



MORE LIFE. LESS MONEY. GUARANTEED.



5-STAR CERTIFIED DEALER

REJUVENATE YOUR ROOF. SAVE YOUR BUDGET.

Roof Maxx® is a quick, natural and affordable alternative to a complicated, expensive and disruptive asphalt roof replacement on your commercial property.



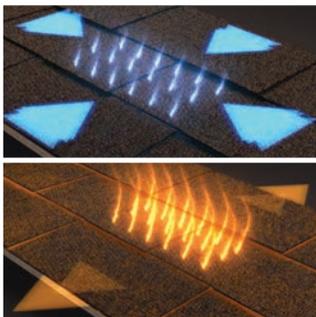
Roof Maxx can add five years of life to a roof right away—and 15 years with applications every five years. All for a fraction of the cost of a new roof.



APARTMENT COMPLEXES. SHOPPING CENTERS. CHURCHES. SCHOOLS.

The roofing system is the most complex and essential structural component of any building. Keeping it performing properly is vital to preventing damage from rain, wind, sun, hailstorms and other threats.

ASPHALT ROOFS AREN'T WHAT THEY USED TO BE



Fluctuations in weather and temperature cause asphalt shingles to expand and contract significantly, even within a given hour. It's the natural oils in the asphalt that allow these expansions and contractions to happen while your roof protects your building as it should. As the shingles age, though, this oil evaporates, causing them to dry out and lose their flexibility, as well as their top protective layer of granules.

All of the above leads to shingles cracking, breaking, molding, staining and/or curling, making your building more vulnerable to damage. And since shingles made in recent decades include less asphalt than they once did, they're drying out and failing faster than ever before.

THAT'S WHERE ROOF MAXX COMES IN

Roof Maxx's 100% natural, plant-based oil soaks into the asphalt layer of your shingles, replenishing petrochemical oils that have evaporated over time. This restores shingles' flexibility, extends their life and enhances their ability to withstand the elements like a new roof would. It also saves you the trouble of ripping off roofs and replacing them to the tune of hundreds of thousands of dollars—or more. You get:



Up to 15 extra years of roof life

Add five years of life to an asphalt roof with just one application—and 15 years with applications every five years.



A decision that's good for the earth

Roof Maxx is a USDA certified, food-grade, bio-based product that's completely safe for people, pets and the environment. Plus it keeps shingles out of landfills.



Up to 90% savings over a new roof

Roof Maxx is a fraction of the cost of a roof replacement, so you can save more of your maintenance budget for other projects.



Consistent pricing nationwide

Roof Maxx is available all over the country. If your properties are, too, we can extend the lives of your asphalt roofs with comparable pricing nationwide.



Business as usual on your property

Unlike a roof replacement, Roof Maxx takes just an hour or two to apply. With no mess. No hassle. And no disruption to your community.



A 100% tax-deductible expense

Maintenance like Roof Maxx keeps your property in good condition and is a deductible expense the year you pay for it. A roof replacement is not only far more expensive, but also a major improvement that must be depreciated over your property's life expectancy.

IT'S
THIS
SIMPLE



WE'LL ASSESS YOUR ROOF

And decide if it's a good candidate for Roof Maxx. If it is, we'll make an appointment to apply it. If it's not, we'll let you know why and whether we've discovered leaks or other major issues that need repairing.

WE'LL APPLY ROOF MAXX

During our appointment, we'll perform a roof tune-up and then apply Roof Maxx. The whole process usually takes a couple of hours, max. Roof Maxx quickly penetrates into asphalt roof shingles within 30 minutes, and won't be affected by the elements after that. Any overspray is easily washed away by rain or a hose and won't stain or leave any residue on siding, concrete or other building materials.

FIVE YEARS, GUARANTEED

Rejuvenating Roof Maxx will restore your shingles' flexibility and waterproofing for five years, ensuring maximum property protection. And our warranty is fully transferable.

THE OHIO STATE UNIVERSITY PUT ROOF MAXX TO THE TEST

The results? Roof Maxx reversed the aging process of asphalt shingles, making them similar to new ones.



1

Shingle pliability

Roof Maxx significantly improved the flexibility of the asphalt shingles and passed ASTM testing.

2

Protective top coating

Roof Maxx significantly improved the granule adhesion to levels similar to those of new shingles.

3

Shingle permeability

Roof Maxx improved shingle permeability by about 60%, restoring values closer to those of new shingles.

4

Hail impact

The average hail depression size decreased by 24% after Roof Maxx treatment.

5

Fire resistance

Roof Maxx had no effect on the risk of fire or the spread of flame.

“

I was really amazed that the Roof Maxx product restored 30-year-old shingles. I'd recommend Roof Maxx to property managers, condo associations ... because it's a fraction of the cost [of a roof replacement], it's tenant-friendly and it works.”

—Jonathan Casilli, *Director of Construction*
Novel Property Ventures



IS YOUR ROOF READY FOR ROOF MAXX?

Asphalt shingles contain small, sand-like pebbles that stick together when their natural oils are intact. Once those oils start to dry out with age, you may see the granules flaking off in your gutters or downspouts. You might also notice black stains and streaks or shingles cracking, breaking and curling.



Roof Maxx can turn things around for roofs as young as 6-8 years old, depending on the weather conditions in a given area. But Roof Maxx extends the lives of roofs 15-20+ years old all the time, though some require repairs first. Each roof is different, and your local Roof Maxx dealer can tell you whether Roof Maxx can help yours.

WE'VE BEEN ROOFERS FOR DECADES

Our founders, brothers Mike and Todd Feazel, started a roofing business in 1988 and spent the next 25 years building it into one of the largest and most successful in the United States. As you can imagine, they learned just about everything there is to know about roofs during that time. They also watched the industry grow and change, including the way asphalt shingles are manufactured.

Changes in oil refining started to reduce the amount of asphalt available, causing costs to skyrocket and shingle manufacturers to include less asphalt in their products. That meant less of the natural oils that give shingles the flexibility to withstand the elements over time. Today, that means asphalt roofs don't last as long as they used to. (Search the web for "class-action roofing lawsuits" to get a sense of how bad it's gotten out there.)

NOW WE'RE PROUD TO BE ROOF PRESERVERS

Mike and Todd sold their roofing company in 2013 to focus on roof sustainability. They researched new technologies that could extend the life of a roof and help prevent the need to prematurely replace it. In the process, they came across some incredible new advancements from the world's largest private research and development company, Battelle Laboratories. It wasn't long before Roof Maxx was born.



“

My brother and I could see the staggering number of roofs at risk across the country and wanted to do something about it. Now, through Roof Maxx, we're looking out for asphalt roofs, the people under them, their hard-earned money and the planet.”

—Mike Feazel, CEO, Roof Maxx



Roof Maxx® has been certified as a USDA BioPreferred product. Its main ingredient meets the EPA's Safer Choice standards for solvents and is listed on the EPA's Safer Chemical Ingredients List (SCIL).

Contact your certified Roof Maxx® dealer today:

ROOF MAXX OF FRAMINGHAM

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