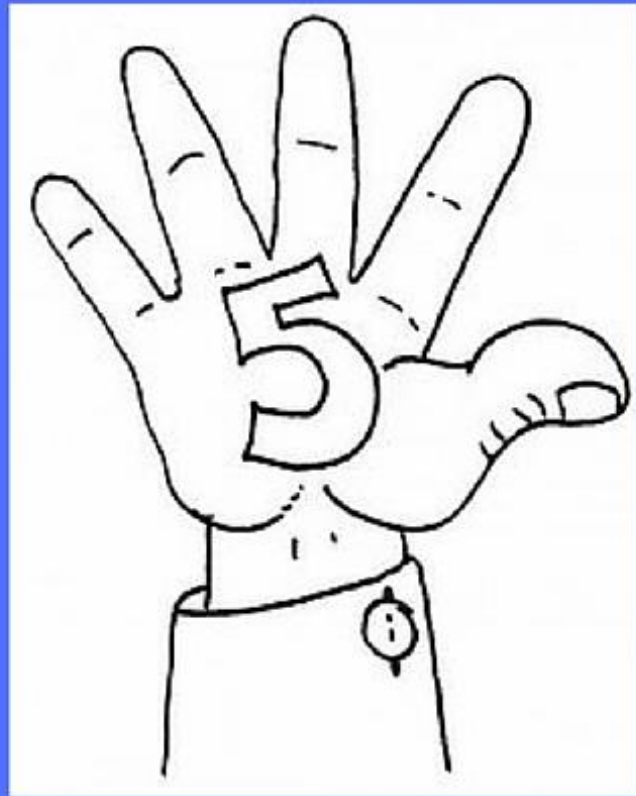


# *5 main reasons*



*People Have Their Roof Cleaned  
and why you will NEVER have to  
again.*

## The 5 main reason's people have their roofs cleaned and why you will never have to again!

1. Believe it or not from our experience the number one reason

Home owners have their roofs cleaned on a regular basis is because of that dreaded letter they get from their Home Owners Association that starts off with.



Dear \_\_\_\_\_ we are writing this letter to inform you that you homes exterior appearance does not comply with the home owner's association's rules and regulations that you were made aware of when you purchased your home.

Please be advised that you roof is dirty and has streaks on and needs to be cleaned you have until \_\_\_\_\_ to comply if you don't comply with in that time you could be fined up to 1000.00 and a lien will be put on your property until the fine is paid.

Thank you for taking care of this

*The Board of Directors.*

Dedicated to maintaining property values through beatification.

Yep believe it or not that's the main reason.

2. Mrs. Jones pulls in her drive one day and looks up at her roof and notices that there are black streaks and solid black spots on her roof. She becomes concerned and calls a roofer to see if she needs a new roof. Lucky for her she has called a very reputable roofing company and they do their inspection and come to the conclusions that she does not need to replace her roof yet it has plenty of life left and she might consider having her roof cleaned to remove the algae and make it look new again and by cleaning it



will add life to the roof because the algae will not be eating the granules.

### 3. Pride in home ownership

Many homeowners take pride in their most valuable asset their home. They do regular maintenance and repairs to keep up the value of their



PRIDE OF  
HOME  
OWNERSHIP

home. For many reasons one being it is an extension of who they are. They also look at their home as an investment that will someday bring them a return on that investment and so they are willing to invest in the necessary maintenance to maintain and increase the value. Home owners that look at the long term effects of their ownership have done the necessary research and have come to the conclusion through that research that on their roofing system that by keeping their roofing system clean they are actually saving money and by saving money they are actually putting money in the bank, How ? You see a dirty roof does not operate at its optimum performance a dirty roof attracts heat and holds that heat longer and increases the amount of heat transferred into your home if you have a poorly insulated home it will have an effect on your air conditioning cost. Also the astute home owner has done his research and found out that algae actually eats whatever it attaches to therefore shorting the life expectancy let's say of a shingle roof by as much as 37 %. So you have a 25 year roof and 37% shortens it 9 years now it becomes a 16 year roof. What's that in dollars and cents?

Let's say your roof cost \$10,000 now throw away 3700.00 but it is really more than that because in 16 years in this economy your roof like everything else has doubled in cost.

4. Your Home Owners Insurance Policy is going to be canceled if you don't clean your roof.

It's not fair but it is happening more and more. Why, the insurance company does not the liability of having to pay for unnecessary repairs due to neglect. That's how they see it. If they can get you to maintain your property whether it is the roof, or keeping your house painted to protect it from driving rains they want you to keep it up so there no unnecessary repairs.



5. Health reasons really let's take a look at the possible health reason's more and more people have some sort of allergy. Some people are allergic to mildew and algae. Think about it is the exterior of your home a healthy environment; you have algae growing on your roof traveling to the soffit and fascia. And in some places growing on the side of your home, then you have mildew and algae growing on your side walks and drive way and everyone walks through it and then tracks it into your clean home. Im wondering how healthy that really is.



**Are There Any Health Issues to be Aware of From Having a Dirty Roof?**

If you would like see if your home would be a good candidate for our

[Never Clean Your Roof Again program click here.](#)

**Yes never clean your roof again**

If you've had your roof cleaned numerous times over the years you're probably thinking, yeah right

What's the catch, how can this actually be. How come none has ever talked about this before?

Well Roof cleaning has become a major growth industry that has grown in epic proportions and the industry will continue to grow all over the United States mainly because of the ramped spread of algae growth.

*Have you ever thought about why do algae grow on roofs especially your roof? Hmm*

Well honestly, the algae has found a great place to eat at the local buffet, that's right it only grows because it has found something worth eating, That's the real reason it grows on your roof and everything else. I had one customer refer to as pond scum growing on his roof.

**So what's for dinner, your roof?**

*So from today on let's think about this*

**What if you never** had to clean your roof again of mildew and algae?

**What if you never** had to have someone pressure cleaning your tile roofs (actually create a mini hurricane) on your roof. And possibly break and crack tiles, you know by that that 300 lb guy traipsing on your roof pulling a water pressure hose that blast an excess of 3000 lbs. of pressure that will loosen up the concrete joints,

**What if you never** had to have that process done again?

**What if you would never** have to call the roofer back to have tiles fixed after someone pressure washed your roof.

OR let's take a look at the chemical clean for your shingle roof, or tile roof

**What if you never** had to have harsh chemicals sprayed on your roof to clean and kill the algae?

**And never had** to worry about these harsh chemicals burning and killing your expensive and precious plants every couple of years.

**What if you never** had to be concerned about getting that hated letter from your Home owners association telling you, you have to clean your roof or you will be fined?

Or this Yes this also happens

**Never get letters** from your insurance company telling you to clean your roof or they will not renew you home owner's policy,

**Never have to be** embarrassed by having the ugliest roof in the neighborhood.

We have a process that will keep algae and mildew from growing on your roof so

**Why would have to ever have your roof cleaned again. That's what we are saying.**

Our process is like having a pest repellent, it's actually an (algae) repellent. A natural product that actually respells algae

Our process keeps the algae from creating a buffet of your roof

*Now wouldn't it make sense to maintain your roof with the algae repellent for a fraction of the cost of cleaning with no potential damage to your roof or plants? And never get that dreaded pain in the \_\_ letter from your home owners association.*

[If you'd like to see if your roof would be a good candidate for our never clean your roof again program click here](#)

**But first there is only one catch, see you were waiting for one so I had to give you one.**

\*\* if your roof is black and that's not the real color and has black streaks you roof may need one last cleaning with our gentile roof clean before it would qualify for our never clean your roof again program, that's it.

**GET THE FINAL, ALL-NATURAL SOLUTION  
TO YOUR DIRTY ROOF TODAY!**

**⊘ NO MORE Pressure Washing!**

**⊘ NO MORE Short-term Chemical Treatments!**

**⊘ NO MORE Risk of Liability!**

**NO MORE DIRTY ROOF!**

[Never Clean Your Roof Again.com](http://Never Clean Your Roof Again.com)

[www.elitehomesvs.com](http://www.elitehomesvs.com)