhesion. Meaning you have 5 years to plan for a new roof knowing your current roof has had a tune up which takes care of all of the repairs and maintenance but also it has been treated with Roof Maxx so it is way more likely you won't have any new repairs to deal with by the time you get a new roof.



## Why Wait?

Once your roof begins failing, every year accelerates the decline. Roof Maxx allows you to preserve your roof affordably, protect your home, and plan for future replacement without the rush.



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