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## A **\*\*MUST READ\*\*** Letter of Introduction

Since our beginning in 2008, RoofReno Revolution has sought to be at the forefront of our industry. This drives us to be constantly training and learning new products to help us cover the needs of our customers in a diverse marketplace. Which is why, in 2016, we set out on a path to change the game. Over the past two and half years we have been designing and later developing our new approach to business. **Now in 2018 we begin our phased roll out and we are beyond excited to announce our rebranding from Lucas Contracting and/or Lucas Roofing to RoofReno Revolution Inc.** The goals and values we embraced in 2008 are the ones we stand by today.

**RoofReno Revolution is a full service roofing company meeting the needs of residential, commercial & industrial customers. We are proud to be able to offer services ranging from new construction to re-roofing, asphalt, steel and rubber solutions, 24-hour emergency service to affordable and sometimes FREE solar roofing!**

**Our sales staff range in experience and work together to provide answers to our customer's questions and needs.** Their expertise and training qualify them to represent a full line of roofing products and options that meet the most demanding standards of quality and cost efficiency.

We are both honored and pleased to advise you on your roofing needs and to allow you to inspect previously completed work or to see our crews live in action. **While "letters of introduction" are rather easy to compose, roofing is often difficult to install and demands from our installers the highest levels of attention to detail in order to ensure every installation is performed with consistency and in accordance with our company's unprecedented commitment to quality.** We would appreciate the opportunity to discuss our capabilities with you.

We treat everyone as an important part of our company. **Employee or client, sub-contractor or supplier, we view people and our business in the same way we view humanity and our co-existence on this rock amongst the stars; we see it as a place without borders, where we all have to live together and work together to make our home a better place for our tribe to thrive as one collective race, the human race.** With this in mind, we aim to set a new standard for fairness & sustainability in the roofing industry and perhaps the entire construction industry. **We will execute our vision for fairness by adopting the value of transparency as one of our core operating values.** In this way, all parties of interest in a given contract will know all the same information relating to cost, expenses, profit, project details, timelines and more. As such, both client & installers will know they are paying/being paid a fair price and the flow of payments where everyone is concerned will be timely and appropriate. **We will execute our vision for sustainability by creatively developing new concepts and strategies for selling, manufacturing, delivering & installing products that last a lifetime and are recyclable when they no longer function.**

**We strive to create a working environment where people can thrive, enjoy their work and be successful and feel & be safe. Without happy people, both workers and clients, it simply is not possible to achieve the kind of global awareness and resounding success we've determined to be the future of RoofReno Revolution.** We've left no room for failure and refuse to consider any other possible outcome. **We call this RoofRenoLife's Model for Living.** We all strive for happiness, but in today's world, more so than any other time in history, humans everywhere struggle with depression, anxiety and other mental illnesses. In addition to this, the gap between the have and have nots continues to grow and the majority of people are struggling financially. Governments everywhere are increasingly taxing their citizens without mercy while they squander their annual budgets and their citizens retirement savings they've confiscated from paycheck. Around the globe our children are raised by government controlled education systems who are failing to teach some of the skills most heavily relied upon for not only survival, but success and happiness in today's world. **Such life skills as financial literacy, investing, diet & nutrition, daily meditation for happiness, compassion and peace of mind.** Study after study has shown that people who have taken the time to learn these life skills report greater happiness and fulfillment, achieve greater levels of success in business or their career and relationships and enjoy healthier lifestyles and live longer. **Armed with this knowledge, we've decided the best way we can help is to give access to these unconventional teachings and to help educate people who might lack these imperative life skills or even people who might just want a refresher or are curious.** So as a client, employee, installer or friend of RoofReno Revolution, you will get a lifetime membership to our website which will give you access to valuable lessons, videos, insights and more from some of the world's leading teachers of unconventional wisdom. The number one determining factor for a person's happiness and success is personal growth; this is a proven yet not so well known fact. **By simply sharing what we've learned about this with others aims to better the lives of the people around us and if we can do that, then that makes the world around us a better place to live.** RoofRenoLife will provide educational opportunities through the experience of work and travel. **Operating in every corner of the globe where roofing is a common practice, certified installers will have the luxury of knowing a world without borders.** They can use our app to take on contracts to install the products they've completed the certification for in the city where they live or the city where they don't. Meaning: they can simply arrange an AirBnb in any city in the world for months at a time and travel there on RoofReno's discount flight program and pull contracts from the app to earn a full time wage while only working part time. They can work for a few days or a few weeks and take a few days off or a few weeks off. Our system grants everyone the freedom to work at their own pace, job by job, and pays them immediately upon completion where ever they are in the world. **Thus creating the first global roofing work exchange company empowering people to see the world and travel while they work.** However, it is important to note that this would not be possible if they were to be paid industry standard sub-contract install rates which is why **we set our base pay roughly 30% higher than industry standard rates.** It gets better, after the completion of enough projects to achieve **20 consecutive positive client reviews, they will receive a 10% bonus per contract and after 50 consecutive positive reviews, they will receive a 25% bonus per contract.** With these rates they can now afford to live a little and are not forced to work day in and day out like slaves earning barely enough to pay their men and their taxes. Remember RoofRenoLife and RoofReno are both in their infancy right now and both are only going to get better, so please be patient as we work feverishly to development our system your your best interest at heart. With that said, we always love to hear your suggestions and encourage you to write us at [Suggestions@RoofReno.com](mailto:Suggestions@RoofReno.com).

**Our customers are treated exactly as we expect to be treated.** Our philosophy is that the best business is repeat business. We have removed many layers of pricing markups by becoming the manufacturer, contractor and installer for roofing, plus the efficiency with which we operate is unheard of. Our goal is to eliminate the waste of money spent when hiring general contractors or corporate and union roofing companies. By trimming the fat, we find savings which we split up and pass on to both the client (in the form of affordable, never-before-seen pricing on sustainable products) and the installer (in the form of higher pay rates). We install only the highest quality roofing systems available anywhere. The quality of the products and installation in combination with our people is the very definition of our company.

None of the aforementioned values matter if we become stale. It is critical that our customers understand that **we are a different kind of roofing company: we embrace change and are constantly breaking new ground. The "status quo" was yesterday; RoofReno Revolution is tomorrow's company.**

**Please take the time to visit our website at [www.RoofReno.com](http://www.RoofReno.com) to learn more about the products we offer and their associated options.** Still need some help with something? Don't hesitate to call our roofing hotline or use the website chat support to speak directly with a company representative to have your questions answered and to hear about our current promotions and discounts. From there you can select your product of choice, pick out the options you want with your purchase, create a contract, make a deposit payment and get your project on the schedule.

**Do you know a roofer or someone who needs a roof?** Take advantage of our **Triple RRR Program (RoofReferralRewards Program)** and help us spread the word that finally there is a better way to both work and buy when it comes to roofing. Referral rewards range from a variety of options, you can get a discount on your own roof purchase from having given us some referrals or you can choose from a variety of amazing options which we will continue to seek out and be constantly adding to our list.

Lucas O'Connor, Owner

## *Flat Roof Repair & Refurbishment*

In order to provide a proper proposal we would need to perform cut tests in order to assess the current state of the structure and roofing system. Thus below you will find our cost to perform cut tests throughout the roof or at your desired specified locations. Of course we are willing to perform whatever repair or refurbishment process determined to be in your hotel's best interest, nonetheless we will propose a cost for the proper and thorough refurbishment after the cut tests but for the time being will provide you costs to simply prolong the existing system by use of a Kemforte System Coating.

### **Perform Cut Tests - \$75 per location**

- Clean membrane in area to tested so that when repaired there will be good adhesion
- Cut 12 inch by 12 inch section all the way through roofing to original structure
- Remove section of roofing and all layers between building structure and top layer
- Assess cut out for moisture, damaged insulation or damaged roof deck
- Make recommendations based on findings
  - if wet insulation is found, recommend replacing with new, dry insulation as part of roof refurbishment
  - if roof deck is badly cracked or damaged, recommend removing old roof entirely to properly assess and repair
  - if no damage or moisture is found, then recommend Kemforte Coating System for refurbishment
- Cut test locations to be determined or approved by client however it is our recommendation that cut tests be performed every 10 ft the entire length of the roof/building in two staggered rows each approximately 8 feet away from parapet curbs
  - Alternatively client may clearly identify desired cut test locations
- After assessment, cut out is to be replaced accordingly so that the top layer membrane may be properly repaired using Kemforte 2000 coating and embedded reinforcement fibre mesh

**Quote Grand Total: \$ 0.00**

### **Apply Kemforte Coating to EPDM Roof**

Process will be the same for all 3 options, thus all that is left to decide is the size of the area to refurbish.

- Clear stone from area to be refurbished, this may have to be done in phases depending on how much roof will be redone
  - Clean the EPDM membrane thoroughly and allow to dry
  - Apply Kemforte prime system to EPDM membrane and allow to dry completely
  - Apply Kemforte PU with embedded fabric mesh for reinforcement on all EPDM membrane joints and upturns, allow to dry
  - Apply 1st coat of Kemforte S-80 silicone over entire area to be treated, allow to dry
  - Apply 2nd coat of Kemforte S-80 silicone over entire area to be treated and allow to dry
  - If area is too large and phases are required to complete, one phase would be to complete half the work in it entirety and then commence the second phase and repeat the process
- **OPTION A: 2,600 sq ft - \$20,420.00**
  - **OPTION B: 4260 sq ft - \$33,130.00**
  - **OPTION C: 7670 sq ft - \$62,110.00**