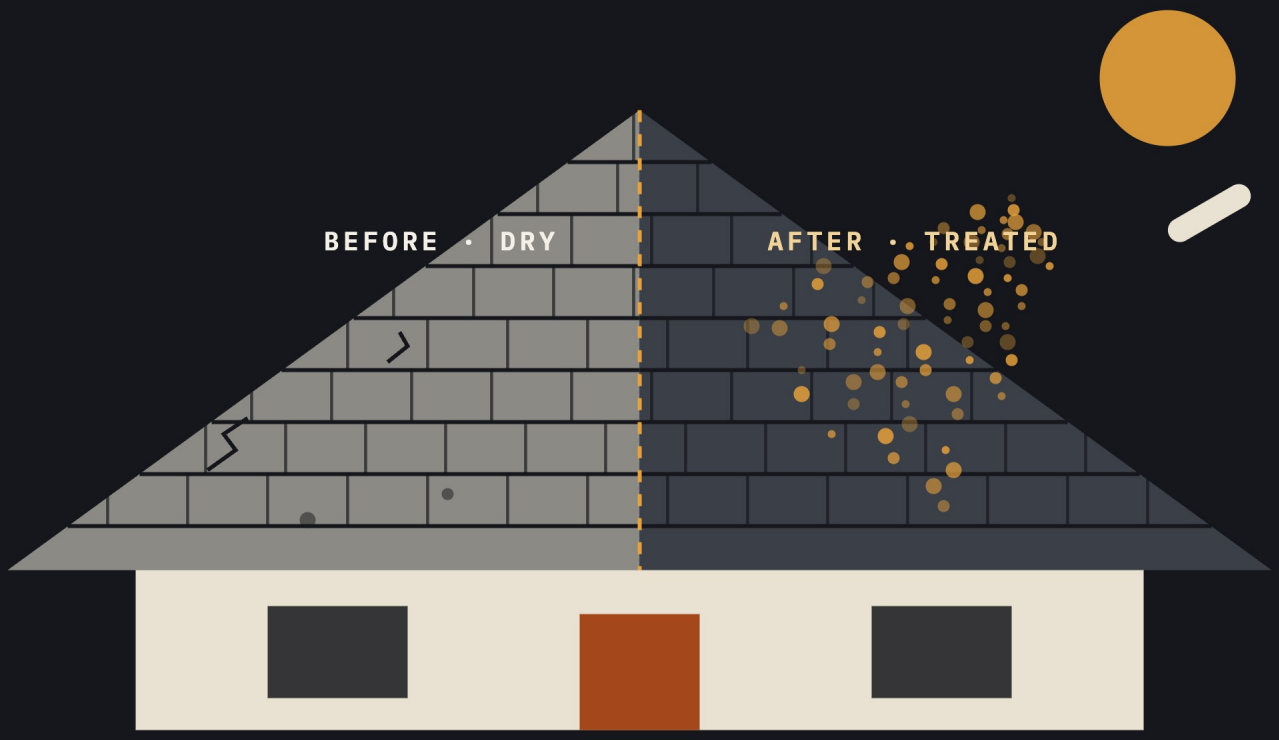
The Roof Rejuvenation Business Model

A plain-English, step-by-step playbook for starting a roof-service business: screening, safety, sourcing, pricing, customers, and your first 30 days.



01 CHOOSE YOUR LANE
02 SCREEN ROOFS
03 UNDERSTAND THE WORK
04 BUILD THE BUSINESS
05 FIND CUSTOMERS
06 LAUNCH WITH A PLAN

Includes 8 printable worksheets · Every number sourced · Educational information only · Results vary

BEFORE YOU START

Read this first.

This guide explains, in plain English, how a roof rejuvenation business works: what the service is, which roofs it suits, how to work safely, where to buy product, how to price, how to find customers and how to launch in 30 days. Each section ends with a tool you can print and fill in.

THIS IS FOR YOU IF

- You want to run a local service business
- You're a contractor adding a new service
- You want the real numbers before you spend
- You'll learn roofs properly and tell customers the truth

NOT FOR YOU IF

- You want guaranteed income
- You want a franchise or free leads handed to you
- You want get-rich-quick
- You can't work at height safely (or hire someone who can)

How to read this guide

ELI5 **Yellow boxes** explain the idea as simply as possible, like you're five. Start there if a page feels heavy.

W **Worksheets 01–08** are the working tools. Print them, fill them in, keep them in your truck.

! **Honest check boxes** flag where evidence is thin or debated. Read every one before you sell.

SRC **Sources** for every figure are listed on the last page, so you can check them yourself.

THE HONEST PART

Roof rejuvenation is a real, growing service, and a debated one. Lab tests show treated shingles become more flexible. The shingle manufacturers' trade association and many roofers warn against it. You'll see both sides in this guide, because a business built on straight answers outlasts one built on hype. All money figures are illustrative examples, not forecasts or income promises. This guide is education, not legal, tax, insurance or financial advice.

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THE BASICS

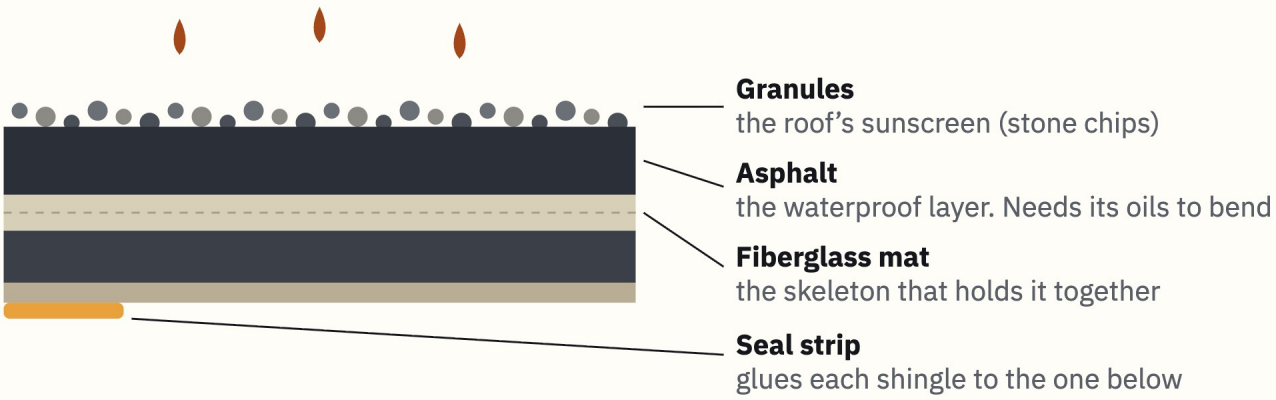
What is roof rejuvenation?

It's a spray-on treatment for **aging asphalt shingle roofs**. A plant-based oil, usually made from soybeans, is mixed with water and sprayed over the roof. It soaks into the shingles and puts back some of the oil the sun has baked out, so they bend instead of crack.

ELI5

EXPLAIN IT LIKE I'M FIVE

Picture an old leather boot left in the sun. It gets stiff and cracks when you bend it. Rub oil into it and it goes soft and bendy again. Rejuvenation is oil for a roof.



OIL DROPS = THE REJUVENATOR SOAKING INTO THE ASPHALT

1 visit

A typical home is treated in one visit of a few hours. No tear-off, no dumpster.

30–60 min

How long the lab report says the product takes to absorb, depending on temperature.

~5 yrs

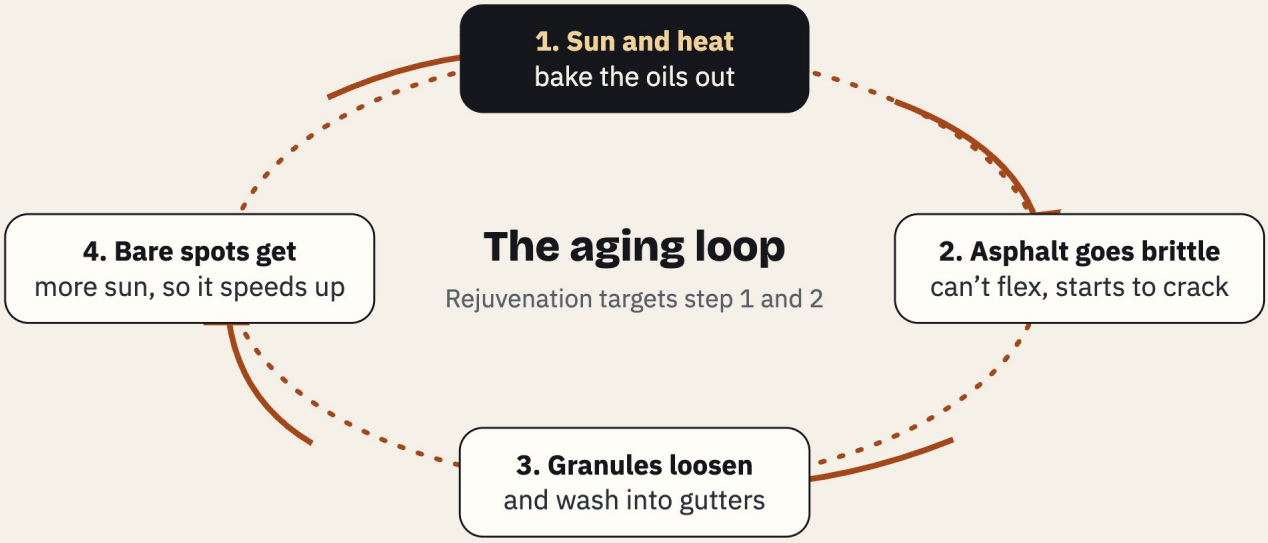
Extra life the leading brands *claim* per treatment, up to three treatments.

Sources: Ohio State University technical report on Roof Maxx; Roof Maxx application guidelines; Missouri Soybeans. The "5 years" figure is a manufacturer claim, not an independent finding.

THE BASICS

Why roofs get old

Asphalt shingles are made with oils that keep them flexible. Every summer, heat and sunlight slowly cook those oils out. A roof that can't flex cracks as it expands in the day and shrinks at night.



ELI5

EXPLAIN IT LIKE I'M FIVE

Granules are the roof's sunscreen. Oil is its moisturizer. Rejuvenation puts moisturizer back. Nothing puts the sunscreen back, so a roof that has already lost most of its granules is too far gone.

15–20 yrs

Typical life a homeowner can expect from asphalt shingles, depending on climate and pitch.

10–15 yrs

Typical life of a basic flat "3-tab" shingle, per the Ohio State report.

Sources: Missouri Soybeans; Ohio State University technical report; roof rejuvenation explainer (dgfloors.com).

THE BASICS

The science, honestly

You'll be asked "does this actually work?" on every visit. Here's what the evidence says and what it doesn't, so you can answer truthfully.

WHAT THE LAB FOUND

An Ohio State University technical report (2017) tested 17-year-old 3-tab shingles treated with a soy-based rejuvenator. Lab tests were run to ASTM standards by an independent materials lab (PRI).

- Treated shingles were **much more flexible**, passing pliability tests set for new shingles
- Granule loss fell by about **46%**
- Hail-impact damage was about **24% lower**
- Water permeability returned close to new
- No increase in flammability was reported

WHAT IT DOESN'T PROVE

- The testing was commissioned with the Ohio Soybean Council, connected to the product
- It's a lab study, not years of real roofs on real houses
- Independent long-term field data is limited
- **July 2026:** the Asphalt Roofing Manufacturers Association (ARMA) updated its bulletin to **strongly advise against** field-applied coatings *or rejuvenators* on installed shingles, citing limited documentation of benefits
- Shingle makers' warranties can exclude aftermarket treatments

WHAT THIS MEANS FOR YOU

Sell rejuvenation as **maintenance for the right roof**, never as a cure or a replacement. Quote manufacturer claims as claims ("the manufacturer states up to five years"). Tell every homeowner to check their shingle warranty first. Photograph and document every roof. That's how you stay credible when a roofer down the street calls the whole category a scam, and some do.

Sources: Vasco-Correa & Shah, OSU/OARDC Roof Maxx Technical Report; roof-magazine.com summary of OSU results; ARMA technical bulletin "Application of Coatings or Rejuvenators on Asphalt Shingles After Installation"; roofobservations.com.

THE BASICS

What it can and can't do

Most bad reviews in this industry come from one mistake: treating roofs that needed something else. Learn this page by heart.

It can

- Make dried-out asphalt shingles more flexible
- Help granules hold on better (in lab tests)
- Refresh the color a few shades darker
- Delay replacement on a sound, mid-life roof
- Be repeated as maintenance (brands say up to 3 times)

It can't

- Stop a leak
- Put lost granules back
- Repair hail or wind damage
- Fix cracked, curled or missing shingles
- Fix flashing, rotten decking or poor attic ventilation
- Treat metal, tile, slate, wood or flat membrane roofs
- Make a roof "younger" for an insurance company

THE BEST-FIT ROOF

Asphalt shingles, structurally sound, no active leaks, showing early aging (some granules in the gutters, a little stiffness, faded color). Most sources put the sweet spot somewhere between about **6 and 20 years old**; stricter critics narrow it to 12–18. Condition matters more than age.

Sources: Vision Roof Services; canthisroofbesaved.com; Excel Roofing; dgfloors.com.

THE BASICS

Every option for an old roof

Homeowners don’t buy “rejuvenation.” They buy the cheapest safe way to keep water out. Know where your service sits next to the alternatives.

OPTION	WHAT IT IS	WORKS ON	TYPICAL COST (US)
Rejuvenation	Plant-based oil sprayed on; soaks in, leaves no film	Asphalt shingles only	About $0.75–$2.75 per sq ft; many quotes $1.25–$1.85. Around $1,500–$6,000 per home
Coating	A rubbery film (silicone, acrylic) that sits on top	Flat and metal roofs. ARMA advises against on shingles	Commercial silicone about $2–$7 per sq ft installed
Cleaning	Soft-wash to remove algae and moss	Most roofs	Changes looks, not material. Never pressure-wash shingles
Repair	Replace damaged shingles, re-seal flashing, fix nail pops	Any roof	Varies by job
Replacement	Tear off and install a new roof	Any roof	Roughly $10,000–$30,000+ for a typical asphalt home

ELI5

EXPLAIN IT LIKE I’M FIVE

If the roof is a tired but healthy runner, rejuvenation is a good stretch. If the runner has a broken leg, stretching won’t help. That’s a job for repair or replacement.

YOUR EDGE

Offer an honest assessment of *all* options, and refer out the jobs you shouldn’t do. Homeowners remember the person who told them the truth, and roofers send work to people who send work back.

Sources: theroofingbrief.com (Roof Maxx cost, coating types); Cobex; West Roofing Systems; HomeAdvisor; manufacturers’ warranty guidance on power-washing (RoofVista).

01

SECTION 01 · CHOOSE YOUR SERVICE LANE

Four ways to run it

Pick one lane to start. You can add others later, but a clear offer beats a vague one every time.

LANE A

$500–$3K / job

Residential rejuvenation

Customers: homeowners with mid-life shingle roofs

- Fast sales cycle: often one visit
- Repeat work every few years
- Most weather-dependent lane

LANE B

$10K+ / project

Commercial restoration

Customers: property managers, HOAs, warehouses, churches

- Flat and low-slope roofs use coatings, not rejuvenators
- Needs more skill, insurance and often manufacturer certification
- Longer sales, bigger tickets

LANE C

Partner fees

Referral partner

Customers: homeowners who need more than a treatment

- You screen roofs; roofers get your No-Go jobs
- They send you mid-life roofs they won't replace yet
- Only where referral fees are legal and disclosed

LANE D

Stack on

Add-on service

Customers: your existing exterior-services customers

- Gutter, soft-wash, painting, window or roofing firms
- You already have trucks, insurance and ladders
- Lowest cost to start

Ticket ranges are illustrative, from the Roof Rejuvenation Model overview. Actual prices vary by market, roof size and service mix.

01 · CHOOSE YOUR SERVICE LANE

Why the demand exists

Every property has a roof, and most are aging. Four forces push homeowners and managers to look for something cheaper than a new roof.

$10–30K+

Replacement is expensive
A full asphalt re-roof on a typical home. A treatment is often a small fraction of that.

15 yrs

Insurers are watching roof age
Carriers in states like Florida, Illinois, New Jersey and Colorado increasingly re-price, limit or non-renew older shingle roofs.

Repeat

It's maintenance
Brands describe re-treating every few years, up to three times, which creates return customers.

Low

Overhead is light
No tear-off crews, dumpsters or material deliveries. One person with the right safety gear can deliver a job.

HONEST CHECK: INSURANCE

Never promise that a treatment will keep someone's insurance. A spray doesn't change a roof's age, and insurers set their own rules. Florida's HB 815 (effective July 1, 2026) says insurers can't refuse or non-renew a policy *solely* because a roof is under 15 years old, and for older roofs must accept an inspection showing at least 5 years of useful life left. That's about the roof's *condition*, judged by an authorized inspector, not about your treatment.

Competition is real. National dealer networks already operate; the largest says it has treated more than 100,000 roofs. Your advantage is local trust, speed and honesty.

Sources: CBS12; Stan's Roofing; R&E Roofing (NJ); winik.io (CO); Kim Spears Group on HB 815; Roof Maxx learning hub.

WORKSHEET 01

Service definition

DATE _____

Define exactly what you sell before you print a single flyer. A customer should understand your offer in one breath.

MY STARTING LANE

- ☐ A · Residential
- ☐ B · Commercial
- ☐ C · Referral partner
- ☐ D · Add-on service

ROOFS I WILL TREAT

SERVICE AREA: TOWNS / ZIP CODES

INCLUDED IN MY STANDARD JOB

- ☐ Roof assessment with photos
- ☐ Go / Pause / No-Go call explained
- ☐ Minor tune-up repairs (itemized)
- ☐ Debris blow-off
- ☐ Overspray protection and cleanup
- ☐ Treatment application
- ☐ Written photo report
- ☐ Product warranty paperwork

MY ONE-SENTENCE PROMISE

ROOFS I WON'T TREAT (I REFER THESE OUT)

MAX DRIVE TIME · WORKING MONTHS (TEMPERATURE)

NOT INCLUDED (SAY IT IN WRITING)

MINIMUM JOB PRICE $

TARGET PRICE PER SQ FT $

WHO I REFER OUT TO · NAME AND PHONE

02 SECTION 02 · SCREEN ROOFS RESPONSIBLY

Go, Pause or No-Go

Every roof gets one of three calls before you quote. This single habit protects your customers, your reviews and your reputation.

GO

Treat it

- Asphalt shingles (3-tab or architectural)
- Deck feels solid, roofline straight
- No active leaks, no attic stains
- Shingles lie mostly flat
- Light, even granule wear
- Owner checked shingle warranty

PAUSE

Fix first, then treat

- A few lifted or missing shingles
- Nail pops or loose flashing
- Moss or algae that needs a soft-wash
- Clogged gutters, debris
- Unknown age or warranty status
- Minor curling in one area

NO-GO

Refer it out

- Active leaks or wet decking
- Widespread cracking, curling or cupping
- Bald patches, mat showing
- Soft, spongy or sagging deck
- Fresh hail or storm damage
- Metal, tile, slate, wood or flat roof (for rejuvenation)

ELI5

EXPLAIN IT LIKE I'M FIVE

It's a traffic light. Green means go ahead. Yellow means stop and fix something first. Red means this isn't your job, so send them to someone who can help.

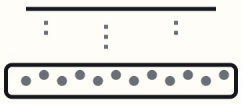
When in doubt, it's a Pause.

Losing one sale costs you a few hundred dollars. Treating the wrong roof costs you your name.

02 · SCREEN ROOFS RESPONSIBLY

The warning signs

Train your eye on these eight. Look from the ground, the ladder or a drone before you step on a brittle roof.



Granules in gutters

Light sand is normal. Heavy piles mean the sunscreen is going.

GO / PAUSE



Bald patches

Black spots where asphalt or mat shows through.

NO-GO



Curling edges

Corners lifting. A few: repair. Many: too late.

PAUSE / NO-GO



Cupping

Shingles bowl in the middle. Advanced aging.

NO-GO



Cracking

Splits across shingles. Oil won't glue a crack shut.

NO-GO



Missing shingles

Replace first, then decide.

PAUSE



Moss and algae

Soft-wash first. Never pressure-wash.

PAUSE



Sagging roofline

A dip means decking or structure trouble.

NO-GO

ALSO CHECK

Attic: daylight, water stains, damp insulation

Nail pops: nails pushing up through shingles

Flashing: chimneys, vents, skylights, walls

Ventilation: blocked soffits cook shingles

WORKSHEET 02

Roof screening

DATE _____

Fill this in on site, before any price is mentioned. Keep it with the job photos.

ADDRESS	OWNER · PHONE	ROOF AGE · HOW KNOWN?
SHINGLE TYPE	**PITCH · STORIES**	**APPROX. ROOF SQ FT**

SIGN	NONE	SOME	WIDESPREAD	NOTES
Granules in gutters	☐	☐	☐	
Bald patches / mat showing	☐	☐	☐	
Curling edges	☐	☐	☐	
Cupping	☐	☐	☐	
Cracking	☐	☐	☐	
Missing or lifted shingles	☐	☐	☐	
Moss / algae	☐	☐	☐	
Nail pops	☐	☐	☐	
Flashing damage	☐	☐	☐	
Sagging or soft deck	☐	☐	☐	

ATTIC & PAPERWORK

- ☐ Attic checked: no stains, no daylight, dry insulation
- ☐ Owner has checked the shingle manufacturer's warranty
- ☐ 12+ photos taken: every slope, gutters, flashing
- ☐ Any one "Widespread" box = NO-GO

FINAL CALL (CIRCLE ONE)

◯ GO ◯ PAUSE ◯ NO-GO

REASON / WHAT MUST BE FIXED FIRST

_____

_____

03

SECTION 03 · UNDERSTAND THE WORK

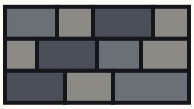
Roof types in plain English



3-tab asphalt

Flat, single-layer shingles with slots.

Rejuvenation



Architectural asphalt

Thicker, layered, 3D look. Most newer homes.

Rejuvenation



Metal

Steel or aluminum panels; rust at screws.

Coating lane



TPO / EPDM

Rubbery single-sheet membrane on flat roofs.

Coating lane



Built-up / mod-bit

Layered asphalt and felt, often gravel.

Coating lane



Tile, slate, wood

Natural or heavy materials; own repair methods.

Refer out

COATINGS FOR FLAT AND METAL ROOFS (COMMERCIAL LANE)

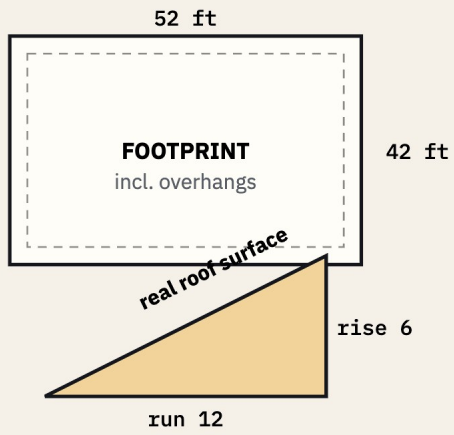
CHEMISTRY	INSTALLED COST	BEST FOR
Silicone	$2.50–$5 / sq ft	Roofs where water ponds; the premium choice
Acrylic	$1.50–$3 / sq ft	Cheapest; needs good drainage, fails under ponding
Polyurethane	$3–$6 / sq ft	Most durable under foot traffic
Asphalt emulsion	$1–$2.50 / sq ft	Budget option on asphalt-based flat roofs

Coating thickness is measured in mils (thousandths of an inch): roughly 20 mils for a 10-year warranty, 30+ for 20 years. Sources: theroofingbrief.com; West Roofing Systems.

03 · UNDERSTAND THE WORK

Measuring a roof and product math

Roofers count in **squares**: one square is 100 sq ft. A sloped roof is bigger than the floor under it, so you multiply by a **pitch factor**.



PITCH (RISE/RUN)	MULTIPLY BY
3/12	× 1.03
4/12	× 1.05
5/12	× 1.08
6/12	× 1.12
8/12	× 1.20
10/12	× 1.30
12/12	× 1.41

Pitch factor = the square root of 1 + (rise ÷ 12)². Add extra for dormers and valleys.

WORKED EXAMPLE

Footprint with overhangs: 42 × 52 = **2,184 sq ft** → pitch 6/12: 2,184 × 1.12 = **about 2,450 sq ft** = **24.5 squares**.

Product: one bio-oil brand says 1 gallon of ready-to-spray mix covers about 100 sq ft on dry, older shingles (125 on newer ones), mixed 1 part concentrate to 3 parts water. So: ~20–25 gallons of mix ≈ **5–6 gallons of concentrate**. Another leading brand mixes 1:1 with water at roughly 250 sq ft per gallon. **Always use your own product's data sheet.**

ELI5

EXPLAIN IT LIKE I'M FIVE

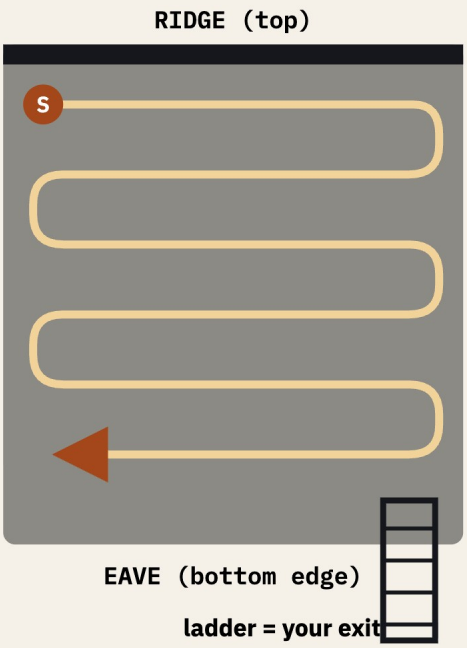
A tent is bigger than the patch of grass under it, because its sides are slanted. Roofs are the same. The steeper the roof, the more there is to spray.

Measure from satellite imagery, a paid aerial report or a drone, then sanity-check from the ground. Sources: SoyFuze mixing and coverage guide; dgfloors.com on Roof Maxx coverage.

03 · UNDERSTAND THE WORK

The application, step by step

1. **Check the weather.** Dry roof, no frost or dew. One leading brand says efficacy drops below 36°F and no rain within an hour; many applicators want roughly 40–90°F and a few dry hours.
2. **Protect everything.** Cover or pre-rinse siding, skylights, solar panels, decks, cars and plants. Overspray is the most common complaint.
3. **Tune-up first.** Fix every Pause item: lifted shingles, nail pops, loose flashing.
4. **Clear debris.** Leaf-blow the roof and gutters. Never pressure-wash shingles.
5. **Mix to the label.** Ratios differ by brand (1:1 for one, 1:3 for another). Keep it stirred.
6. **Spray toward your exit.** Start at the point furthest from your ladder. Work ridge to eave in even, overlapping passes until the surface looks wet and milky. No pooling, no runoff.
7. **Never walk on wet treatment.** Treated shingles are slippery. Plan your route before you start.
8. **Clean up and explain.** Rinse overspray, take after-photos, and tell the owner the shingles will look a few shades darker.



Serpentine passes from the far top corner, working back toward the ladder so you never cross wet shingles.

ELI5

EXPLAIN IT LIKE I'M FIVE

Paint a floor starting in the far corner and walk backwards to the door. Never paint yourself into a corner, especially on a roof.

Your product's label and safety data sheet (SDS) always override this page; warranties usually depend on following them. Sources: Roof Maxx application and safety guidelines; SoyFuze mixing guide; dgfloors.com.

03 · UNDERSTAND THE WORK

8 steps, one model.

It’s not just spraying a roof. It’s a system you run the same way every time, so quality doesn’t depend on your mood or the weather.

01

Find the property

Leads from ads, referrals, door hangers.

DONE WHEN: ADDRESS + OWNER BOOKED

02

Qualify the roof

Phone check: material, age, leaks, budget.

DONE WHEN: WORTH A VISIT? YES/NO

03

Assess its condition

Worksheet 02 on site, with photos.

DONE WHEN: GO / PAUSE / NO-GO

04

Choose the right service

Treat, tune-up + treat, clean, or refer.

DONE WHEN: ONE CLEAR RECOMMENDATION

05

Create scope + price

Worksheet 06, written quote and contract.

DONE WHEN: SIGNED AGREEMENT

06

Complete the work

Safety check, protect, spray, clean up.

DONE WHEN: JOB DONE, SITE CLEAN

07

Document the result

After-photos, product batch, warranty.

DONE WHEN: REPORT SENT TO OWNER

08

Follow up

Review request, referral ask, re-treat reminder.

DONE WHEN: REVIEW + DIARY DATE

THE TWO STEPS PEOPLE SKIP

Step 03 (assess) protects you from treating the wrong roof. **Step 07 (document)** protects you when a customer, insurer or neighbor asks what you did. Photos, product batch numbers and the signed screening sheet are your best defense and your best marketing.

04

SECTION 04 · BUILD THE BUSINESS

Set up the business

LEGAL AND MONEY

- [ ] Choose a structure (many start as an LLC); ask an accountant
- [ ] Get an EIN and open a business bank account
- [ ] Set up bookkeeping from day one
- [ ] Register for sales tax if your state taxes this service

INSURANCE

- [ ] General liability. A median roofing policy runs about $3,200/yr at $1M per occurrence
- [ ] Ask the insurer to name “roof treatment / spray application” in your operations
- [ ] Workers’ comp once you hire (required in most states)
- [ ] Commercial auto; tools and equipment cover

LICENSING: IT DEPENDS WHERE YOU ARE

STATE (EXAMPLES)	WHAT PUBLISHED GUIDES SAY
Florida	State license required for roofing work
Connecticut	Home-improvement registration; proof of $20,000 liability insurance
New Jersey	Home-improvement registration; $500,000 liability insurance
Minnesota	State roofing license above $15,000/yr of work, with a $15,000 bond
Colorado	No state license; city or county licenses instead
Georgia	No state roofing license

Whether rejuvenation counts as “roofing” varies. **Ask your state contractor board and your city in writing**, and keep the answer on file.

Sources: Fixr, ServiceTitan, Next Insurance and RoofVista licensing summaries; Farmer Brown citing Insureon’s median. Rules change; verify locally.

04 · BUILD THE BUSINESS

Safety first. Every roof, every time.

#1

Falls are the leading cause of work-related injuries and deaths among roofers, according to OSHA.

The 6-foot rule

Under OSHA 29 CFR 1926.501, employers must protect workers 6 feet or more above a lower level with guardrails, safety nets or a personal fall arrest system. Low-slope roofs (4:12 or less) and steep roofs (above 4:12) have their own rules. Fall protection was OSHA's most-cited standard in FY2025 (5,914 citations); a serious violation can cost up to $16,550.

YOUR FALL-ARREST KIT

- Full-body harness, fitted and inspected
- Rope grab or self-retracting lifeline
- Roof anchor fixed to structure, as its maker directs
- Soft-soled roofing boots with good grip
- Training before first use, and a rescue plan

LADDER RULES

- Extend 3 ft above the roof edge
- Set it 1 ft out for every 4 ft up
- Three points of contact, always
- Tie it off; use a stabilizer on gutters
- Stay well clear of overhead power lines

HAZARDS UNIQUE TO THIS JOB

Wet treatment is slippery: never walk on sprayed shingles. **Brittle shingles** can break underfoot. **Heat** softens shingles and people. **Wind** carries overspray onto cars. Never work alone, and read the product's safety data sheet for gloves and eye protection.

ELI5

EXPLAIN IT LIKE I'M FIVE

Seatbelts aren't for when you plan to crash. A harness isn't either. You wear it every single time.

WORKSHEET 03

Job-safety checklist

DATE _____

Run this before every job. If any box can't be ticked, the job waits. No exceptions for "just a quick one."

BEFORE YOU LEAVE THE YARD

- [ ] Forecast checked: dry window, temperature in range, low wind
- [ ] Harness, lifeline and anchors inspected
- [ ] Ladder feet, rungs and locks inspected
- [ ] Product mixed per label; SDS in the truck
- [ ] First-aid kit, water, phone charged
- [ ] Two-person crew confirmed (never alone)

ON ARRIVAL

- [ ] Overhead power lines located; ladder kept well clear
- [ ] Ground firm and level for ladder
- [ ] Kids, pets and cars moved away from drip zone
- [ ] Siding, windows, skylights, solar protected
- [ ] Owner told where not to walk or park
- [ ] Exit route agreed before spraying starts

ON THE ROOF

- [ ] Anchor set and tied off before moving on the slope
- [ ] Roof dry, no frost, no dew
- [ ] Brittle or soft spots marked, avoided
- [ ] Spray pattern works back toward the ladder
- [ ] Nobody walks on wet treatment
- [ ] Stop if wind carries mist off the roof

BEFORE YOU LEAVE THE JOB

- [ ] Overspray rinsed from siding, glass, cars
- [ ] After-photos of every slope
- [ ] Gear inspected and stored
- [ ] Product lot number recorded
- [ ] Owner walked through what to expect
- [ ] Any incident or near-miss written down

CREW LEAD _____ SIGNATURE _____ JOB ADDRESS _____

04 · BUILD THE BUSINESS

Equipment and budget

ITEM	WHY YOU NEED IT	YOUR QUOTE
Extension ladder + stabilizer	Reach the roof; protect gutters	$ _____
Fall-arrest kit	Harness, lifeline, roof anchors (6 ft rule)	$ _____
Roofing boots	Grip on slopes	$ _____
Sprayer, hose, wand, fan tips	Backpack, 12V pump + tank, or skid rig	$ _____
Mixing tank + drill paddle	Keep the emulsion blended	$ _____
Leaf blower	Clear debris (never pressure-wash)	$ _____
Sheeting, tarps, tape, rinse kit	Overspray protection and cleanup	$ _____
Moisture meter + flashlight	Attic and deck checks	$ _____
Drone or pole camera	Optional: inspect without walking	$ _____
Measurement reports / app	Accurate squares for quotes	$ _____
Startup admin	Insurance deposit, licenses, website, printing	$ _____
Total startup (get 3 quotes per line)		**$ _____**

PATH 1 · INDEPENDENT

Buy product by the pail or drum. One soy-based brand lists a 6-gallon concentrate kit at **$659** (about 2,400–3,400 sq ft) and a 55-gallon drum at **$2,950**. You build your own marketing.

PATH 2 · DEALER PACKAGE

Territory, training, product and marketing bundled. One program lists **$19,950** (39 gal, ~16,000 sq ft), **$30,000** and **$50,000** packages.

DO THE MATH

That $19,950 starter works out to roughly $1.25 per sq ft of product coverage, against about $0.19–$0.27 for the retail kit. The difference is what you pay for training, leads and territory. That can be worth it, but only if the program delivers, so read Section 06 before signing.

04 · BUILD THE BUSINESS

Buying product: suppliers

Most shingle rejuvenators are bio-oils (often soy methyl ester, some corn-based) sold as a concentrate you dilute with water. Your supplier decides your cost, your warranty and, sometimes, your freedom.

Independent brands

- No territory fee; buy what you need
- Several advertise contractor pricing with no franchise fees or minimums
- You supply your own training, leads and brand
- Check: who backs the warranty if they vanish?

Dealer networks

- Protected territory (one lists ~250,000 population)
- Training, sales scripts, shared marketing
- Upfront package plus reorders at their price
- Check: non-compete and exclusivity clauses

A REAL LESSON FROM COURT

In 2020–21, the largest rejuvenation brand sued several former dealers to enforce exclusive dealership agreements and non-compete covenants. Those dealers counter-claimed that they'd been misled when they signed. Whoever was right, the lesson is the same: **before you pay, have a lawyer read the non-compete, exclusivity, supply and termination clauses.**

KNOW YOUR RIGHTS: THE FTC BUSINESS OPPORTUNITY RULE

If a seller says it will help you get customers, accounts or locations, the rule generally requires it to give you a one-page **Disclosure Document at least 7 days** before you sign or pay, an **"Earnings Claim Statement Required By Law"** if it makes any earnings claim, and contact details for **at least 10 past buyers**. Ask for all three.

Sources: Roof Maxx Technologies v. Holsinger, Tabbert and Rourk (S.D. Ohio, 2021); Roof Rejuvenate USA; SoyLei (APEX-1132); Roof Juice RX; FTC business opportunity guidance.

WORKSHEETS 04 + 05

Product and supplier checks

Tick nothing on trust. Every box means you hold the document or made the call yourself.

04 · Product documents

- [ ] Safety data sheet (SDS)
- [ ] Technical data sheet: mix ratio, coverage, temperatures
- [ ] Test reports: which lab, which standard, who paid
- [ ] Written warranty: length, transferable, what voids it
- [ ] Who pays warranty claims, and how
- [ ] Ingredient / product type (penetrant, not a coating)
- [ ] Shelf life, storage temperature, freeze risk
- [ ] Lot or batch numbers on every container
- [ ] Label directions match the data sheet
- [ ] Manufacturer’s product liability insurance

PRODUCT NAME · SUPPLIER

05 · Supplier verification

- [ ] Registered business; years trading
- [ ] Real physical address and phone
- [ ] 3+ current applicators I phoned myself
- [ ] Court-record search on company and owners
- [ ] Contract read by a lawyer
- [ ] Non-compete / exclusivity terms understood
- [ ] Minimum orders and price-rise terms
- [ ] Freight cost and delivery time
- [ ] Refund or replacement for bad product
- [ ] FTC disclosure document (if selling an “opportunity”)

RED FLAGS I NOTICED

DECISION

- [ ] **Approved** supplier
- [ ] **Maybe**: missing items above
- [ ] **Walk away**

WHY

04 · BUILD THE BUSINESS

Pricing the work

$0.75–2.75

per sq ft: the published range for treatments

$1.25–1.85

per sq ft: where most quotes cluster

$1.50

per sq ft: “typical retail” cited by one dealer program

YOUR PRICE FLOOR

Floor = (product + labor + lead cost + overhead) ÷ (1 − target profit %)

WORKED EXAMPLE · 2,450 SQ FT ROOF (FROM PAGE 16)

Product: one $659 kit. Labor: 2 people × 4 hrs × $30 = $240 *(example assumption)*. Lead cost: $450, the middle of a modeled $300–600 per job won through Google Local Services Ads. Overhead share: $150 *(example)*. **Cost = $1,499**. Floor at 30% profit = $1,499 ÷ 0.70 = **$2,141**. Market price at $1.25/sq ft = **$3,063**.



ADD TO THE PRICE

- Two-plus stories or steep pitch
- Tune-up repairs, itemized
- Soft-wash for moss or algae
- A minimum job charge for small roofs

ELI5

EXPLAIN IT LIKE I’M FIVE

Add up everything the job costs you, then add the profit you need to stay in business. If the customer’s price is below that number, you’re paying to work.

Sources: theroofingbrief.com; OnYaRoof dealer site; theroofingbrief.com cost-per-lead benchmark; SoyFuze pricing. Example assumptions are yours to replace.

WORKSHEET 06

Quote worksheet

DATE _____

Build every price the same way. Show the customer options, not a single take-it-or-leave-it number.

CUSTOMER	ADDRESS	SCREENING CALL (MUST BE GO)

ROOF SQ FT (MEASURED)	PITCH · STORIES	PRODUCT · LOT NO.

My costs

Product (sq ft ÷ coverage × price)	$ _____
Labor (people × hours × rate)	$ _____
Lead / marketing cost per job	$ _____
Travel and fuel	$ _____
Overhead share	$ _____
Tune-up materials	$ _____
Total cost	**$ _____**

Floor = total ÷ (1 – profit %) **$ _____**

Options for the customer

A · Treatment only

Price $ _____

B · Tune-up + treatment

Price $ _____

C · Soft-wash + tune-up + treatment

Price $ _____

DEPOSIT	QUOTE VALID UNTIL	WEATHER WINDOW	WARRANTY DOC GIVEN

CUSTOMER SIGNATURE · DATE	MY SIGNATURE · DATE

04 · BUILD THE BUSINESS

Contracts, warranties and honest promises

EVERY CONTRACT STATES

- Scope, roof area and product name
- Price, deposit and payment terms
- Weather rescheduling policy
- Exclusions: existing damage, leaks, other roof types
- Whose warranty covers what, and for how long
- Cancellation rights and how to use them

WARRANTIES, TWO KINDS

Product warranty comes from the supplier; several advertise 5-year transferable cover. Register it and hand over the paperwork.

Your workmanship promise covers overspray and any damage you cause. Put it in writing.

THE 3-DAY RULE

The FTC Cooling-Off Rule generally gives buyers 3 days to cancel sales of $25 or more made at their home, and requires you to tell them so in writing. Some states add their own rules. Build this into your paperwork.

SAY THIS	NEVER SAY THIS
“The manufacturer states up to five years per treatment.”	“This adds 15 years to your roof.”
“It won’t fix leaks; we repair those first.”	“It seals your roof.”
“Please check your shingle warranty before we treat.”	“It won’t affect your warranty.”
“Insurers decide on age and condition; I can’t promise their decision.”	“This will stop your insurer dropping you.”
“Your roof isn’t a fit. Here’s a roofer I trust.”	“Let’s treat it anyway and see.”

Sources: Roof Rejuvenate USA and OnyaRoof Hawaii on 5-year transferable warranties; FTC Cooling-Off Rule; Excel Roofing on insurance claims. Get a local attorney to review your contract.

05

SECTION 05 · FIND CUSTOMERS

Where customers come from

CHANNEL	TYPICAL COST	NOTES
Google Business Profile	Free	Photos, reviews, service area. Your long-term base.
Google Local Services Ads	~$50–150 per lead (roofing)	Pay per lead. One 2026 dataset booked ~44% of leads.
Google Search Ads	~$124 avg per lead	Roofing non-branded, Q1 2026; wide range $80–256.
Facebook / Instagram	~$55–120 per lead	Before/after video works; lower close rates.
Door hangers, mail	Your print cost	Target subdivisions whose roofs are ~6–20 years old.
Referral partners	Relationship	Roofers, inspectors, realtors, insurance agents.

THE TRAP IN THOSE NUMBERS

Roofing lead prices are set by replacement jobs worth $11,000–$25,000. You sell $2,000–$3,000 jobs. If you pay replacement-level prices for leads and close only a few, the math breaks. Lean hard on the cheap channels: your Google profile, reviews, neighbor referrals and partners.

AIM AT THE RIGHT STREETS, AND ANSWER FAST

Use county records or property sites to find neighborhoods built roughly 2005–2020; those roofs sit in the typical rejuvenation age band today. One finished job with a yard sign often brings the next door. Call every lead back within minutes and book the visit on the first call.

Sources: SearchLight Digital via The Valley Marketing Group and PipelineOn; theroofingbrief.com cost-per-lead benchmark; WebTonic. Costs vary widely by market.

05 · FIND CUSTOMERS

The inspection and sales visit

Your inspection is your sales pitch. Homeowners buy from the person who clearly checked their roof and told them the truth.

1

Arrive and explain

On time. Say what you'll check and how long it takes.

2

Inspect together

Ground, ladder or drone, attic. Invite the owner to look.

3

Show the photos

Sit down. Walk through every slope on your screen.

4

Make the honest call

Go, Pause or No-Go, and why, in plain words.

5

Present options

Worksheet 06 options A/B/C, in writing.

6

Ask, then follow up

Ask for the decision. No pressure. Call back in 48 hours.

Honest answers to common objections

"Is this a scam?"	"Fair question. Lab tests show treated shingles get more flexible. The shingle makers' association advises against treatments, so check your warranty. It only suits some roofs, and I'll tell you if yours isn't one."
"Why not just replace it?"	"If it needs replacing, you should. If it's sound, this can be a cheaper way to maintain it for now."
"How long will it last?"	"The manufacturer states up to five years per treatment. Here's the written warranty."
"Will insurance accept it?"	"I can't promise that. Insurers judge age and condition. Ask your agent."

05 · FIND CUSTOMERS

Commercial and property managers

Fewer, larger deals. Property managers think in budgets per year, disruption and paperwork.

WHO TO CALL

- Property managers and HOAs with shingle roofs across many buildings
- Apartment complexes and townhome communities
- Churches, schools, small offices
- Warehouses and retail with flat or metal roofs (coating lane)

WHAT THEY NEED FROM YOU

- Certificate of insurance (often $1–2M+)
- Written survey and photos for every roof
- Cost-per-year comparison vs replacement
- Manufacturer-backed warranty (coatings)
- Work scheduled around tenants

THE NUMBERS THEY CARE ABOUT · 20,000 SQ FT FLAT ROOF

$40–90K

Silicone restoration over TPO/EPDM at $2.00–$4.50 per sq ft

$140–240K

Full TPO replacement at $7–$12 per sq ft

HOW TO GET IN

Start with multi-building **shingle** roofs, which use the same rejuvenation skills. For flat-roof coatings, either get trained and certified by a coating manufacturer (their warranties usually require it) or partner with a certified coating contractor and split the work. Moisture surveys and core samples come first: coatings over wet insulation fail.

Sources: West Roofing Systems (TPO/EPDM restoration vs replacement); CVI and 1-800 Insurance on commercial insurance limits.

06

SECTION 06 · LAUNCH WITH A PLAN

Run the numbers

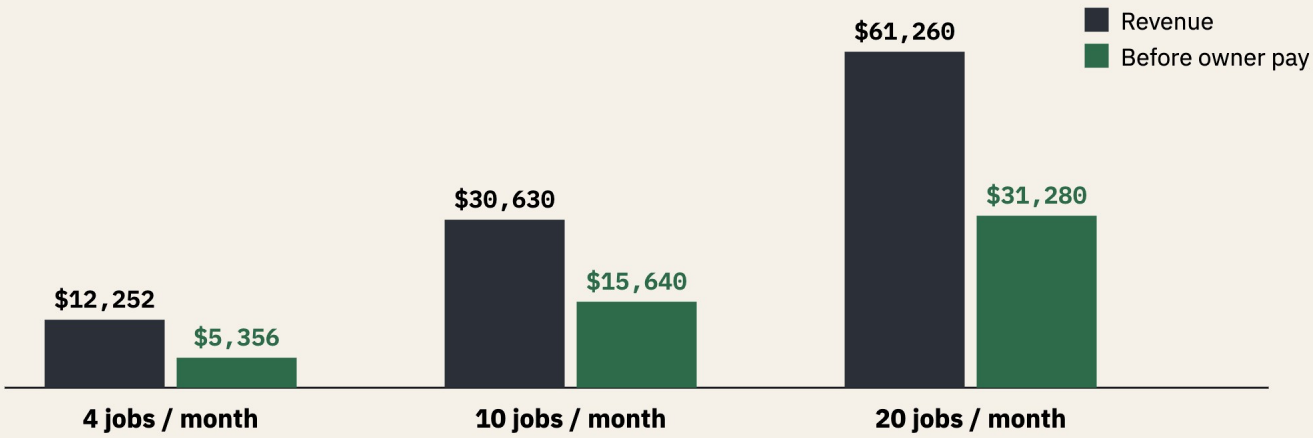
THE HEADLINE ILLUSTRATION

$2,200 average job × 30 jobs a month × 70% margin

$66,000

revenue · ~$46,200 before fixed overhead

Now a grounded version, using the job from page 25: price **$3,063**; variable costs **$1,349** (product $659, labor $240, leads $450), so each job contributes **$1,714**. Example fixed overhead: $1,500 a month, rising to $3,000 at 20 jobs (insurance alone is ~$270/month at the median).



Break-even is easy

In this example one job covers a month's fixed costs.

Leads are the risk

Need 8 leads per sale at $100 each? That's $800 a job, not $450.

Weather caps volume

30 jobs a month is 1–2 roofs every workable day. That takes crews.

Illustrative scenarios only, not forecasts or income promises. Replace every example assumption with your own quotes. Actual results vary by market, service mix, labor, materials, acquisition costs and overhead.

06 · LAUNCH WITH A PLAN

Judging a dealer or done-for-you offer

You'll see ads promising a territory, leads and big monthly numbers. Some programs are genuinely useful. All of them should survive these questions.

WHAT THE ADS TYPICALLY SAY (FROM ONE PROGRAM'S OWN PAGES)

- "Earn $40K–$100K/month*" with an asterisk
- Exclusive territory, "claimed fast"
- Minimum ~$20K available to invest
- 15–25 qualified prospects a month
- "Not a franchise", no royalties
- A 60-day guarantee on one site, 90-day on another

ASK FOR, IN WRITING

- FTC Disclosure Document and Earnings Claim Statement
- How many buyers hit the claimed results, as a %
- 10+ past buyers; call ones they didn't pick
- The full dealer agreement and exact guarantee clause
- What counts as a "qualified" lead
- Territory map by ZIP code
- Who owns the ads, website, phone and reviews if you leave
- Reorder price for product after the starter pack

RED FLAGS

- Pressure to decide on the first call
- Income figures with no written earnings statement
- "Only 2 territories left" urgency
- Guarantees that depend on vague conditions
- No lawyer review allowed before signing
- Non-compete that stops you selling any other product

Sources: onyaroof.com funnel and FAQ; startonyaroof.com; reviewonyaroof.com; FTC business opportunity guidance. Listing a claim here is not a judgment of any program; verify each one yourself.

WORKSHEET 07

Opportunity review

DATE _____

Is your market worth it, and which path fits? Fill in real numbers from your research, not hopes.

My market

AREA / ZIP CODES _____

OWNER-OCCUPIED HOMES _____

HOMES BUILT ~2005–2020 _____

MEDIAN HOME VALUE _____

WORKABLE MONTHS PER YEAR _____

COMPETITORS OFFERING THIS _____

My numbers

AVERAGE TICKET $ _____

COST PER LEAD $ _____

LEADS PER SALE _____

CONTRIBUTION PER JOB $ _____

FIXED COST / MONTH $ _____

JOBS PER MONTH TARGET _____

Path score (circle 1 = poor, 5 = great)

CRITERION	INDEPENDENT	DEALER PROGRAM
Total startup cost	1 2 3 4 5	1 2 3 4 5
Product cost per sq ft	1 2 3 4 5	1 2 3 4 5
Training quality	1 2 3 4 5	1 2 3 4 5
Lead supply I can verify	1 2 3 4 5	1 2 3 4 5
Contract freedom (non-compete)	1 2 3 4 5	1 2 3 4 5
Warranty backing	1 2 3 4 5	1 2 3 4 5
Total	____ / 30	____ / 30

MY CONCLUSION IN ONE SENTENCE

_____

06 · LAUNCH WITH A PLAN

From idea to first quote in 30 days

DAY 30

WEEK 1
Learn the model

- [ ] Read this guide end to end
- [ ] Screen 10 roofs from the ground with Worksheet 02
- [ ] Pick your lane (Worksheet 01)
- [ ] Call your state board, city and an insurer
- [ ] Shortlist 3 suppliers

Done when: You can explain Go / Pause / No-Go

WEEK 2
Set up the business

- [ ] Entity, EIN, bank account
- [ ] Insurance bound, licenses filed
- [ ] Buy and train on safety kit
- [ ] Order a small first batch of product
- [ ] Google Business Profile live; contract reviewed

Done when: You can legally and safely do a job

WEEK 3
Get attention

- [ ] Treat one GO roof for a friend at cost, for photos and a review
- [ ] 300 door hangers in target streets
- [ ] Meet 3 roofers, 2 inspectors, 2 realtors
- [ ] Post before/after photos

Done when: Inspections booked on your calendar

WEEK 4
Quote + deliver

- [ ] 5+ inspections with Worksheet 02
- [ ] Written quotes with Worksheet 06
- [ ] First paid job with Worksheet 03
- [ ] Document, ask for review and referral
- [ ] Complete Worksheets 07 and 08

Done when: First paid job done and reviewed

A framework, not a promise. Your timeline depends on your market, licensing, insurance approval and weather.

WORKSHEET 08

Final go / no-go

DATE _____

The same traffic light you use on roofs, pointed at your own business. Be as honest with yourself as you are with customers.

KNOWLEDGE

- [ ] I can explain what rejuvenation can and can't do
- [ ] I can make a Go / Pause / No-Go call confidently
- [ ] I know my product's mix, coverage and temperature rules

LEGAL AND SAFETY

- [ ] Licensing answer in writing
- [ ] Liability insurance names my spray work
- [ ] Fall-arrest kit bought and trained on

SUPPLY

- [ ] Supplier passed Worksheets 04 and 05
- [ ] Warranty paperwork ready to hand over
- [ ] Contract reviewed by an attorney

MONEY

- [ ] Startup budget funded without debt stress
- [ ] Price floor calculated (Worksheet 06)
- [ ] I can survive 3 slow months

MARKET

- [ ] Target streets identified
- [ ] 3+ referral partners met
- [ ] Opportunity review (Worksheet 07) is positive

MY DECISION (CIRCLE ONE)

◯ GO

◯ PAUSE

◯ NO-GO

Any unticked box = PAUSE until fixed.

WHAT I'LL DO IN THE NEXT 7 DAYS

EXTRAS

Straight answers

Is this a franchise?

This guide is education only. Many dealer programs describe themselves as “not a franchise.” Either way, read the actual contract.

Residential or commercial?

Both are covered. Residential shingle rejuvenation is the usual start; commercial flat roofs use coatings and more skill.

Do I need roofing experience?

Not always legally, but you must learn roofs, safety and the Go / Pause / No-Go call. A roofer partner speeds this up.

How long does it take to start?

The 30-day plan is a framework. Licensing, insurance and weather can make it longer.

Can it become a large business?

It can grow with crews, trucks and commercial work. Lead costs, weather and seasons are the limits.

Is $40K–$100K a month guaranteed?

No. Those are illustrative ranges for a scaled operation. Most people start far smaller.

Can I work in winter?

Cold and wet roofs are off-limits for most products. Plan for seasonal slowdowns.

Does it void shingle warranties?

It can. Many manufacturers exclude aftermarket treatments, so owners should check first.

What if a treated roof leaks later?

Rejuvenation doesn’t stop leaks. Screen hard, document everything, and state exclusions in writing.

Do I need a website?

A Google Business Profile with photos and reviews matters more at the start.

EXTRAS

Glossary

The words you'll hear on roofs and in sales calls, explained simply.

Square	100 sq ft of roof. Roofers price in squares.
Granules	Stone chips on shingles. The sunscreen.
Architectural	Thicker, layered shingle with a 3D look.
Coating	A film that sits on top of a roof, mainly flat or metal.
Flashing	Metal strips sealing joints at chimneys, vents, walls.
Eave	The lower edge of a roof.
Valley	Where two slopes meet in a V, carrying water.
Soft-wash	Low-pressure cleaning with a solution.
PFAS	Personal fall arrest system: harness, lifeline, anchor.
LSA	Google Local Services Ads: pay per lead.
Pitch	How steep a roof is: rise over 12 inches of run, like 6/12.
3-tab	Flat single-layer shingle with slots.
Rejuvenator	An oil that soaks into shingles to make them flexible.
Mil	A thousandth of an inch. Coating thickness.
Decking	The boards under the shingles.
Ridge	The top line where two slopes meet.
Nail pop	A nail pushing up through a shingle.
Ponding	Water that sits on a flat roof after rain.
SDS	Safety data sheet for a chemical product.
CAC	Customer acquisition cost: what one won job costs you in marketing.

EXTRAS

Sources and disclaimer

- Vasco-Correa & Shah, Roof Maxx Technical Report, Ohio State University / OARDC (2017)
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- Missouri Soybeans: Roof Rejuvenation
- roofobservations.com; roof-magazine.com; dgfloors.com; Vision Roof Services; canthisroofbesaved.com
- Excel Roofing: “Roof Regeneration Is a Scam” (critic view)
- theroofingbrief.com: Roof Maxx cost; coating types; cost-per-lead benchmark
- Cobex; Weather Shield Roofers (cost ranges)
- West Roofing Systems: silicone restoration costs
- SoyFuze product pages and mixing guide; SoyLei APEX-1132; Roof Juice RX
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- Roof Maxx Technologies v. Holsinger / Tabbert / Rourk, S.D. Ohio (2021)
- FTC: Business Opportunity Rule guidance; Cooling-Off Rule
- OSHA 29 CFR 1926.501; OSHA 3755 Protecting Roofing Workers
- Fixr; ServiceTitan; Next Insurance; RoofVista (licensing)
- Farmer Brown / Insureon (insurance cost)
- CBS12; Kim Spears Group (Florida HB 815); R&E Roofing; winik.io (roof-age insurance)
- SearchLight Digital via The Valley Marketing Group, PipelineOn, WebTonic (lead costs)
- Roof Rejuvenation Model overview (illustrative economics)

DISCLAIMER

This guide is educational information only. It is not legal, tax, insurance, safety-certification or financial advice, and it is not an offer of a franchise or business opportunity. All revenue and profit figures are illustrative examples, not forecasts or promises; results vary by market, service mix, labor, materials, customer acquisition costs and overhead. Prices, rules and product claims change. Verify everything locally and with licensed professionals before you invest. Research current as of September 2026.

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