The background of the entire page is a photograph of two hands shaking. One hand is wearing a white dress shirt cuff, and the other is wearing a blue and yellow plaid shirt cuff. The handshake is the central focus of the image. The bottom half of the page has a solid orange background with white text and decorative elements like a dotted pattern on the left and chevron graphics on the right.

The 2023 Colorado *Homeowner's Guide to* Residential Roofing Insurance Claims

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Common Pitfalls to Avoid When Filing A Residential Roofing Insurance Claim

Introduction

Regardless of how straightforward many insurance consultants and online resources may make it seem, it's important to take baby-steps when it comes to filing a residential roofing insurance claim. As a Colorado homeowner, you need to *understand your policy thoroughly* before jumping straight in the moment you can prove there is weather damage.

Filing an insurance claim just because your roof has hail damage for example isn't always the most beneficial thing... In fact, it can be **absolutely detrimental** to your bank account, especially in an area like Denver where the majority of building municipalities are notoriously strict with their building code requirements (aka ordinance & law coverage).

Before we get to the actual process of filing a claim, let's dive into the cautionary aspects of it that our insurance team's collective decades of experience have helped many Colorado homeowners avoid.

Policy, Deductibles, and Ordinance & Law Coverage



Understanding your policy, deductibles, and ordinance & law coverage is a very good place to begin. If a policy is not set up correctly and you don't have the proper building code coverage included, then you may have to pay anywhere from \$25,000 to \$100,000+ in deductibles. Plus another similar amount may need to be paid out-of-pocket for mandatory building code upgrades! The devil's in the details...



For example, if you do not have certain code-regulated insulation values above your roof line, you might have to install 5+ inches during the roof restoration process.

For larger homes, that can add up to tens of thousands, if not hundreds of thousands of dollars...

Talk about a dream becoming a nightmare. And those circumstances are not uncommon!

Your safest bet when it comes to avoiding a situation like this is to consult with a team of professionals with years of experience in navigating the nuances of residential property policies.

That's exactly what we have here at Roper Roofing & Solar.

Our insurance experts have saved Colorado homeowners tens of millions of dollars – not only from payouts, but also from the wisdom of knowing when not to seek a payout.



Currently, deductible rates are extremely high in the Colorado residential roofing industry. Some jobs are clearly worth filing, but we often see perfectly repairable jobs that are just not worth filing a claim for. The nuance of policy deductibles is extremely important to understand, which is why we always work closely with our clients to give you a clear idea of what the net recovery will be.

Policy Types



At Roper Roofing & Solar, our experienced insurance team's top priority is providing the most value possible for Colorado homeowners when it comes to filing a residential roofing insurance claim.

By have a reputable contractor's team of insurance experts review your policy with you, we can help you understand whether or not you have a policy that allows recoverable depreciation to be paid whenever the job is completed. If not, we'll be able to help you make sure the ACV amount is paid properly, including labor (which should not be depreciated).

Additionally, some rental properties may have different policies than a primary residence, and may not include ordinance & law coverage... This means that the insurance company may not pay for the current code requirements during the restoration process - yet another reason why it is absolutely vital for homeowners to understand their policies and what they are responsible for when it comes to filing a roofing insurance claim.



ACV vs. RCV

Having an **ACV** (Actual Cash Value) or **RCV** (Replacement Cost Value) policy can make or break a roofing insurance claim. This is because in the former, the depreciation of the home is taken into account by the insurance company, which then lowers the amount they will pay to cover the roof's restoration/replacement.

If you are in the process of determining whether or not to file an insurance claim to repair, restore, or replace your residential property's roof, don't simply hope you've understood your policy and building codes correctly. Our friendly team of experts are always standing by to answer any questions you have. **We're not only here to help you with any of your roofing questions and needs, but also to save you as much money as we can along the way.**

ACTUAL CASH VALUE (ACV) POLICY

$$\begin{array}{rclclcl} \$175,000 & - & \$2,000 & = & \$81,000 & + & \$0 & = & \$81,000 \\ \text{Estimate of Damage} & & \text{Deductible} & & \text{ACV payout} & & \text{Non-recoverable} & & \text{Final ACV payout} \\ & & \text{Depreciation} & & & & \text{Depreciation} & & \end{array}$$

REPLACEMENT COST VALUE (RCV) POLICY

$$\begin{array}{rclclcl} \$175,000 & - & \$2,000 & = & \$81,000 & + & \$92,000 & = & \$173,000 \\ \text{Estimate of Damage} & & \text{Deductible} & & \text{ACV Payout} & & \text{Recoverable} & & \text{Final RCV payout} \\ & & \text{Depreciation} & & & & \text{Depreciation} & & \end{array}$$

Cosmetic Waivers



Cosmetic waivers are another issue with some policies.

We have seen clients who have metal roofs destroyed by hail damage. Their insurance policy excludes what they claim is cosmetic, however, meaning the majority of costs could be negated from your insurance company's payout!



The premium to have ordinance & law coverage and to eliminate cosmetic waivers altogether is often not very much. We always walk our clients through how to set that up in their own policy, as well as understand them fully (along with all risks that they carry, which are typically not explained to them by their agents).

Hail Resistant Roofs & Premiums

Finally, in our market, homeowners need to understand what a hail resistant roof can mean for their premium.

State Farm, for example, offers huge discounts for clients that use these shingles. **Keep in mind that they are hail "resistant" - not hail proof.**

During recent storms with hail the size of ping-pong balls and bigger, even these roofs have been significantly damaged. In this case, the insurance company owes for "like kind and quality," which means that they will replace the roof with another class 4 IR product.



The Filing Process

Overview

The standard process for filing an insurance claim for a commercial roofing project may vary depending on the specific insurance company and policy. However, here is a general outline of the fundamental steps involved:

- 1 Review your insurance policy:**
Before filing a claim, review your insurance policy to **understand the coverage and deductible amounts**.
- 2 Assess the damage:**
Inspect the roof and document the damage with photographs or videos. It's essential to be thorough to support your claim.
- 3 Notify the insurance company:**
Contact your insurance company as soon as possible to report the damage and initiate the claims process. Some insurance companies may require you to fill out a claim form or provide specific information about the damage.

4 Meet with an insurance claims expert:

It's important to meet with a highly qualified and experienced insurance expert rather than just waiting for an adjust from your insurance company. We recommend working with a company that has the experience and knowledge to inspect your roof and your policy themselves. This allows for a second pair of eyes to comb through the details and make corrections of things the adjust might not see or understand. Although it doesn't happen every time, there can be situations where both sides disagree which is why it's a vital strategy to incorporate.

At Roper Roofing & Solar, we pride ourselves in our extensive knowledge and expertise when it comes to commercial roofing insurance claims. Our team has numerous decades of collective experience in this field, with dedicated specialists respected throughout the industry. We've turned \$400 repairs into \$2.7M replacements simply by attention to detail and genuine intention to do what's best for our Colorado community.

5 Obtain estimates:

Get estimates from reputable roofing contractors for the repair or replacement of the damaged roof, and share the estimates with the adjuster.

6 Negotiate with the insurance company:

The insurance company will make an initial offer, and you may need to negotiate for a higher amount to cover the full cost of repairs or replacement.

7 Agree on a settlement:

Once you and the insurance company reach an agreement, you will receive a settlement check, and work on the roof can begin.

The following pages provide a brief overview of each of these steps. **Please note that this is only a general guide and that the process can vary for individual cases.**



STEP 1

Reviewing Policy

Reviewing your insurance policy is a crucial first step in filing an insurance claim for a commercial roofing project. Here are some common misunderstood aspects of insurance policies, and some important things to take note of regarding the coverage and deductible amounts:

1 Coverage exclusions:

Many insurance policies have exclusions that limit coverage for certain types of damage or circumstances. For example, the policy may not cover damage from flooding or earthquakes, or it may exclude coverage for roofs over a certain age.

2 Coverage limits:

Insurance policies also have limits on the amount of coverage provided for different types of damage. It's essential to understand the policy's coverage limits to ensure that you are adequately protected in the event of a claim.

3 Deductible amounts:

The deductible is the amount you will have to pay out of pocket before the insurance company pays for the damage. Be sure to note the deductible amount in your policy and determine whether it's affordable for you.

4 Proof of loss requirements:

Insurance companies often require specific documentation to support your claim, such as photographs or repair estimates. It's crucial to understand what documentation is required and to keep detailed records throughout the process.

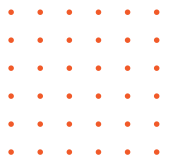
5 Time limits for filing a claim:

Most insurance policies have time limits for filing a claim. Be sure to note the deadline in your policy and file your claim promptly to avoid missing the deadline.

When reviewing your insurance policy, it's essential to read it carefully and ask questions if anything is unclear. Make sure you understand the coverage provided, the deductible amount, and any exclusions or limitations that may apply. This will help you make an informed decision when filing a claim and ensure that you receive the coverage you need.

STEPS 2 & 3

Assessment & Notification



When assessing the damage to a commercial roof, insurance companies typically look for specific documentation to support your claim. Here are some common and important things that insurance companies may look for during the documentation process:

- 1 Photographs or videos:**
Take photographs or videos of the damage to the roof from various angles. This documentation can provide valuable evidence to support your claim and help the insurance company assess the extent of the damage.
- 2 Time and date stamps:**
Make sure that your photographs or videos have time and date stamps. This can help the insurance company determine when the damage occurred and whether it was caused by a covered event.
- 3 Damage descriptions:**
Provide a detailed description of the damage to the roof, including the size and location of any holes, tears, or other types of damage. Be as specific as possible to help the insurance company understand the scope of the damage.
- 4 Weather data:**
If the damage was caused by a weather event, provide information about the weather conditions at the time of the damage, such as the wind speed, rainfall, or hail size. This information can help the insurance company determine whether the damage was caused by a covered event.
- 5 Repair estimates:**
Obtain repair estimates from reputable roofing contractors. These estimates can help the insurance company assess the cost of repairs or replacement and ensure that you receive the appropriate amount of coverage.

It's important to be as thorough as possible when documenting the damage to your commercial roof. This documentation can help support your claim and ensure that you receive the coverage you need. Keep all documentation organized and easily accessible to make the claims process go as smoothly as possible. Once all is in order, you can go ahead and reach out to your insurance company with all of the appropriate documents and information and begin filing a claim.



STEPS 4

Adjuster Meeting

The insurance company's adjuster will typically contact you within a few days of filing the claim to schedule an appointment to assess the damage to the commercial building's roof. Remember to always contact an expert from a local contractor as well for an objective 3rd-party perspective.



1 Inspect the damage:

The adjuster will inspect the damage to the roof and take measurements to assess the scope of the damage.

2 Ask questions:

The adjuster may ask you questions about the damage, such as when it occurred, what caused it, and whether any repairs have been made.

3 Review documentation:

The adjuster will review any documentation you have provided, such as photographs, repair estimates, and weather data.

4

Determine coverage:

Based on the inspection and documentation, the adjuster will determine whether the damage is covered under the terms of the insurance policy.

5

Provide an estimate:

If the damage is covered, the adjuster will provide an estimate of the cost of repairs or replacement, which will take into account the coverage limits and deductible specified in the policy.

The adjuster's goal is to determine the extent of the damage and ensure that you receive the appropriate amount of coverage. They may ask detailed questions about the damage to confirm the cause and extent of the damage. They will also look for any evidence of pre-existing damage or maintenance issues that could have contributed to the damage. The adjuster will compare the damage to the terms of the policy to determine whether the damage is covered or excluded.

Remember that although adjusters are there to help, it's very important to always work with an experienced insurance expert from a reputable local contractor as well. Our team at Roper Roofing & Solar has decades of collective experience in the commercial roofing insurance field and have helped countless property owners save millions through our expertise and commitment to quality service.

STEPS 5

Estimates Process



Obtaining accurate estimates is an important step in the insurance claims process for a commercial roofing project. Here are some recommendations:

- 1 Choose an experienced contractor:**
Choosing a reputable, qualified roofing contractor who is experienced and licensed in commercial roofing is the most important step you can take. They should have the knowledge to guide you through each and every step, keeping your best interests in mind. Our team here at Roper Roofing & Solar holds that motto close to heart.
- 2 Provide detailed information:**
When requesting estimates, provide as much detailed information as possible about the damage to the roof, including the location, type of damage, and any other relevant information.
- 3 Review the estimates:**
Review each estimate carefully to ensure that it includes all the necessary repairs and materials. If you have any questions about the estimate, ask the contractor for clarification.
- 4 Consider quality, not just price:**
While it's important to get a fair price, it's also important to consider the quality of the work. Cheaper estimates may not include all the necessary repairs or may use inferior materials.

Insurance companies generate their own estimates using a variety of tools and methods.

They may use industry-standard software to calculate the cost of 12 repairs or replacement based on the scope of the damage and the materials needed, or they may also just send their own adjuster to inspect the damage and generate an estimate.

The insurance company's estimate will take into account the coverage limits and deductible specified in the policy.

As always, if you disagree with the insurance company's estimate you can always request a second opinion or consult with a public adjuster/attorney

STEPS 6

Negotiation Process & Tactics

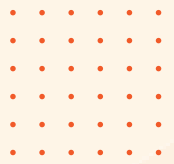
Negotiating with the insurance company can be a challenging and sometimes lengthy process, but there are some tactics that can help you get the best outcome possible. Here are some basic tips:

- 1 Be prepared:**
Before negotiating with the insurance company, make sure you have all the necessary documentation, including estimates, photographs, and repair records. Be familiar with the terms of your insurance policy and know your rights as a policyholder.
- 2 Remain professional and respectful:**
While it can be frustrating to negotiate with an insurance company, it's important to remain professional and respectful. Avoid using angry or aggressive language, and try to keep the conversation focused on the facts and the details of the claim.
- 3 Provide additional evidence:**
If the insurance company disputes your claim or offers a lower settlement than you believe is fair, consider providing additional evidence to support your case. This could include additional estimates from reputable roofing contractors, photographs or videos of the damage, or testimony from witnesses.
- 4 Consider hiring a public adjuster:**
If you are having difficulty negotiating with the insurance company, consider hiring a public adjuster. A public adjuster is an independent claims specialist who can help you negotiate with the insurance company and ensure that you receive the full amount of coverage to which you are entitled. They work for the policyholder, not the insurance company.
- 5 Know when to seek legal advice:**
If the insurance company refuses to negotiate or offer a fair settlement, you may need to seek legal advice. A lawyer who specializes in insurance claims can help you understand your rights and options, and can represent you in court if necessary.

Remember that the goal of negotiating with the insurance company is to ensure that you receive the appropriate amount of coverage for the damage to your commercial building's roof. By staying prepared, professional, and persistent, you can increase your chances of a successful negotiation.

STEPS 7

Settlement Agreement



The settlement process is an important step in the insurance claims process for a commercial roofing project. Here's what you need to know

1 Agreeing on the settlement:
Once you and the insurance company have negotiated and agreed upon the amount of the settlement, you will need to sign a release form that releases the insurance company from any further liability related to the damage.

2 Payment process:
The settlement is typically paid in one or more installments, depending on the terms of your insurance policy. The insurance company may pay the settlement directly to you or to the roofing contractor, depending on the terms of the settlement agreement.

3 Choosing a contractor:
In most cases, the building owner will choose the roofing contractor to perform the repairs or replacement. It's important to choose a licensed and insured contractor like Roper Roofing & Solar who has experience with commercial roofing projects.

4 Payment to the contractor:
Depending on the terms of the settlement agreement, the insurance company may pay the contractor directly or reimburse you for the cost of the repairs or replacement. If the insurance company pays the contractor directly, make sure that the work is completed to your satisfaction before releasing the final payment to the contractor

5 Scope of repairs:
The scope of repairs will depend on the extent of the damage to the commercial building's roof. The roofing contractor should provide a detailed scope of repairs or replacement that includes all necessary materials and labor.

It's important to keep detailed records of all communication and documentation related to the insurance claim and settlement process. If you have any questions or concerns about the settlement process, you can always contact your insurance company or simply ask one of our friendly and experienced insurance experts here at Roper Roofing & Solar to help walk you through from start to finish.





The Roper Roofing & Solar Team

We hope that this guide has been useful to you in your understanding of the process and pitfalls of filing a residential roofing insurance claim.

Remember, it isn't as simple as finding weather damage, submitting a claim, and getting free money. There are a tremendous amount of caveats to navigate in regards to your policy, building codes, ordinance & law coverage, local municipalities, and so on. **Don't make the mistake many Colorado homeowners do by skipping straight to the filing.**

Our team of seasoned professionals here at Roper Roofing & Solar are more than happy to hold your hand every step of the way as we've done for hundreds of others over the years. Visit RoperRoofingAndSolar.com, give us a call at (720) 475 - 1065, or just email info@roperroofing.com to learn more.

We look forward to being of service!