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KEEP THE CASH FLOWING IN

COLD WEATHER

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November 30, 2022
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MODERATOR
Heidi J. Ellsworth
Partner
RoofersCoffeeShop



PANELIST
Josh Yandle
Owner
Umbrella Roofing



PANELIST
Zach Stopyro
Director/ Technical
Services & Installation
DaVinci Roofscapes



PANELIST
Lars Walberg
Sales
Rocky Mountain Snow Guards

Heidi Ellsworth:

Hello everyone, and welcome to this month's RLW from RoofersCoffeeShop. Welcome, pour a cup of coffee. This is going to be a great hour. We'll be starting in just a minute. Hello everyone, we'll be starting in just a minute. Be sure to get your cup of coffee and get ready. This is going to be great.

Hey. Well, welcome everyone to this month's RLW, Read, Listen, Watch from RoofersCoffeeShop. My name is Heidi Ellsworth and I am very excited about this RLW today. I tell you what, it's snowing outside here in Central Oregon, so this is a perfect day to be talking about how to keep the cash flowing in cold weather. This is brought to you from DaVinci, and they are the experts in bringing high quality premium roofing in the coldest weather so I'm really excited for you to meet the experts today. But before we get started, I do want to remind everyone that this is being recorded and it will be on demand within the next 24 hours. So you'll be able to get it not only as a video, but you'll also be able to get it on your favorite podcast channel. Along with we'll have transcripts and articles about the today's RLW.

Also, if you have questions or chats, we love to hear from you. I've already seen Lorna in there and Tori, so please leave any messages, any questions, any comments or thoughts in the chat. We want to definitely hear about them and we will take all those questions at the end of the hour. So let's get started. I would like to introduce our panel of experts. First, I would like to introduce Zach Stopyro, who is the technical director at DaVinci, who is a returning person on our site on the show today. So Zach, welcome. Can you introduce yourself and tell us a little bit about you and DaVinci?

Zach Stopyro:

Sure Heidi. It's great to be here. Thank you for having us come back out and talk about this today with the other guests on the podcast. As Heidi said, my name is Zach Stopyro. I've been with DaVinci about 10 years, have been in roofing over 30 years at this point. It's been great. Didn't plan on doing it from a young age, but ended up staying in it. And I've been able to see all over the world, see all types of roofing done all over the world, whether it be cold or hot climates for that matter. But it's been a great career, great time to learn about things and in the world of roofing, guys that do do it on a daily basis, no matter how long you've been in this trade, you tend to learn something new just about every day or at least every week. So I spend a lot of time outdoors, I know that we talked about hobbies and things like that. Love doing things with my family and being outdoors whenever I can.

Heidi Ellsworth:

I love it. Zach, thank you for being back again. This is the prime topic. This is the perfect time of year for it too. So I'd also like to introduce Josh Yandle who's with Umbrella Roofing. Josh, welcome to the show. Please introduce yourself and tell us a little bit about your company.

Josh Yandle:

Sure. Hey, my name is Josh Yandle, like she said. I've lived in Eagle, Colorado my entire life. I've got two young boys and a gorgeous wife. Started Roofing about 15 years ago. I've been with Umbrella Roofing for 12 years and now one of the part owners of the company with two of my lifelong friends. We do primarily residential projects, although a lot of our residential jobs are similar to a lot of companies' commercial jobs just because of the complexity and the size of them. We do a lot of DaVinci, 40 to 60 DaVinci jobs a year averaging 1,200, 1,500 squares for the year. So that's us.

Heidi Ellsworth:

Great. I love the projects I've seen, Josh. Really, really excited to talk about this. Thank you for being here today.

Josh Yandle:

Thank you.

Heidi Ellsworth:

And finally, I would love to introduce Lars Walberg, who is with the Rocky Mountain Snow Guards. Please introduce yourself and tell us a little bit about your company.

Lars Walberg:

Yes, great. Well, I've been in the roofing world for over 30 years as a manufacturer's representative, and over those years our little rep firm has sold for a number of different residential roofing product manufacturers as well as commercial products. So I started out working with another snow retention manufacturer back in the early to mid 2000s when I started representing DaVinci. And I represented them and learned a lot about that industry. And then in 2010 I started Rocky Mountain Snow Guards. Since then, we design and manufacture snow retention for all roof types and one of the things that sets us apart is our design work and our familiarity with synthetic products like DaVinci.

Heidi Ellsworth:

Excellent. Well, I have a little bit of background with Snow Guards and roofing myself, and so what a great market to be in. You're really helping homeowners and building owners so much. So let's talk a little bit about that. The temperatures are dropping, it's snowing here in Central Oregon. We need to talk about this cold weather, so let's get started. So I'd like to start out with Zach. I would love to talk to you about what makes a product suitable for colder weather. So what are some of the key factors?

Zach Stopyro:

So the biggest thing with DaVinci is that we have a patented blend of polymers and things that are used in the product that allow us to be soft enough or pliable enough that even down to temperatures as low as 20 degrees, we can be installed without damaging the product. Many products, if you install down below freezing or even in a lot of times below 40 or 50 degrees, you can crack what they'll call the mat or crack the actual supporting structure of the tile or shingle or product. And then once it warms up, because that damage has already happened, the product is no good. With us, as long as guys follow a couple of guidelines that we'll go over, you can install down to 20 degrees. Once it gets down below freezing, we'd like to recommend that installers used hand nailing just because it's a little bit easier to do or better to do, it's easier to take care of the product that way.

But if guys watch the proper pressure on their nailers and things, they can even gun nail down to that 20 degrees. The biggest part of it is that formulation. And most manufacturers have never gotten their formulation correct, so when they install down below those temperatures or in those freezing temperatures, they just have damaged product and a lot of installers have seen.

Heidi Ellsworth:

I mean, it's so important too to know what your products can do. I think that's a lot of times that we see you may not. You hear, oh yeah, it works, but unless you really get into understanding how it's manufactured, what it can do. That's really important for not only the contractors have that confidence, but also to be able to communicate that with the owners.

Zach Stopyro:

And we have an in-house lab. We also like most manufacturers, use independent testing as well outside of our facility, but to have an in-house lab that tests all these things even beyond what our minimums or maximums will say. So when we're saying that we can withstand temperatures or install temperatures as low as 20 degrees, we've tested down below that to make sure that 20 degree installations are safe, that there's no chance of damaging the tiles when you go down to that temperature.

Heidi Ellsworth:

Excellent. So what are some of the installation tips that you would put out there as contractors are installing in the cold weather? Because everyone wants to extend their season and be able to go much longer with installations. So Josh?

Josh Yandle:

Yes.

Heidi Ellsworth:

Can you? Perfect. Zach, are you back?

Zach Stopyro:

Sorry, lost signal there for a second. I apologize. It froze up.

Heidi Ellsworth:

That's okay. We were going to just start talking about the installation tips.

Zach Stopyro:

Sure. So the biggest thing is, and most of this may be common sense for some roofers, especially roofers that install in cold weather, but when you're down below those freezing temperatures or around those freezing temperatures, you want to try and keep everything you're using as warm as possible. We used to call them hot rooms or people would use garages or torpedo heaters and things like that just to put your underlayments or caulk even your tiles or what you're going to use in this short period of time or the immediate period of time. Keep those things as warm as possible so that when you're taking them out, if the temperatures are around that 20 degrees or even colder in some cases, the tiles themselves or the caulks, the sealants, the underlayments, their properties are still better when they're warmer. So you want to keep those things as warm as possible at least up to that installation time or that point of installation.

The big thing with DaVinci polymer tiles is that spacing, because when you're installing in these cold temperatures. If you don't have that spacing or proper spacing and everything is butted right up tight or put together very tightly, when those temperatures increase or get warm again, of course those tiles expand and contract. And this is, anybody knows as temperatures become higher in the summer times and things like that, products are going to move, not just DaVinci but any product. And if they're too tight or compressed, when it moves it's not a good thing. So we want to make sure that guys understand. Our guides actually call for three eighths of an inch between our products, but you want to at least have a minimum of that three 16ths. And when you're getting down to those really cold days, make sure you have that three eighths at a minimum.

Adjust your gun pressure lower. Again, if you're using nail guns in those real cold temperatures, you want to make sure that after you nail a couple tiles that you're checking the penetration of the nail, making sure that they're either going in correctly and not sticking out of the tile. A lot of times guys will not adjust their pressure and if they are down around those real cold times, it can one, damage their equipment, but two, it can actually over pressurize the guns and cause damage to the tiles. So we want to make sure that they're watching that. The other items that we talk about is really just personally make sure you're using new knives on the roof. Make sure that you're using new blades. Products are going to be a lot harder to cut when it's that cold, so if you're using a dull knife, it's going to have a chance to slip out of the product or cause to be honest, more damage to yourself as a roofer. So be careful with those things.

You may go through blades a little bit more regularly just to make sure that you're getting easier cuts in those colder temperatures when the products aren't as pliable. And then like we speak about with [inaudible 00:12:40] and Lars here, you want to make sure that you have snow guards. With our products, they are non porous, so they do not hold any type of moisture. And in snow areas or areas that do get those colder temperatures and get snow and ice, when that gets heavy enough or that weight gets heavy enough, it will just slide off the roof if you don't have snow retention systems.

Heidi Ellsworth:

That's an important safety factor across the board to make sure.

Zach Stopyro:

For sure.

Heidi Ellsworth:

We have that here in Central Oregon all the time. So what about expand on benefits of installing year round? Because I think that is key to be able to have business, especially in the northern climates that where you can be installing whether it's snowing or as long as it's safe, right?

Zach Stopyro:

Sure. And that's probably the biggest benefit with DaVinci in areas where you get snow, or where you have so many months or a third or a quarter of your year is colder or around those freezing temperatures, with DaVinci we can install through most of that season. Now, there are things that installers know to do in a lot of these areas where they can tarp roofs and pull snow off and do things like that so that they can still install, let's say if it snowed the night before. But with DaVinci not only can you do that, but you can also install when the temperatures are much lower. That helps roofers that may have to shut down that maybe are just a shingle installer that can only do shingles when it's 40 or 50 degrees or more. Well, now you've got products that you can install the majority of the season that you couldn't with shingles.

Heidi Ellsworth:

And homeowners are looking for that. They're looking for that appearance, that look on their homes that it has such a huge value to it, right?

Zach Stopyro:

For sure. And that being one thing, of course DaVinci has a remarkable appearance. People love to have a roof that functions of course, but a lot of people that buy DaVinci are not buying DaVinci just because of that it performs. They buy it because of that natural look and the fact that it's going to last forever. The benefit to the year round installation is when guys and contractors go out in these horrible climates and let's say that someone does have a leak or has a problem, you don't really get a choice of when that happens. And if you have a problem or damage happens in the middle of winter when you're looking at three, four, five weeks of extremely cold or snow or ice, DaVinci's that product where you could install right away in most cases. Where some products that just isn't the case.

Heidi Ellsworth:

And we're going to talk about later on, in this RLW we're going to talk about availability too, which is always top mind for everybody. So I know we've mentioned a few times here the importance of snow guards, of snow protection. So Lars, can you talk about snow guards and the importance of them and how contractors should be utilizing them and expanding to use them?

Lars Walberg:

Okay. So probably the first thing you need to know about synthetic roofing products like DaVinci is that snow is going to slide and that's regardless of pitch. Because we run into it all the time, people say, well we don't need to put snow guards on this roof 'cause it's only a 4:12 pitch, but that's not true. What will happen is the snow will pile up deeper until the snow load overtakes the adhesive bond at the surface and it all comes sliding up at once. So in a lot of ways, shallow or roof pitch is more dangerous with DaVinci or other synthetic products because the snow piles up deeper before it moves. So that's an important thing to understand.

So we've done a whole lot with DaVinci and we've learned a lot, and I'm a little bit embarrassed to say that when I first started selling DaVinci up in the mountains, I used to live up in the Vail area and that's where I got to know Josh. And people bought it initially because it looked so good and Zach touched on that, people like the look. And these are expensive houses and they want something that either mimics shakes or looks like real slate and DaVinci filled that bill. What we've found over time is that DaVinci's a perfect product for the mountains because it does stay flexible in cold temperatures. And that means if you have rooftop traffic in the wintertime or if you have ice falls or things like that. And rooftop traffic up in ski areas means guys are up there shoveling snow off roads, you have to have a product that is flexible that will take that rooftop traffic even when the product itself is very cold. So DaVinci held up real good.

I was embarrassed because I just didn't realize that you had to have snow retention so I learned a lot about that. And when we first started selling or designing snow retention up in the mountains, we would follow the same kind of patterns, that traditional spread patterns where you have a high density of snow guards at the eave and then a very low density and even no snow guards up near the top of the roof. We followed along with what other manufacturers did and what we found over time was that that didn't necessarily work as good as it could. It worked okay and in a lot of situations it worked, but there were situations where it didn't work. So we began experimenting and trying different things and we determined that what we call the soldier row pattern, which is basically a snow guard every foot in a single row, and then additional snow guards say at six feet or eight feet or nine feet up the roof, and the additional row also with snow guards one foot apart worked. It held the snow on the roof. So since then that's been how we've been designing a lot of our especially steeper roof applications.

Heidi Ellsworth:

Being a mountain person and living in the mountains of Oregon, we all know the importance of snow guards. We've seen snow come off the roof and it can be incredibly dangerous, but there's also a beauty. I mean, when you're looking at this picture right here, there is a beauty of the snow guards on the roof too.

Lars Walberg:

Well, I like to think that they're beautiful. And in other parts of the country people aren't used to seeing them. And that's something that, especially people that have had shake roofs, say in the Chicago area or something like that, there's a lot of shake roofs. And people have houses that don't have any snow retention because they generally don't get that much snow and because shakes kind of hold the snow a little bit better than synthetics. When they make that move from natural shakes to synthetics, they just don't expect that snow's going to slide off. And what we hear oftentimes and what our contractors hear oftentimes is we'll see how it works out. Well, we'll just go with it, we'll put them on later, we'll see how it works out. And I get it. I mean, gosh, I was selling DaVinci and I didn't realize how bad that was going to turn out, but you can't convince people sometimes and then the snow does come off and then the issue of the snow guards comes up.

Heidi Ellsworth:

So then you need to... Yeah, for the one. Well, when we're looking at this, two great products that go together in snow areas, DaVinci and snow guards, but we really want to talk about that application in cold weather really from the person who's doing it all the time. Josh, you have so many different projects. And I want to also remind everybody, we have some great things in the chat. If you have questions as we're going through, please direct those into the chat and we can answer those questions. We are going to talk a little bit about, for those of you and I've already seen in the chat, you're looking to how can I do this? What are some of the things I should be aware of when I'm roofing in cold weather, especially in colder climates? So Josh, I know we have three different projects here that you've worked on and you're going to take us through it. So let's start out with roof preparation. Maybe tell us a little bit about Black Bear Trail and how important it is to have that surface prepped.

Josh Yandle:

Sure. So Black Bear Trail, it was a mid 60 square project. Black Bear Trail's in Cordier, Colorado, which the home is at about 8500 feet in elevation. We decided with the homeowner to use DaVinci Multi with classic shakes on that and a straight layout. We started the project and the completion was scheduled for April and that's when we finished. Just for temperature comparisons, the average temperature in that area for those months is anywhere between 11 and 38 degrees so kind of cold, could be kind of cold for the early mornings but warms up to plenty warm enough for the mid afternoons during most years. Obviously this varies. Some years we're not going to be working in March, but this past couple years we have been. So the planning part is super important, especially if you're not familiar with these higher elevation, big snow country type areas.

Just showing up, selling someone on a roof thinking that you're going to do it the same as you would at a lower elevation area is pretty dangerous honestly, which goes along with what Lars was explaining on the snow retention. We see that a lot actually where we'll bid up against guys and they will not bid any snow retention and they take the approach of we'll just see how it functions like Lars was saying. And that can be extremely dangerous and cost the homeowners a lot of money. So the planning and design part of the project is several months ahead of time. What I like to do is because I'm born in Eagle, Colorado and

I've lived in the mountains my entire life, I have a pretty good idea of what the snow's going to do, how it's going to migrate, where the wind drift areas are going to be, what to put snow retention on, what not to, so on and so forth.

But really understanding those variables is a key because one house on one side of the street versus another house on the other side of the street, it might function totally different with how much sun it gets and how it heats up in the springtime if there's trees blocking the house and where the load areas are going to be on the roof. So definitely start with understanding how that snow's going to migrate, don't just show up and sell a roof and say we'll figure it out later. Once that's done so we would show up to the job basically, we would start off the furthest section away from the driveway generally and that lowers the amount of impact as you're carrying material to the dumpster. You don't want to be trampling over your new underlayment every time you're tearing off your roof and from one section to the next. So we would basically start further section back and create access points with walkways. Whether or not that's toe jacks, e-fences, but some type of walkway, safe walkway to get to and from the area we're working on.

Once we get the snow shoveled off the sections that were tearing off, we would then use backpack blowers and brooms to sweep everything free and off the roof and leave it exposed in the sun for a few hours to heat up. If we're not going to... Let's just say we've got a section tore off, it's afternoon, we're going to dry in that section and we're planning for the following day, we would then cover with reinforce plastic, the section that we're planning on doing the next day and the section that we just dried in. Which then will reduce the frost in the morning to where you get more production time during the day because the last thing you want to do is show up to the roof at 7:30, 8 o'clock in the morning and spend two and a half, three hours trying to get the frost off the roof. Which can be done in various ways, but a lot of times it ends up with a torch and a propane heater and we would steer away from that as much as possible.

One of the ways that we kind of increase the production with the DaVinci and with the underlayment install is we'll roll out the underlayment several areas across the roof and let it just warm up in the sun and we will also take the bundles out of the pallets. We get full pallets loaded onto the roofs and that reduces the amount of movement on the roof, which obviously reduces your risk when you're moving around on a slippery roof. So definitely have your distributors load the roofs, don't climb up ladders with bundles and then carry them across the entire roof. So plan for that. Have your roofs loaded by your distributors and I mean, that'll save you a lot of time. What I was saying with the DaVinci is we'll separate the pallets and lay the bundles out across our toe jacks and that'll heat them up, thaw them out, dry them out.

When we're installing the DaVinci, one thing that we do, we pretty much do this year round, but it's extremely important in the winter time, is we'll put a slight negative bend on it to where it's bent towards the roof essentially. Just a slight bend, I'm not talking bending it in half or causing creases or anything like that. Just a slight bend on the product and that'll ensure when you fasten it down that it lays flat, especially on those starter courses where sometimes you'll see a bump. What you don't want to do is have a few raised areas and then after the project's over, come back with a staple gun and face staple all your DaVinci. So those are a few different things that we do. Plan on starting early, giving yourself small amounts of roof to start and complete during the day. Overstaff the projects to where you've got less movement and you can work as a team with handing materials to each other so you're not running around the roofs like you would in the summertime, and just make sure that you're tearing off what you can dry in that day.

Heidi Ellsworth:

That makes sense. Now, you mentioned also underlayments, so I know again from past experience how important this is to have the right underlayment. And you also had this project, Tall Timber, maybe you could talk a little bit about all of that.

Josh Yandle:

Okay, yeah. So tall timber, it was actually in a similar neighborhood. It was about 8,300 feet in elevation. We pretty much primarily installed DaVinci Classic or select shakes or slate so we do a lot of that. So this was a multi with classic shake project, started it in early March, completed it in April. Temps were real similar between 17 and 45 degrees. So underlayment is obviously going to be extremely critical on any roof that has ponding water and hydrostatic pressure, which then will cause leaks. So what we prefer to do is at the eaves especially, this is a bare minimum, use a very high quality underlayment. We prefer Grace Ultra, any of the Grace products, Resisto, high temp products are really good. Honestly, what I would steer away from would be your cheaper underlayments, your granulated surface underlayments. I'm not saying that those are bad, but when it comes to cold weather installs, you're much better off installing a high quality underlayment, even if it does cost substantially more money.

And that would be applied to the edge of the roof at the eave to I would say at least two or three feet past the interior wall line. And that's where you're going to get that ice accumulation, and then at that wall line is where you're going to get your ponding water and your leaks. I very highly doubt there's a single roofing company or underlayment manufacturer on the planet that actually warranties ice damming, but that shouldn't be an excuse to not do as much as you can to prevent those potential issues. So if you could use Grace Ultra at the eaves, two or three courses up at the valleys and at the walls and maybe a Resisto or Supreme or some other type of underlayment, but a still high quality. It doesn't have to be Grace Ultra for the remaining areas of the roof, that's pretty much a bombproof assembly.

Then you would follow that up with your Class A barrier, which is your solar height or versus shield, and then I know this is redundant, but that's part of the beauty of a fake roof would be your felt paper underlayment. I know that that's not necessarily required for anything less than six 12 with DaVinci, but they do also recommend that if you can sell it and if the owner can afford it and is okay with it for the rest of the roof. So a traditional shake system, one of the reasons they're so great is just because of that continued redundancy. So I would definitely recommend all three layers of underlayment if that's something that the owner's willing to do.

Heidi Ellsworth:

And that's [inaudible 00:31:18]. Go ahead.

Zach Stopyro:

I just wanted to jump in. Just so as Josh said, make sure that your ice water shield is going or goes two feet beyond that interior wall plane or plane on the wall. That's building code in most areas, especially most areas that have cold weather or would see snow or ice. A lot of guys don't do that, but it is in building code. So homeowners are going to want to watch that. Quality roofers are going to sell that anyway, but one thing that also, and part of it, Josh's company does a lot of our upper end products as he stated, select shake and our multi width product lines. Some of our product lines like Bell Forte and our newer product Province, they require a self adhered underlayment along other areas.

It may be long rakes at certain intervals or different amounts or measurements, but some of our product lines so wind guys and there's just too much information to go into on something like this. But if

companies are installing or are interested in installing the products, it's always good to look through our install guides and just make sure that they're following not only their local building codes, but also the best practices. The things like Josh is saying that, hey, we've learned this because we're doing it out in these climates. There's also things that are building code necessary as well.

Heidi Ellsworth:

And those underlayments are critical, I mean, what you're talking about too, on ice damming, right?

Josh Yandle:

Yes. Okay. So definitely on ice damming. In our area that's pretty much the primary factor. It's not really the wind driven rain or some of issues that would arise in different climate areas. So another thing that I haven't mentioned yet would be your temperature requirements. So really pay attention to the temperatures when you're installing your underlayment. If it is below, obviously always first read through the product specs and data. For the underlayments that I'm referring to, generally it's about 40 degrees or below it's going to require a primer. Which is something that you would roll onto the sheathing before installing your underlayment, and pay very special attention to the spec and product data on that primer as well because the flash points on those is very similar to let's just say a bonding adhesive on a single ply roof.

Where you have to let that flash off before you install your ice and water over the top of it or else you can have bridging issues and bubbles and whatnot and it just won't adhere properly. So make sure you're paying attention to that at all areas. Put that primer on the roof if it's below 40 degrees and honestly, even if it is 40, sometimes even up to 50 on the north facing sections that don't get a lot of sun up the walls, we'll still install primer and it does add a little bit of time. It definitely adds more time and a little bit more labor, but it will ensure that that underlayment sticks properly and doesn't have issues and leak in the future.

Heidi Ellsworth:

That's a key tip. That is a really key tip. So speaking of that weather and just knowing your products, knowing where they can be installed, knowing the temperatures, but you also had a project on Bermuda, another residential product, and again installing in cold weather. So tell us a little bit about that Josh.

Josh Yandle:

So Bermuda, that project is a 44 square residential reroof, another similar 8,400 feet in elevation. Started it in November, ended it in December. Average temps were nine degrees to 40 degrees so I mean it can get pretty dang cold in this area. So as far as how to plan and prep for the weather, this ties into some of the first items that I was talking about as far as safety and staging, but job setup is super important. Make sure that you've got plastic around the entire perimeter on the grounds, because when you got snow on the ground cleanup's not very fun if you don't have plastic down. And if you don't have plastic down plan on letting that homeowner know that you'll be back in the spring to clean everything up 'cause even if you do do a good job cleaning up, you're going to miss a lot.

So once you get onto the roof, utilizing roof jacks, toe boards, full safety, I mean all safety just like you normally would. I know everyone's a 100% safe out there, but be more safe. Add more toe boards, add more roof jacks and as well as wearing your anchors all the time because it can look dry and it has a tiny layer of ice on it and you're flying off the roof if you're not wearing your safety gear. Utilize your roofing distributors to load your materials so you've got less movement on the roof. We talked about that briefly, but that's super important. Trying to roof load materials and carry it across 70, 80 feet of ridge, you're

just asking for issues and safety issues. Add more guys to your projects, plan on a little bit more labor because you don't want two guys on a 40 square roof running around several hundred feet all day long just asking for problems.

Here we have much less hours in the day so we do smaller sections. We're not tearing off 20, 30 squares in a day and trying to dry it in. It's two, three single facets, having them completely tore off, dried it in and tarped that day. And that allows us to where we're ready to install our class A. Keep in mind too, we're only installing the ice and water shield right off the bat. The class A barrier in your felt that goes when you're installing your DaVinci. So one thing too with the roof loading is make sure that you've got that roof tore off and dried in, then roof load it. We utilize full time employees pretty much only, we rarely use sub crews, pretty much everyone in our company is full house in house so we would tear the whole roof off and then have the distributor roof loaded.

We see a lot of times where guys will come in and have the distributors load the roofs right over to the existing product that needs to be torn off, and that just adds several more steps and a lot more movement around the roof. So plan for that if you can. Cover with plastic, prime your surfaces. Obviously you're wearing jackets, gloves, beanies, these are more restrictive type clothes so your movement needs to be slower when you're on the roof. You're not running around, you're moving slow, it's methodical, everything's planned out and it's super important because like I said, that restrictive clothing it will definitely slow down your reaction times and just lots of planning. So I mean, the more planning, the better.

Heidi Ellsworth:

Josh and just to kind of bring this home around the theme of our RLW, but how important has this been to your company, you've been there your whole life, to your company on being able to roof year round?

Josh Yandle:

So we do a huge amount of DaVinci in the winter time, I guess through the late fall and early spring and we really don't do any other projects other than just service work. So it's been crucial for us in retaining employees because it is a seasonal area where we're at. So a lot of companies will end up laying their employees off, which gives us a big opportunity to hire new employees number one because we're able to work through Christmas. And then we start work in March, so the companies that aren't starting until May, June and July, their employees are knocking on our door. Which like I said, always try to be ethical when it goes to that, but I mean, you definitely can benefit yourself with having the ability to work late and start early. And so we're very [inaudible 00:39:47] for DaVinci when it comes to that.

Heidi Ellsworth:

That's amazing. That's really cool. So for everyone out there seeing how it works and the importance of it, Zach, let's talk a little bit about those and really looking at the tips for installing, bringing us home on how that's working and on the overall view of that.

Zach Stopyro:

And a lot of this again Josh just went through some of these items, but the biggest one from DaVinci, I mean that is strictly a DaVinci item, is that three eighths in spacing. You got to make sure that you're spacing these tiles when it's cold or hot because as you get that movement in the tiles, it's going to expand and contract and those tiles, if they're pressed up or too close, it can cause a lot of problems down the road. It can cause lifting, it can cause the appearance curling, it can cause in a lot of cases, even as much as flashy issues and things like that depending on how they're installed. A big thing that

Josh led to was cover with plastic to prevent the frost. You don't see many guys do it. We used to use tarps in a lot of cases to tarp off sections.

You tear off or tarp in areas so that the next morning you just pull the tarp off and you were ready to go, it's what you have to do. If your roofer isn't doing that, then they're not preparing properly or as well as they could. It's things to be concerned about. Hand bending the shakes, that's something a lot of times depending on the install, it helps no matter what the weather is, whether it be cold or hot, if there's certain areas flashing or pitch changes, simply bending the tiles or what we always tell guys is, especially with hip and ridge, making sure you're forming your hip and ridge tiles to the pitch of the roof. It's even more important when it is cold, but a lot of those things guys should know. If you're going to do a high end roof, make sure you take the time to do it the right way, do it the way so that it's the roof that the customer's paying for.

Ring shank, stainless steel nails, closed valleys, I mean, we recommend stainless steel and ring shank or hot dip galvanized ring shank nails. Guys will always try and go cheaper and use electro galvanized nails and things like that, the items that they'll use with shingles. And it's going to do right initially, but a lot of times those nails last as long as the shingles that they were originally intended for. So 10, 12, 15 years down the road the nails start falling apart and the roof that you hope to have last forever is no longer that way because of the fasteners. So make sure that you're looking at the upgrade to go to that or we say an upgrade, but those are hot dip galvanized or stainless steel nails and ring shank for the cost difference between them and ring shank nails, it just makes sense. You get an added amount of protection, especially up in the mountains and things. You get wind, things like that that can be pretty extreme at high elevations. You want to make sure that the roof's not going anywhere.

I like the note here for never shoveling snow from the bottom up. We have a lot of guys in areas where you don't get a lot of snow or ice and you'll see videos or things online that are supposed to be funny, but truthfully it's very dangerous. Where you'll see a homeowner on a ladder trying to scrape from the bottom up with a shovel. It's very common in the summer and in areas where there isn't a lot of snow guys pressure wash from the bottom up, which is just as bad if not worse in a lot of ways. When guys are at the top of the ladder with a pressure washer trying to pressure wash up the roof underneath tiles and shingles and things, it is the worst thing, not just for the roof but mostly for the person up there doing it. If you're trying to do that from the bottom up in the regards to snow shoveling that snow can release, especially in areas where you don't have snow retention and things like that. And it will whip you right off the roof, the ladder and everything.

So guys that do that, there are tools or snow rakes and things like that that you can use if you have to do that. But it is never a good idea to shovel snow and remove snow from the bottom up. Always wear, and these were things Josh mentioned, always wear your harness and rope. That's something that everybody's supposed to do all the time, but in snow and ice it's even more important. One little step in the wrong way or one little movement, you're gone and that harness and that rope's all you have that can keep you from hitting the ground so you want to make sure that you're always... Not just that but the right type of shoes, the right type of gear that you have on, having proper safeties. A lot of times if we go up on roofs in the winter we'll have two safety blocks or what they'll call carabiners or lockups on our belts so that even if one fails, something else will catch you.

Especially at times with repair work and things in the winter, if you're the only guy on site, you want to be more careful or as careful as possible so that you don't fall, 'cause sometimes there's not someone else around. And then with winter installations for us it's a benefit to a homeowner if you could have your roof installed when guys are going to move a little slower, when guys are going to be a little more careful when it's not affecting the quality of work of the product. But a company like Josh's where guys are going to take the time to make sure every little thing is done right, every little safety precaution is handled correctly and the planning is just that much better, why not do it?

Heidi Ellsworth:

It makes so much sense. And as we're looking at that, let's bring this back around too with the retrofitting of the snow guards. So Lars, talk to us just a little bit. I mean, this is a beautiful picture with the snow guards, but just layout and pattern, what are some of the things with retrofitting?

Lars Walberg:

So that picture is also up at bachelor culture, the cordier area, it's on the tennis courts at the Ritz-Carlton. That's the, I guess little shack by the tennis courts. Anyway, so the first thing to know about retrofitting or the first thing to do is identify the areas of roof where you need to have snow retention. So oftentimes you don't need to have snow retention on every part of the roof. If you have a side of the roof that drops off into grass and there's never people over there, there's no hot tub over there, or doorways or garage doors or anything like that, well then maybe you don't need to have snow guards there, but identify the areas where you need to have snow retention. And then the first thing to do is to contact a snow retention manufacturer and get a job specific snow retention plan for that particular job.

And we do that all the time with eagle view reports or even roof plans from the original construction of the house. And it's important always to follow the pattern that the snow retention manufacturer puts out. We run into lots of situations. We were just talking about one in the office a few minutes ago where a contractor went out and just did what he was going to do. He looked at the roof and he said, ah, I think about 15 snow guards, That would be just fine. Well maybe, but most of the time, especially when you're in an area where you get a lot of accumulating snow, that's not going to work out. So it's important to follow the pattern and get a good pattern from the snow retention manufacturer. In installing the snow guards, and this is another important thing about snow guards that is often not followed, there needs to be six times the strap or six times the thickness of the roofing product.

That amount of strap showing before the pad face of the snow guard. And that allows or purchase for the snow guard to purchase the snow on the roof so it grabs the snow. So if you have let's say a five eight inch thick product like the DaVinci Shake and that snow guard is butted right up against the bottom, well, you've lost five eighths than an inch. And with a lot of snow guards, that means you've lost a third of the ability of the snow guard to grab ahold of snow. With some, you've lost more than half. So it's important to put the snow guard in the right place on the roof.

We advise to mark the location, apply a little bit of sealant, and then depending on the snow guard, depending on the snow load, it will take between two and four fasteners to attach the snow guard. We recommend and sell a product called the wood binder, which is a really slick screw. They're meant for through fast and metal roof, but they're self tapping and they have a head that's rounded and it encapsulates a rubber gasket and the heads are powder coated to match the snow guard. So they're kind of invisible, but the beauty of the head that encapsulates that gasket is that unlike say a hex head metal roof fastener, the head has a rim, the gasket's up inside there so when it's tightened down on top of the snow guard, it doesn't squish out. The gasket doesn't squish out, sun can't get through to it so it will last and remain water tight basically forever. So we recommend using those and just attaching directly through the surface of the roof.

Heidi Ellsworth:

Perfect.

Lars Walberg:

And the last thing I've got on here at is the solid row pattern, and that's a great example, that picture of you have the pattern with 12 inches apart in each row and then the rows are separated by six or eight

feet and we found that to be very effective. Another great advantage of that is it's an easier install, a spread pattern where you have offsetting spread, it isn't done exactly right. It looks really wonky. You can end up with it looking like the roofer wasn't paying attention when he was putting it on the roof. Whereas with this, every foot on one row you put it in and it looks well planned and well installed.

Heidi Ellsworth:

Yeah, beautiful. Really beautiful. Before we move on to our final slide and then just some questions I want to remind everybody, we already have some good questions coming in. Please put your questions or comments, we can get to those. Josh, I just wanted to, before we move on to the product availability, I would love for your comments on snow guards and your use of them in all of your projects.

Josh Yandle:

So yes we do definitely on all DaVinci products install snow retention. It's generally not an option for our bid so it's not like we'll say okay, here's our base bid and then here's option A, option B, option C. Don't get me wrong, if it's a competitive bid situation and there's an RFP that wants us to separate it, we will do that. But for the most case, we lead our customers in the direction that they need to be in. One thing that I don't think we've touched on yet is when it comes to snow retention, obviously the personal safety is the key aspect, but there's also other aspects and one of those is your personal property. So several times I've seen where brand new DaVinci roofs get installed, no snow retention put on, handrails on decks are gone after a month in the winter time, cars are smashed in.

A big thing that I see, which it's a fairly small item but a lot of times it can cause really big issues is one to four inch pipes on the roof that are closer towards the eave or midway through the roof with no snow retention, just getting completely sheared off and it's a brand new roof. So a year in, two years, three years, nobody really notices it except for you just have a big hole through the roof where you might be pumping moisture or who knows what's coming out of that pipe into the roof cavity which can cause major issues? Another thing to think about is your gutters. If you've got gutters, you pretty much need snow retention, not pretty much, you definitely need snow retention. So think about snow retention if you've got any human safety issues or concerns, any entrance, exit, decks, walkways, hot tubs, utility access areas, anything like that, don't even think about it add snow retention.

And don't just add a row like we had talked about at the eave, I mean, send your plan to Lars with Rocky Mountain Snow Guards, have them design it for you. It's a great selling point just because you take that liability out of it and it just makes sense. You send it to Lars, he designs it for you, you send the owner the drawing that they'll send you and you run from there. But I mean, anywhere where you've got that, something that can... So Lars briefly touched on the slope of the roof and we've seen several times where the snow only has to move an inch and if it's four feet deep by 40 feet long, this section, I mean, one inch will cause severe damage to anything in its way. So it's just huge. I would definitely recommend snow retention.

And then touching back on some of the other things was the ring shank nails. What we've seen a lot is if you don't use ring shank nails at the bottoms of your valleys if there's no snow retention, the DaVinci will pull out. And it might not happen the first or the second year, but eventually the bottoms of those valleys when that snow slides off, it'll pull the bottom courses of DaVinci out using smooth sync shank fasteners. So very important. We personally use the soldier rows, we do use the staggered 30 by 36 depending on the slopes, but I'm a huge fan of the soldier rows. It looks less messy on the roof. Not only that though, but the no flash snow retention, the fences, those are awesome. If you haven't used those, definitely look up the no flash snow fence with Rocky Mountain Snow Guards. Those are a game changer.

Heidi Ellsworth:

Wow. I have to say too, just living in an area where I see snow coming off the roofs all the time. If you're landscaping, if you're worried about the landscaping and those berms are there until June because they're piled up, that is really tough too. So yeah, snow guards all the way around as far as I'm concerned.

Zach Stopyro:

Well, and Josh, I like what he said that you don't put it as an option. If you want DaVinci or you want this type of roof, then this is what you should do. People are looking at you from a customer standpoint, you're the expert, you're out there to give them what they need, tell them what they need. And a lot of times guys are so scared to do that because there is an additional cost that they don't do it. And then as both Lars and Josh said, a year or two years down the road, snow falls off the roof and it takes out their heating and AC unit or it takes out their car or it takes out... And when you ask why they didn't have snow guards, the roofer always comes back and goes, "Well, we knew, but the homeowner didn't want to spend the money or we didn't think the homeowner wanted to spend the money."

Well, you have to tell them, you have to make sure. You're the expert. Tell the property owner this is what we recommend as a professional roofer. And anybody that doesn't recommend it is wrong. That's the way that you should go into it.

Heidi Ellsworth:

[inaudible 00:55:53].

Lars Walberg:

The situations and contractors are going to run into this, where a homeowner's just adamant that they don't want it, they're just adamant, but you want to get the job. And so in that situation, our advice is to make sure to have a line or two on the contract that you can say homeowner declines snow retention and then they can sign it. Because we've run into situations where surprisingly homeowners forget that they were advised to get snow retention and they want the roofer to absorb the cost after the fact. And this way you can say, look, we talked about it, it's right here. So it's just a way to protect yourself as a roofer.

Heidi Ellsworth:

That's how important it is. That is a great point. That was a great point. So let's talk just real quick about availability and because this has gone so fast, we're almost at the end of our hour. So Zach, I'm going to start with you, just how is availability looking and what should they be thinking about with winter installation planning?

Zach Stopyro:

So most of our products and guys that install our products understand that our products are custom made. We offer so many different colors and things like that that for the most part they are made as you will. Now, we do have some stock and things in the products that we sell the most of, so common colors maybe your blacks or grays or things like that. We may have to some regards, but our normal wait time is somewhere between two and four weeks. And right now we're right there, we're at about three weeks for the majority of our products. If it's a custom color because we also offer custom colors and different things like that, of course that can delay it. And in the winter, a lot of times your availability is the best. Once you get out into the busiest months, that's when things can get a little bit...

If you wait till August or July or August or September. A lot of times when we've gone through a very busy season, like the last few years, we've had demand go so high where our weight has been 14 weeks, 12 weeks at times. There's many manufacturers that are well beyond that for different products, but currently we have come back, we've been able to get our manufacturer where it needs to be and we've adjusted and we're at about three weeks for [inaudible 00:58:07] products.

Heidi Ellsworth:

Okay. And Lars, in ordering snow guards, how far ahead?

Lars Walberg:

So we keep a pretty strong inventory of snow retention products. Many of our products can ship within a couple of days, but we do have, with larger quantities, larger orders or custom products, just like DaVinci, it's kind of a custom thing because we do different colors of snow guards and many different styles depending on the situation. Sometimes those can get out to four and five weeks. But for many jobs, especially right now, we have an adequate inventory to get things shipped out within just a few days.

Heidi Ellsworth:

Excellent. Gentlemen, thank you so much. We have one question, we have just enough time and I want to make sure we get this in. Josh, I'm going to put this towards you, but we had one of our online attendees ask, does snow retention cause ice dams? I thought that was a great question.

Josh Yandle:

No, not ice dams.

Heidi Ellsworth:

Can you tell why?

Josh Yandle:

So the design and the function of the roof is what causes your ice dam, and also actually snow can cause ice damming. So your ideal roof system would be a super insulated roof with a very tight ceiling vapor barrier followed up by, on top of that warm roof assembly, which is super insulated, would be a cold roof on top to lower the surface temperature. So when you've got a loose... Let's just say your vapor barrier has leaks, you've got cam lights in your bathrooms, you've got cam lights in your kitchen, you can suck a ton of water. I think I did some research on this a few years ago and it said in one winter, a one inch by one inch hole can suck eight quarts of water through it with a leaky ceiling. So I mean, a one inch by one inch hole can suck that much water into your ceiling, which what'll that do mean?

Or if it's not water, guess what else is getting into that ceiling? It's heat. And that heat will then warm up the sheathing and cause your ice dam. So that really what causes your ice damming is poor function of the building assembly. Or a lot of the old homes built 50, 60 years ago were super loose and over the last 50 years have gotten a lot tighter one portion at a time. So you used to have felt paper underlayment on your roof. It was super loose, all the air escaped through and now you get full ice and water or synthetics or whatever put over it, which then is now a vapor barrier and it keeps that heat trapped in there more, which then adds to the ice damming. Actually to me, the snow retention will reduce your ice dams.

And the reason is because as snow migrates down, it will create these pinch points depending on the roof obviously. But a lot of times if you get, let's just say a four foot slab that slides down into a lower cavity that gets no sun, it then will cause more ice accumulation because there's less sun on that area and then it'll have more snow and more moisture, which then will cause more ice. If a homeowner tries to tell you that a snow retention system is adding an ice dam, you just need to better inform him because that's absolutely incorrect.

Heidi Ellsworth:

Have them watch this RLW then they'll know. Gentlemen, thank you so much for being here. This has been excellent, great information, great way to keep busy and keep your crew's retention, recruitment. I love that, Josh. These are all great points. And I want to thank all of you for listening. Please join us again next month for... It's actually not going to be the end of December, it'll be the second week of January, you can find it on the RoofersCoffeeShop, and it's going to be with Java with Greg Hane talking about service. So we're very excited about that. That will be in the new year. I do want to invite everybody on here today to join us tomorrow morning on Coffee Conversations for Season of Giving, where Trent Cotton is going to be bringing all the foundations to the forefront and helping to raise money for scholarships. So it's a great program, very heartwarming. So we will see you all. Remember this will be on demand, share it with all your friends. And we will see you next time on RoofersCoffeeShop RLW. Thank you and have a great day.