

Synergy Property Solutions Guide

Cool White Roofing Systems

**Everything you need to know before restoring your
commercial membrane or metal roof.**



Synergy Property Solutions LLC.

Table of Contents

Letter from our Founder, Shane Guerra

1. What is a Cool White Roofing System?

2. What makes a Roof eligible for a Cool White Roofing System?

3. What does a Cool White Roofing System cost?

4. Benefits of a Cool White Roofing System

Conclusion and next steps

Letter from the Founder

Hello,

Welcome and many thanks from all of us at Synergy Property Solutions for visiting our website and taking the time to educate yourself on commercial roofing and our Cool White Roofing Systems.

We Believe there is a direct correlation between the amount of research done by the client and how pleased they are with the performance of their commercial roof system and contractor choice. Therefore, we make a great effort to educate each client with the most reliable information available.

We know that an investment in a commercial roof system will be one of the largest capital expenditures for most building owners and one of the more important decisions made for the long-term performance of the facility and its occupants. And the purpose of this packet is to empower you with the knowledge needed to decide which commercial roof solution is best for you.

I encourage everyone considering a roofing project on their commercial system to obtain as much information on the topic as possible before contacting a commercial roofing professional. Our goal is to provide as much of that information as possible so that when you are dealing with the best contractors in the industry all you need are finer details of the project to complete your decision-making process.

We thank you for your time and look forward to hearing from you to finalize your investment decision.

Kindest Regards,

Shane Guerra
Founder/CEO
Synergy Property Solutions



1

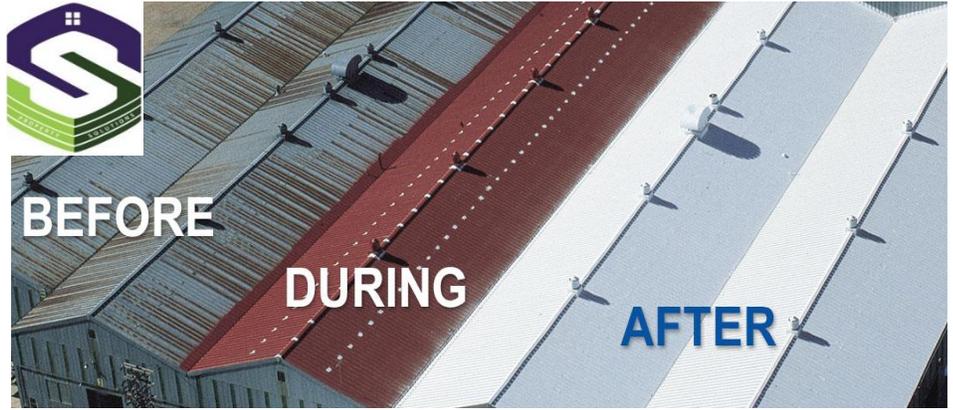
CHAPTER ONE

What is a Cool White Roofing System?



Synergy Property Solutions LLC

A Cool White Roofing System, often referred to as the last roof you will ever have, is a monolithic fluid applied elastomeric coating applied directly onto an existing roof system.



The process of installing a cool white roofing system is relatively straightforward.

1. **Inspection and repairs** – First, an infrared inspection should be performed to see if there are any saturated areas of insulation under the membrane. After those saturated areas have been removed and replaced, the entire roof surface is high pressured power washed to remove any contaminants, oils, debris and dirt.
2. **Seam Reinforcement** – After the primer has been installed, the seams of the membrane are the reinforced.

There are two common types of seam reinforcement.

- Installing a polyester reinforced mesh fabric into an elastomeric base coating and then an additional base coat to encapsulate the fabric then allow to cure.
 - To reinforce the seams, flashings, and penetrations with a self-adhering, reinforcing tape that would then receive a liquid topcoat.
3. **Cool White Roofing System Application** – Once all the miscellaneous repairs have been performed to the existing roof system, the elastomeric fluid applied membrane is simply sprayed on or roller applied over the entire surface of the roof. The mil thickness once dried allows for only one single layer required, which saves additional dollars in reduced labor costs.
 4. **Warranty** – After the Cool White Roofing System membrane has been completed, a final inspection will be performed by our preferred applicator or district manager/independent distributors to verify that all the necessary repairs were performed properly, and that the system is applied accurately. When the repairs and Cool White Roofing System membrane coating are approved, and payment is paid in full the warranty is issued.

2

CHAPTER TWO

What Makes a Roof Eligible For a Cool White Roofing System Restoration?



Synergy Property Solutions LLC

Many facility owners choose to restore their metal and commercial roofs rather than replace them, when the warranty comes to expire, metal rusting, membrane is failing, hail damages and emergency repairs. This a smart choice that can save them money, create energy savings, not lose production or disturb the day to day operations and renew their warranty coverage.



The best way to find out if your facility is eligible for a Cool White Roofing System coating, you should schedule one of our preferred contractors to evaluate your existing roof system.

But here are some general indicators that your facility roof may be eligible for our Cool White Roofing System for a fluid applied roof restoration.

Type of Existing Roof

Cool White Roof System coatings are applied as an elastomeric liquid and dry naturally over 8 to 24 hours depending on the weather conditions. Therefore, roof coatings are designed for flat, low-slope and metal roofing systems.

Condition of the Insulation

The insulation is a fundamental component to your roofing system and energy costs. You may have solid insulation that is dry, intact and doing its function of regulating your facilities temperature and energy; or you may have saturated insulation that is holding moisture, getting moldy and hurting your roof's ability to insulate the facility.

Condition of Seams

Seams can be the most vulnerable part of the roof system. Overtime, the adhesives that keep the seams together can deteriorate allowing water to leak through...leading to saturated insulation, rusted decking/panels and internal facility leaks.

If Your Roof Has Been Maintained

If your roof is under a maintenance program, chances are that your roof is in good condition and is eligible for a Cool White Roofing System fluid applied restoration.

3

CHAPTER THREE

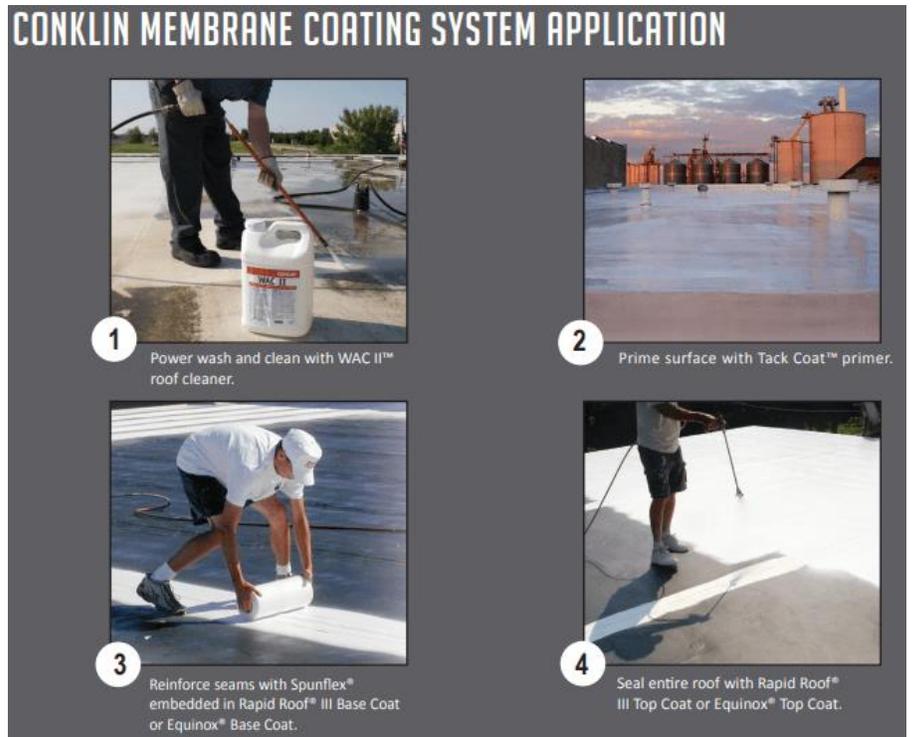
What Does a Cool White Roofing System Restoration Cost?



Synergy Property Solutions LLC

There are many factors that can affect the price of a commercial roof, from the climate to the material choices.

In this section, we will review the average price of a Cool White Roofing System and break down factors that could change your price. Keep in mind that when you are looking to invest in a new roofing system, it's a good idea to have a qualified contractor to assess your facility, offers quality and take shortcuts in restoring your roofing system.



For an average 20,000 SQ. foot commercial roof, it will usually cost between **\$2.85 and \$4.00 per square foot** in materials and labor to install a typical Cool White Roofing System. This price range is for a Cool White Roofing System of dry Mil thickness and building condition.

To get the best roofing system for the right price, you will need to consider these key factors:

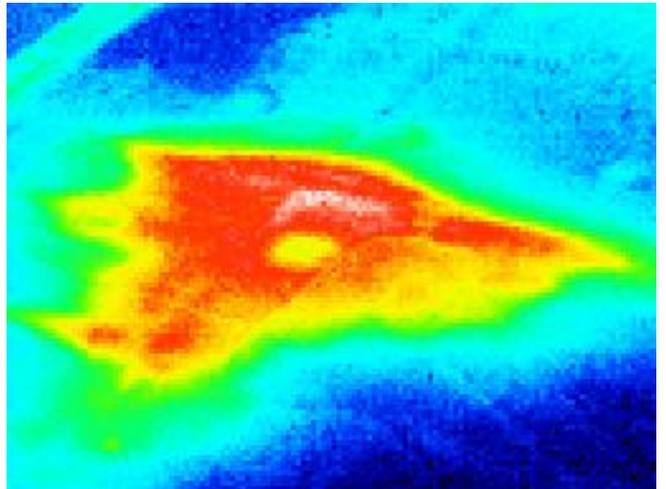
- ✓ *Infrared Survey*
- ✓ *Roof Repairs*
- ✓ *Power Washing*
- ✓ *Membrane 3 Course Seam Detail*
- ✓ *Metal 3 Course Seam Detail*
- ✓ *Curb & Penetrations 3 Course Detail*
- ✓ *Cool White Roofing System Coating*
- ✓ *Warranty 10yr, 12yr, 18yr options*

*Please note that the prices listed in the guide are not a quote. For actual pricing, please contact our team for a quote

Factors for a Cool White Roofing System Restoration Cost

Infrared Survey

Before a silicone roof coating is applied, the contractor will perform an infrared survey to examine the condition of the insulation under the roof. When the temperature drops in the evening the roof. When the temperature drops in the evening, your contractor will take photos will tell visually where the insulation is wet under the membrane. By using these photos, your contractor knows where they need to replace the underlying insulation.



Roof Repairs

If your metal and commercial roof needs minor repairs, those can factor into the cost of your Cool White Roofing System.

Since your roof is being restored with a Cool White Roofing System, most of the roof surface is in good condition. Repairs before the fluid applied roof restoration cost roughly between \$0.75 - \$1.50 per sq. foot in materials and labor.

The contractors will remove any saturated insulation, replace the area with new, like insulation (poly-iso is repaired with poly-iso and so on). The areas being repaired are patched up and ready for the entire roof to be cleaned.

High Pressure Power Washing

Our preferred contractors will start the Cool White Roofing System application by high pressure power washing the entire surface of the roof. It's important to thoroughly clean the roofs surface from all debris, dirt, oils and contaminants so the fluid applied elastomeric coating will adhere properly.

There are two ways or contractors can wash a metal or commercial roof:

1. Traditional Spinning head/Power Washer Wand – This is the most popular way to power wash a commercial roof and usually the process our contractors will take. Our contractor will use a power wash wand or machine with a spinning brush to clean the entire surface of your roof.

Then the contractor will need to dry to the surface of the roof with a powerful air dryer, or they will have to let the roof dry naturally overnight or over the course of a few days. This process can lengthen the duration of the project.

2. Reclamation Washing – The less popular, but eco-friendlier power washing option is a reclamation washing process. This process uses a heated high-pressure water with a spinning brush to clean the roof surface. As the water processes it through a filtration system and the disposes of it properly in the facility's sewer system. This process uses less water, collects used water and takes a shorter amount of time for the roof surface to dry.

Priming the Roof

After any repairs and the roof surface is dried from power washing, contractor will apply the primer to the entire roof surface. Depending on the existing type of roof surface depends on the type of primer needing to be applied. Metal roofs require our rust inhibiting primer which stops the panels from or continuing to rust. Membrane roofs require our bleed blocker primer which contains and traps and gasses trying to escape the materials. Priming the roofs surface is allowing for proper adhesion for the system.

Membrane and Metal Seam Detail

After any repairs are made to your roofing system, contractor will reinforce all the existing seams across your roof. This 3 course seam reinforcement detail with the fiber mesh embedded into the base coat to further prevent leaks form vulnerable or failing areas of the roof.

Curb and Penetration Detail

All curbs, flashings and pitch pockets will be reinforced on your roof. The 3 course reinforcement detail with the fiber mesh embedded into the base coat to further prevent leaks from the vulnerable or failing areas of the roof.

Silicone or Acrylic Coating

The final application is the actual Cool White top coating. The Cool White Roofing System is a system and allows us to apply one layer of top coat to reach manufacture warranty coverage.

Warranty

After the Cool White Roofing System is applied and completed, it will be inspected by our preferred contractor and Independent Distributor to ensure that it was properly applied to the manufacture's specifications. When the roof passes the inspection and payment in full for the system is received, warranty will be issued to the facility owner(s).

The cost of the warranty is determined by the length of the warranty and the type of membrane applied to.

- *10 yr. material warranty - no additional cost (Membrane & Metal Roofs)*
- *12 yr. material warranty - \$0.07 - \$0.25 per SF. (Membrane Only)*
- *12 yr. material warranty - no additional cost (Metal Roofs only)*
- *18 yr. material warranty - \$0.07 - \$0.25 per SF. (Metal Roofs only)*
- *30 yr. material warranty - only upon request guidelines apply (15yr recoat & inspection of current coating required)*

*Warranties will not be issued if payment is not received in full within 20 days upon completion of the Cool White Roofing System.

4

CHAPTER FOUR

Benefits Of A Cool White Roofing System



SYNERGY PROPERTY SOLUTIONS LLC

People choose our Cool White Roofing Systems as a restoration for their roof over re-roofing for numerous reasons. There are many benefits to a facility owner/manager installing a fluid applied coating,

1. Cost Savings

One of the top benefits of a fluid applied roof restoration coating is the cost savings. If the existing roof substrate is dry and stable, no roof removal is required. In this case, we make preventative repairs to the existing system and apply a brand new **Cool White Roofing System** that restores the existing life span of the roof by creating a seamless monolithic watertight system over the existing substrate.

2. Considered Maintenance

The Cool White Roofing Systems provides a new seamless monolithic watertight membrane over the existing metal roof and roof membrane, which is considered a maintenance application in lieu of roof replacement. This means that the fluid applied coating application can be done many times without adding additional roof systems, that would eventually require removal per building codes.

3. Short Project Duration

Another benefit to our Cool White Roofing Systems is that it is installed very quickly because there are no required tear offs. Therefore, reducing any disruptions to facility operations, no loss of productions and can be completed 2x's faster than a re-roof.

4. Energy Efficient

The Cool White Roofing System utilize a bright white final top coating application, this reduces energy costs, meets energy star efficient standard and qualifies for the cool roof solution. Solvent free elastomeric coatings help conserve energy and extend the life cycle of your existing roof. Using Cool White Roofing Systems can save build energy used by as much as 15 to 35%.

Restoration vs. Replacement

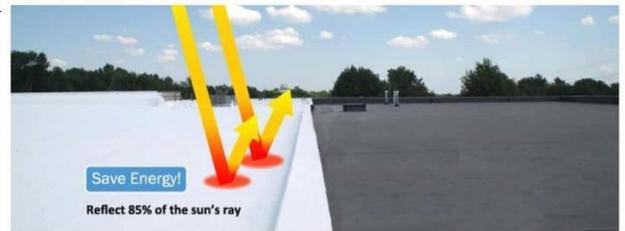
Customers Save Tens of Thousands of Dollars

Roof Replacement **Vs.** Roof Restoration

High labor costs	←-----→	Low labor costs
Tear-off costs	←-----→	No tear-off costs
Landfill and disposal costs	←-----→	No landfill or disposal costs
Business interrupted	←-----→	No interference with operations
Expensive future repair	←-----→	Easy, low-cost future repair

The Energy Star® Difference

Lower roof temperatures mean reduced energy bills, less wear-and-tear on A/C units, and longer roof life.



CONGRATULATIONS!

You are now a fluid applied roof restoration expert!

In this guide, you learned:



A Cool White Roofing System is a fluid applied elastomeric coating sprayed directly onto an existing roof system



What makes a commercial roof eligible for a Cool White Roofing System



The cost between \$2.75 and \$4.00 a square foot in labor & materials



The benefits of a Cool White Roofing System

Is a Cool White Roofing System
right for your Facility?

Call Us Today to Get a Quote
720-400-2661

Why tear off your roof when you can restore it!!!