

# MIDWEST

ROOFING • SIDING • WINDOWS, INC.

## Your Guide to Exterior Remodeling





Dear Homeowner,

Thank you for having **Midwest Roofing, Siding, & Windows Inc.** provide you with an estimate for your remodeling needs! Choosing a contractor is sometimes a difficult task. Through this packet, you can gain knowledge about the background of our company and the people you are doing business with. We will also outline the procedures we use to achieve *consistently superior work and excellent service* that has made Midwest the leader in the exterior remodeling business. Here are just some of the reasons to choose **Midwest Roofing, Siding, & Windows Inc.**

- **Our Company** - Locally owned and closely monitored to maintain consistency and high standards in both quality and service. We are an experienced company that has been in business since 1972.
- **Our Proposal** - Designed to take the guesswork out of choosing a contractor. Your proposal will detail the work we will perform and define your project *in writing*.
- **Our Estimators** - Trained to help you understand the process and materials we use. Your concerns are important to us. We ask questions and listen to you so that we can give helpful advice and customer service.
- **Our Operations Manager** - Customer service oriented. His job is to make the whole process run smoothly from beginning to end so you won't have to worry about the details.
- **Our Crews** - Experienced, competent, and fully trained to do things the Midwest way.
- **Our Warranties** - All of our work is guaranteed with a 10-year, written warranty.
- **Our Insurance** - Midwest is fully Licensed, Bonded, and Insured. Your property is fully covered by our \$1,000,000 umbrella policy to protect our customers against the unexpected.
- **The Better Business Bureau** - Midwest is a member in good standing of the Better Business Bureau.



All of these things add up to make Midwest the best choice for your exterior needs. To earn your business, we aim to surpass the competition by offering you the most value and best work in the industry. We truly want you as a customer for life.

Sincerely,

A handwritten signature in black ink that reads "Greg Gerulis".

Greg Gerulis, President

Midwest Roofing, siding, Windows

**Love Your Home!**

# 5

## STEPS TO A BEAUTIFUL ROOF

### 1. SET UP

- a. Foreman goes over the job with the homeowner.
- b. Loose items and furniture are moved away from the house.
- c. Tarps are placed around house to protect yard and plants, and catch debris.
- d. Windows, plants, and valuables are covered with plywood.
- e. Boards are placed under dumpster to protect driveway.
- f. Material is spaced evenly on peak of roof or placed on pallets on the ground.



### 2. REMOVAL OF OLD ROOF

- a. All old roofing material is carefully removed from the roof.
- b. All old flashing is removed or inspected to meet our strict standards of quality.
- c. If the customer requests a layover, ridge and vents are removed from the roof deck.
- d. Old roofing nails are removed from the roof deck.
- e. Roof boards are inspected and replaced as needed.
- f. Pictures are taken of bad wood and flashing.
- g. All related debris is disposed of in the provided dumpster.



# 5

## STEPS TO A BEAUTIFUL ROOF

### 3. INSTALLATION OF NEW ROOF



**NOTE:** Tarps are always used to cover the roof at night if it is not possible to complete the job in one day.



- a. A waterproof barrier is applied to any leak prone areas of the roof in compliance with city code.
- b. Premium wrinkle free felt paper is applied to remaining roof area.
- c. New chimney flashing, wall tins, vents, plumbing stacks, and any other necessary flashing is installed in most cases.
- d. All vents are cemented into place.
- e. Customers choice of shingles are installed over the entire roof area and nailed in place with a minimum of 4 nails per shingle.
- f. Premium rubber is applied to all flat areas of the roof.
- g. Only premium quality products are used.
- h. Entire roof is caulked as needed.

### 4. CLEAN UP



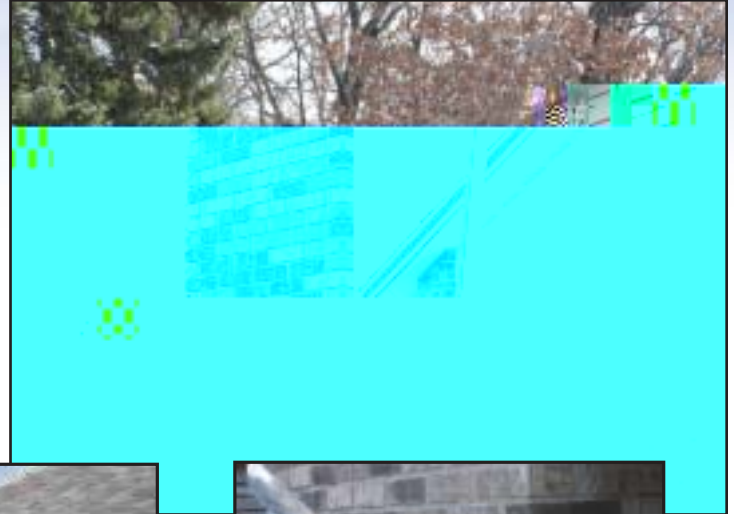
- a. Performed daily and upon completion of job.
- b. All related debris is removed.
- c. Magnets are used to remove all nails from the yard and driveway.
- d. One extra bundle of shingles is left with the customer.
- e. Furniture and any other items that were moved are placed next to the house.

# 5

## STEPS TO A BEAUTIFUL ROOF

### 5. INSPECTION

- a. A final walk through is performed by the customer with the job foreman or the operations manager to ensure that the job is completed properly.
- b. Final details are noted on a punch list and are completed before the crew leaves.
- c. A final inspection is done by the customer.
- d. After the job is complete, a final inspection is done by the operations manager.
- e. The Midwest Client Comment Card is completed by the customer.



### ONE YEAR INSPECTION

Midwest, Roofing, Siding, and Windows Inc. will perform a one year complimentary inspection on all jobs. This is to ensure that your roof siding and windows have expanded and contracted properly through the Minnesota summer and winter. Any necessary adjustments and caulking will be done at this time and at NO ADDITIONAL CHARGE. An additional inspection will be done upon request after four years on all roofs to make sure that any defects in the shingles are spotted prior to the five year non prorated warranty period of the shingles. These inspections will ensure that you have received the best possible product we can offer you.

# 5

## STEPS TO PERFECT SIDING



### 1. SET UP

- a. Foreman goes over the job with the homeowner.
- b. Loose items are moved away from the house.
- c. Tarps are laid down to catch debris.
- d. Boards are placed under the dumpster to protect the driveway.
- e. Material and equipment is set up.



### 2. REMOVAL OF OLD SIDING

- a. All necessary siding is removed from the house.
- b. Nails are removed from the wall.
- c. Sheathing is inspected and replaced as needed.
- d. Pictures are taken of any wood that is replaced.
- e. Fixtures are removed and set aside to be reinstalled later.
- f. All related debris is disposed of in the provided dumpster.

# 5

## STEPS TO PERFECT SIDING

### 3. INSTALLATION OF NEW SIDING

- a. House is covered with house wrap and/or styrofoam insulation.
- b. Tape is applied around all doors, windows, and seams in house wrap.
- c. New flashing is applied over decks, windows and doors as needed.
- d. Mounting plates are installed for fixtures, and new vents are installed for exhausts.
- e. Fascia and soffit is covered with aluminum or vinyl as specified in contract.
- f. New siding is installed over entire area using premium quality product.
- g. Siding and trim is caulked as needed.



### 4. CLEAN UP

- a. Performed daily and upon completion of the job.
- b. All related debris is removed.
- c. Plant beds are cleaned, nails and scraps are removed.
- d. Magnets are used to remove all nails from the yard and driveway.
- e. A few extra siding panels are left with the homeowner.
- f. Loose items and furniture are placed back next to the house.



# 5

## STEPS TO PERFECT SIDING



### 5. INSPECTION

- a. A final walk through is performed by the customer with the job foreman or the operations manager to ensure that the job is completed properly.
- b. Final details are noted on a punch list and are completed before the crew leaves.
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Client Comment Card

**MIDWEST**  
Siding - Gutter - Windows - Ins.

Thank you for choosing Midwest Siding, Gutter, & Windows for your home remodeling needs! We are proud to be the premier remodeling contractor in your neighborhood, and we thank you for your satisfaction in an exceptional home renovation. While this comment card is intended to help us improve our services, we do not intend to provide any warranty. Please take a few minutes to fill out the following questionnaire to help us provide the best service possible. An operations manager will be in contact with you regarding your comments.

Customer Name: \_\_\_\_\_ Company Name: \_\_\_\_\_  
Address: \_\_\_\_\_ Street Name: \_\_\_\_\_  
City/State/Zip: \_\_\_\_\_ Work Order: \_\_\_\_\_

4. How do you feel about the service you received from us?  
(Siding / Gutter / Windows / Other) \_\_\_\_\_

5. Please rate the following items on a scale of 1 to 5.  
1 2 3 4 5

Item	1	2	3	4	5
Quality of Work					
Appearance					
Customer Service					
Value for Money					

6. Please rate the following items on a scale of 1 to 5.  
1 2 3 4 5

Item	1	2	3	4	5
How well did we explain the project?					
How well did we listen to your needs?					
How well did we manage the project?					
How well did we coordinate with other trades?					
How well did we clean up after the job?					

7. Would you recommend Midwest Siding, Gutter, & Windows to your friends? Yes/No

8. Why do you do as you did? (Yes/No)

Client Signature: \_\_\_\_\_ Date: \_\_\_\_\_

PUNCH LIST

**MIDWEST**  
Siding - Gutter - Windows - Ins.

PUNCH LIST

There are the areas that I would like to have touched up:

Area	Midwest Initials	Customer Initials

A decorative graphic at the bottom of the punch list form, featuring a stylized house silhouette with a red roof and a white body, set against a background of colorful geometric shapes in shades of purple, pink, and blue.

# 5

## STEPS TO PERFECT REPLACEMENT WINDOWS

### 1. SET UP

- a. A time is scheduled with a customer to go over the job with a foreman.
- b. Windows are measured by the foreman to fit in the existing openings and custom made to the customers specifications.
- c. Window specifications are verified by the foreman and the customer.
- d. Obstacles are moved away from the windows on the inside and outside of the house.
- e. Material and equipment is set up.



### 2. REMOVAL OF OLD WINDOWS

- a. Window trim is removed as needed.
- b. Old windows are carefully removed from the opening and disposed of in the container that is provided.
- c. Window opening is inspected and cleaned.
- d. Any necessary wood work is performed at this time.
- e. Pictures are taken of any bad wood that is replaced.



# 5

## STEPS TO PERFECT REPLACEMENT WINDOWS

### 3. INSTALLATION OF NEW WINDOWS

- New windows are mounted in place and leveled.
- Opening is packed with insulation.
- Window is tested to make sure it functions properly.
- Window stops are installed inside and out.
- Window trim/stops are reinstalled as needed.
- Outside brick molding is wrapped with custom bent aluminum.
- Windows are appropriately caulked.



### 4. CLEAN UP

- Performed daily and on completion of the job.
- All related debris is removed.
- Plant beds are cleaned, nails and scraps are removed.
- Magnets are used to remove all nails from the yard.
- Interior is cleaned and vacuumed.
- Loose items and furniture are put back in place.
- New windows are professionally cleaned.
- Window treatments are reinstalled.

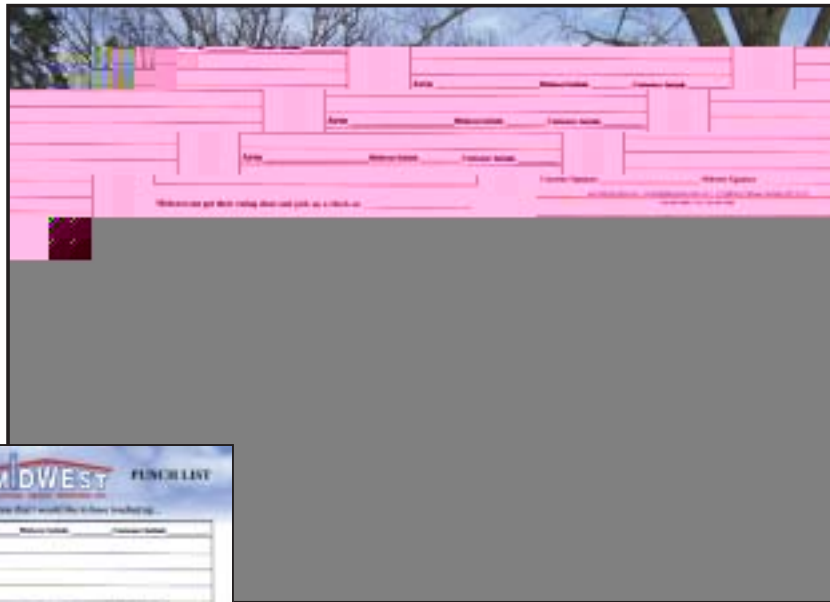
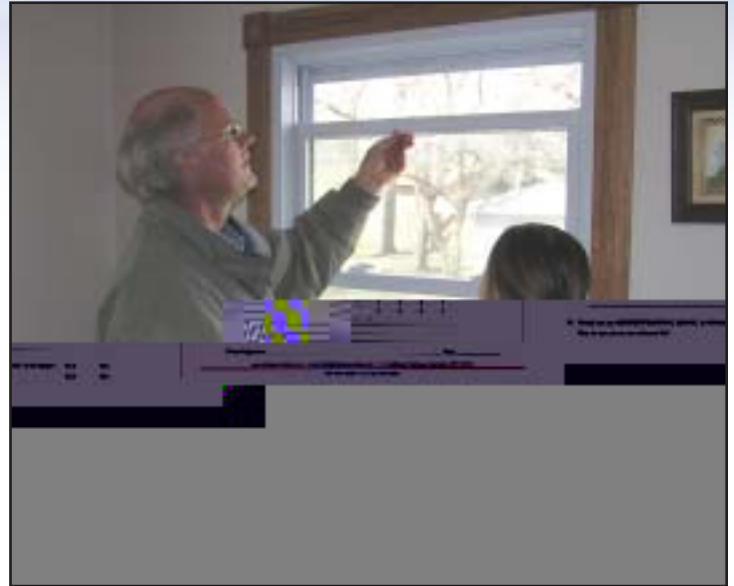


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## STEPS TO PERFECT REPLACEMENT WINDOWS

### 5. INSPECTION

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- e. The Midwest Client Comment Card is completed by the customer.

A form titled "Midwest Client Comment Card" with the Midwest logo. It contains a paragraph of text, a section for "Customer Name" and "Address", and a table with columns for "Item", "Status", and "Date". The table has several rows with some data entered.A form titled "PUNCH LIST" with the Midwest logo. It contains a paragraph of text and a table with columns for "Item", "Status", and "Date". The table has several rows, some of which are filled with text.

# RATING THE COMPETITION

Do they have...		Contractor A	Contractor B
Established Pricing Standards?	X		
Member of the Better Business Bureau?	X		
Licensed, Bonded and Insured?	X		
A Liability Insurance Certificate?	X		
A Workers Compensation Certificate?	X		
A Detailed Written Proposal?	X		
A Detailed Written Warranty?	X		
A Professional Customer Service Representative?	X		
A Knowledgeable Operations Manager?	X		
Premium Brand Products?	X		
Clean, Courteous Trained Workers?	X		
References?	X		
Thirty-Plus Years Experience?	X		



*Our mission is to establish lifelong customers by providing them with premium products and the same quality service we gave our first customer over 30 years ago.*

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