



STORMPROOF

How Texans Can Outsmart
Weather, Insurance, and Bad
Roofers

By Cattleman's Roofing Co.



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The Texas Homeowner's Guide to Storm-Proof Roofing

By Trent Hassell, Founder of Cattleman's Roofing Co.

Introduction: Why I Wrote This Book

If you've lived in Texas long enough, you know one thing for sure: the weather doesn't play around. One day it's blazing heat, the next it's a wall of hailstones pounding down like someone's emptying a bucket of rocks on your roof.

I've seen it all: roofs shredded in twenty minutes, families scrambling with buckets to catch leaks, and insurance adjusters showing up a week later telling folks it "wasn't that bad."

That's why I wrote this book. My name is Trent Hassell, and I'm the founder of Cattleman's Roofing Co. I didn't set out to be just another roofer. I set out to build a company rooted in old-fashioned values, honesty, grit, and doing the job right the first time. Around here, we call it the cowboy way.

Over the years, I've climbed more roofs than I can count, fought insurance battles with homeowners at their kitchen tables, and seen the good, the bad, and the ugly of this industry. This book is my way of putting that knowledge in your hands.

Chapter 1: The Texas Weather Problem

The Climate Reality

Texas isn't just big, it's tough. And nothing takes more punishment here than your roof.

One week you're sweating through 105-degree heat, and the next week a cold front drops temperatures by 40 degrees overnight. That kind of swing makes shingles expand and contract like an old barn door. Over time, they dry out, crack, and lose their ability to protect your home.

Then there's the hail. Texas leads the entire United States in hail damage claims year after year. Storms sweep through places like Waco, Temple, and Dallas, dropping golf-ball or even baseball-sized hailstones. When those chunks of ice slam into shingles at highway speeds, they knock off protective granules, leave dents called bruises, and sometimes punch straight through the roof.

A single storm can shorten a roof's life by five to ten years. Wind is just as destructive. Gusts rip shingles up, snap flashing, and even peel whole sections off if the roof wasn't installed right.

The Financial Impact

Every year, Texas homeowners file billions of dollars in roof damage claims. But here's the catch: insurance companies don't make it easy. They may argue that it's simply wear and tear, or say the damage isn't severe enough to qualify.

That's why knowing what's really going on with your roof is the first step to protecting both your home and your wallet.

Chapter 2: How Insurance Really Works

ACV vs. RCV

When it comes to roofing claims, two terms matter most: ACV, which stands for Actual Cash Value, and RCV, which stands for Replacement Cost Value.

ACV is what your roof is worth today after age and wear, much like the trade-in value of a used car. RCV is what it costs to replace your roof brand new, using today's labor and material prices.

Most policies in Texas are replacement cost policies, but they only pay the full amount after the job is complete. At first, you only receive the ACV check, minus your deductible. The rest, called depreciation, is released after proof of replacement is submitted.

Deductibles — What You Must Know

A deductible is not an extra fee. It is your share of the cost. If your deductible is three thousand dollars and your roof costs fifteen thousand dollars, insurance covers twelve thousand.

No roofer can legally waive or cover your deductible. If they promise that, they are breaking Texas law.

Why Documentation Matters

Insurance adjusters do not always see what roofers see. That is why photos, measurements, and professional reports are critical. When you can prove damage with evidence, you have the upper hand.

Chapter 3: Spotting Roof Damage Early

Most homeowners don't think about their roof until there is a problem. By the time water stains show up on the ceiling or shingles are laying in the yard, the damage has already been eating away at the home for months. The truth is, spotting roof damage early can save you thousands of dollars, but only if you know what to look for.

What Damage Looks Like (Even If You Can't See It)

From the ground, your roof might look fine. But small issues almost always start before the big ones, and they can be easy to miss. The most common types of damage include hail bruises, lifted shingles, cracked flashing, and granules collecting in the gutters. Hail bruises happen when the protective coating on shingles is knocked off, leaving soft spots or dark marks that eventually turn brittle and crack. Lifted shingles occur when strong winds break the adhesive strip underneath, allowing them to flap in heavy gusts and let water in. Flashing around chimneys, skylights, and vents can bend or crack, quickly turning into leaks. Shingle granules that look like black sand in the gutters are another warning sign that the roof is wearing out.

Where to Look First

Most roof problems start in the same places. Vents and pipes are weak spots that commonly allow leaks. Hips and ridges, which are the high points of the roof, take the brunt of wind and hail impact. Valleys, where two slopes meet, carry the heaviest flow of water and are vulnerable to damage. Roof edges are also a common starting point, since wind tends to lift shingles from the edges first.

Why Early Detection Matters

Insurance companies put time limits on storm claims. If you wait too long, they can say the damage came from ordinary wear and tear instead of a storm. That leaves you responsible for the entire cost of repairs or replacement. Catching damage early is about more than saving money. It also prevents structural problems inside the home. A small repair today could stop a major bill tomorrow.

Professional vs. DIY Inspections

It is always smart to walk around your yard and check your gutters, but most homeowners cannot safely or accurately inspect a roof from the ground. Professional roofers use drones to capture high-definition photos, chalk to mark hail bruises, and tools to measure and document every slope. Insurance adjusters rely on this type of documentation, and it often makes the difference in getting a claim approved.

The Earlier, the Better

Your roof is like a shield. Small cracks may not look serious at first, but every storm that blows through Texas makes them worse. If you catch damage early, you keep control over your roof, your insurance claim, and your costs.

The sooner you spot the damage, the more power you have to stop it from spreading.

Chapter 4: Picking the Right Roofer

The Difference Between Local Roofers and Storm Chasers

After a big storm, you will notice a pattern. Suddenly, your neighborhood is filled with trucks from roofing companies you have never heard of. Salesmen start knocking on doors, promising quick fixes, low prices, and even offers to cover your deductible. At first glance, this might sound like a blessing, but this is exactly how storm chasers work.

Storm chasers are out-of-town companies that follow severe weather across the country. The moment hail hits, they roll into town with temporary crews whose only goal is to make fast money. Their jobs are usually rushed, often using cheap materials, and once they are paid, they vanish. If you try to call six months later because your roof is leaking, their number will likely be disconnected.

Local roofers are different. They live and work in the same community as you. They have permanent offices or shops you can visit, they employ local crews, and they rely on their reputation to stay in business. A local roofer understands that they will see you at the grocery store, at church, or at the Friday night football game, so cutting corners is not an option if they want to keep their name in good standing.

Why Choosing Local Matters

Hiring a roofer is not just about the price of shingles. It is about trust, accountability, and knowing the company will be there tomorrow if you need them. A local roofer has skin in the game because this is their home too. When storms come and go, they remain, standing behind their work and their promises.

Trust Over Promises

The biggest decision a homeowner makes after a storm is not whether to repair the roof but who to trust to do the job. Choosing a roofer who is local, accountable, and proven in the community means the difference between peace of mind and years of regret.

Anyone can nail shingles, but only a roofer rooted in your community can build trust that lasts.

Chapter 5: Roofing Materials That Last

Asphalt Shingles — Standard vs. Class 3 and 4

When most Texans think of roofing, the first image that comes to mind is asphalt shingles. They are affordable, widely available, and come in a range of styles. But the difference between the cheapest option and the right option can mean an extra decade of life for your roof.

Three-tab shingles are the budget choice. They are thin, flat, and lightweight, typically rated for twenty to twenty-five years, but in Texas conditions they often fail after only twelve to fifteen. They are not built to withstand large hail or strong winds.

Architectural or laminated shingles are a step up in both strength and appearance. Thicker and more durable, they provide better wind resistance and a dimensional look. These shingles are often rated for thirty years, but in Texas weather you will usually see them last eighteen to twenty-two.

Impact-resistant shingles, known as Class 3 and Class 4, are the gold standard for homes in Texas. Tested to withstand hail impact, they are tougher, last longer, and often qualify for significant insurance premium discounts. Many homeowners see ten to twenty-five percent savings each year just for making the upgrade.

Beyond Asphalt — Other Materials

Metal roofing is another option that is growing in popularity. It resists hail better than standard shingles, reflects heat in the summer, and can last fifty years or more with proper maintenance. Tile roofing, while beautiful and durable, is heavy and expensive, making it less common except in specific architectural styles.

Synthetic materials are also making waves in the industry. These engineered products mimic the look of slate or wood shake but weigh less and offer greater resistance to storms.

Choosing What's Right for You

The best material depends on your budget, your neighborhood, and how long you plan to stay in your home. If you want a balance of affordability and durability, impact-resistant shingles are often the smartest choice. If you want a long-term investment, metal or synthetic options can add value and longevity.

Materials Make the Difference

Not all shingles are created equal, and not all materials offer the same protection. In Texas, where the weather will test your roof again and again, investing in higher quality materials pays off.

A strong roof begins with strong materials. Choose wisely, and your home will be ready for whatever the Texas sky throws at it.

Chapter 6: How Roof Replacements Really Work

Step by Step — From Inspection to Installation

Most homeowners only replace a roof once or twice in their lifetime. That is why the process can feel overwhelming, but it does not have to be. A proper roof replacement follows a clear sequence.

The first step is inspection and documentation. A contractor inspects the roof, takes photos, measures the square footage, and identifies problem areas. If insurance is involved, this also means documenting storm damage.

The second step is insurance approval when applicable. Claims are filed, adjusters inspect, and the scope of work is agreed upon. The homeowner pays their deductible, and insurance covers the rest.

The third step is material selection. The homeowner chooses shingles, underlayment, and any upgrades, whether that means Class 3 or Class 4 shingles, colors, or other features.

The fourth step is scheduling. Once materials are delivered, a build date is set, usually within days to weeks depending on supply and weather.

The fifth step is tear-off. Old shingles and underlayment are removed down to the decking. Any damaged decking is replaced to ensure a solid foundation.

The sixth step is installation. Underlayment, flashing, ventilation, and shingles are installed layer by layer. Nails and sealants are applied according to code and best practices.

The seventh step is cleanup. Crews haul off debris, sweep for nails with magnets, and leave the yard as clean as they found it.

The eighth and final step is inspection and warranty. The contractor inspects the finished work, explains the warranty, and collects the final payment or the insurance depreciation check.

What to Expect on Build Day

Roof replacement is noisy, messy, and busy, but a professional crew keeps it organized. Expect hammering, footsteps, and equipment throughout the day. Crews will need access to the driveway for dump trailers and material deliveries.

Most residential roofs are replaced in one to two days, weather permitting. Larger homes or complex roof designs may take longer. Pets and children should be kept away from the work area for safety. Shingles and nails can fall during tear-off, and the site must be treated like a construction zone. A good roofer communicates before, during, and after the build so there are no surprises.

Cleanup and Debris Removal

One of the biggest complaints homeowners have about roofers is not the work itself but the mess left behind. A professional roofer treats cleanup as part of the job, not an afterthought. All old shingles, nails, and trash should be hauled off the property. Crews should run heavy-duty magnets across the yard, driveway, and flower beds to pick up stray nails. Before leaving, the crew should walk the property with the homeowner to confirm everything looks right and is cleaned up. If a roofer does not emphasize cleanup, it is a red flag.

The Warranty Factor

A roof is not just about the day it is installed. It is also about the years after. That is where warranties come in. The manufacturer's warranty covers the shingles against defects, ranging anywhere from twenty years to lifetime coverage depending on the class of shingle. The workmanship warranty covers the installation itself. If leaks occur due to poor workmanship, this is the warranty that protects you. At Cattleman's, we back our work because we know it is done right. The strength of a warranty tells you everything you need to know about a roofer's confidence in their work.

The Right Way to Replace a Roof

Replacing your roof does not have to be stressful. When it is done right, the process is smooth: honest inspection, clear communication, quality materials, skilled crews, and thorough cleanup. The problem is that not every roofer follows that playbook. Knowing what to expect gives you the power to spot the good from the bad. The storm may damage your roof, but the wrong roofer can damage your trust. Choose a contractor who builds both roofs and relationships the right way.

Chapter 7: Financing and Affordability

Insurance vs. Out-of-Pocket Options

Most homeowners in Texas rely on their insurance to cover storm damage. If the claim is approved, you only pay your deductible and insurance covers the rest. But not every roof qualifies under insurance, and sometimes a homeowner simply wants to upgrade.

When a roof is damaged by hail or wind, the insurer should cover replacement minus the deductible. This is the most common path. But if the roof is simply old and worn out with no storm-related cause, the homeowner must pay for it themselves. Out-of-pocket replacement costs vary depending on the materials chosen, usually ranging anywhere from eight thousand to over twenty thousand dollars for most Texas homes.

Yard Sign Discounts and Promotions

Some contractors, including us at Cattleman's, offer small discounts in exchange for marketing help. For example, we may take a few hundred dollars off if you allow us to place a sign in your yard during and after the build. It is a win-win: you save money, and we gain visibility in your neighborhood. Promotions like this are common, but they should always be clearly written into the contract to avoid confusion.

Roofing Financing — Pros and Cons

When insurance does not cover the job, financing can make it possible to replace the roof without draining savings. Contractors often partner with lenders to offer monthly payment plans. Terms vary, from short twelve-month same-as-cash deals to five- or ten-year loans. Credit checks are usually required, but some lenders provide flexible options.

The advantages of financing are that it spreads the cost over time, allows you to get a stronger roof now instead of delaying, and often can be paid off early without penalty. The disadvantages are that interest rates vary, missed payments can hurt your credit, and some lenders charge high fees or hide costs in fine print. The best approach is to work only with roofers who use reputable financing partners, and to always ask for a plain-English breakdown of the terms.

Avoiding Predatory Lenders

Unfortunately, just as there are shady roofers, there are shady financing companies. Red flags include sky-high interest rates, hidden fees, or offers that sound too good to be true, such as no payments for a year followed by massive balloon payments. Always compare financing terms before signing, and remember that if it seems unrealistic, it usually is.

Making a Roof Affordable the Right Way

Your roof protects everything underneath it: your home, your family, and your future. If insurance covers the replacement, that is the best outcome. But if it does not, there are safe and smart ways to finance it. What you should never do is cut corners with shady deals or promises that break the law. A roof is far too important to gamble on. The right financing keeps a roof over your head in every sense of the word. Choose wisely, and you can protect your home without wrecking your wallet.

Chapter 8: Protecting Your Home Long-Term

Seasonal Maintenance Checklist

A roof is not something you can simply set and forget. Even the best materials need care if they are to last their full lifespan. A simple seasonal checklist can help keep your roof in good shape.

In the spring, check for storm damage, clean the gutters, and trim back overhanging branches. In the summer, inspect for sun damage, confirm that ventilation is working properly, and look for signs of heat warping. In the fall, clear leaves and debris from valleys and gutters, and check the seals around chimneys, skylights, and vents. In the winter, inspect for loose shingles and make sure flashing is sealed tightly before cold fronts and rain arrive. Small, regular checkups prevent expensive surprises later.

Gutter, Tree, and Ventilation Care

Gutters play a bigger role in roof health than many realize. Clogged gutters cause water to back up under shingles and rot the decking. They should be cleaned twice a year, and even more often if your property is surrounded by trees.

Tree maintenance is also critical. Branches that hang over your roof do not just drop leaves; they scrape shingles, and in storms, they can snap off and cause serious damage. It is best to keep branches trimmed at least six feet away from the roofline.

Ventilation is another overlooked factor. In Texas summers, attics can reach one hundred and forty degrees or more. Without proper airflow, shingles bake from below, decking warps, and energy bills climb. Ridge vents, soffits, and attic fans are relatively small investments that pay off in both comfort and roof longevity.

Scheduling Routine Inspections

The smartest homeowners do not wait until a problem appears. They schedule annual roof inspections. After major storms, a professional inspection is crucial, even if damage is not visible from the ground. A roofer can catch hail bruises, lifted shingles, or cracked flashing before they turn into leaks.

Even when storms are not a factor, scheduling an inspection every year or two can extend the life of your roof and help keep your insurance coverage intact. Inspection reports with photos also create a valuable paper trail, which makes future insurance claims much easier to prove. Think of it like a doctor's checkup: small problems are caught early before they become serious.

Extending Your Roof's Lifespan

A roof rated to last thirty years often fails in fifteen because of neglect. With the right care, however, you can maximize its lifespan. Upgrading to Class 4 shingles provides added hail resistance. Using synthetic underlayment instead of felt improves durability. Balanced ventilation prevents heat buildup. Sealing flashing and pipe boots regularly stops small leaks before they spread. Keeping records of all maintenance and repairs shows both your insurer and any future buyer that your roof has been well cared for.

A Roof Is a Living System

Your roof is not just shingles nailed to wood. It is a living system that shields your family from heat, storms, and rain. Protect it, and it will protect you. Ignore it, and even the strongest roof will eventually fail early.

The best way to avoid another insurance claim is simple: take care of the roof you already have.

Chapter 9: Real Stories From the Field

The Family Who Acted Fast

In Waco, I met a young family whose roof had been hammered by a spring hailstorm. The storm passed on a Thursday night, and by Friday morning they had already called for an inspection. From the ground, the roof did not look terrible. But once I got up there, I found dozens of hail bruises, lifted shingles, and cracked flashing.

We filed the insurance claim immediately, walked through the process together, and within three weeks they had a brand-new Class 3 roof. Because they acted quickly, the insurance company had no room to argue. The family only paid their deductible, and now they save money every year on their premiums thanks to the upgrade. That is the power of not waiting.

The Homeowner Who Waited Too Long

A few towns over, I met a homeowner who thought he could ride it out after a storm. The roof looked fine to him, and he did not want the hassle of dealing with insurance. By the time he finally called me, nearly a year had passed.

Water had been seeping in through hail bruises the entire time. The decking had gone soft, mold was spreading in the attic, and drywall in two rooms had to be replaced. His insurance company denied the claim because the damage was reported outside the coverage window. Instead of paying only a deductible, he was left covering tens of thousands of dollars out of pocket. The storm itself was not what cost him, it was the delay.

Burned by a Storm Chaser

In Temple, I met a widow who had signed with an out-of-town roofer right after a hailstorm. They promised to cover her deductible and had her roof torn off within days. The crew slapped on the cheapest shingles they could find, left nails all over the yard, and disappeared. Six months later, her roof was leaking.

She tried calling, but the company's phone line had been disconnected. She was heartbroken and unsure what to do. We stepped in, inspected the mess, and helped her secure financing so she could afford a proper replacement. We tore off the bad roof and installed a new one backed by a real warranty she could trust. When we left, she told me, "I wish I'd found you first."

Real Roofs, Real Lessons

Every one of these stories carries the same lesson. Storms are certain, but the outcome depends on the decisions you make. Act fast, choose the right roofer, and invest in materials that last, and you will come out ahead. Wait too long or trust the wrong contractor, and you will pay for it twice. Every roof tells a story. Make sure yours is one you will be proud to tell when the next storm passes.

Chapter 10: The Cattleman's Difference

More Than Just Another Roofer

Texas is full of roofing companies. Some pop up overnight after a storm, some chase neighborhoods like salesmen at a fair, and some treat every homeowner like just another job number on a clipboard. That is not how we do things at Cattleman's.

When I started this company, my goal was never to be the biggest roofer in Texas. My goal was to be the most trusted. Roofing is not about shingles and nails. It is about protecting families, honoring your word, and doing things right the first time. That is what we mean when we say the cowboy way.

Our Values — The Cowboy Way

Honesty means we tell you the truth, even when it is not what you want to hear. If your roof only needs a repair, we will tell you that. If it needs a full replacement, we will explain why.

Grit means we do the hard work that roofing in Texas requires. Our crews face the heat, the wind, and the rain to make sure your roof is built strong enough to last.

Pride means we do not cut corners. From cleanup to the final inspection, we treat your home like it was our own ranch house.

Community means we are not here today and gone tomorrow. We live where we work, and we stake our name and reputation on every roof we build. These values are not slogans. They are how we earn trust, one home at a time.

What Sets Cattleman's Apart

Plenty of companies can nail shingles to a roof. What makes Cattleman's different is everything that happens before, during, and after the job. We explain the process in plain English with no fine print. We help homeowners walk through the insurance process so they are never left guessing. We install only quality materials, from Class 4 shingles to synthetic underlayment. When the job is complete, we do a thorough cleanup so the only thing you notice is your new roof. Finally, we back our work with warranties you can trust, and we are here tomorrow if you ever need us.

Building Trust, One Roof at a Time

Over the years I have learned that roofing is not really about the roof. It is about the people under it. It is about the mom who does not want to worry about leaks when her kids are asleep. It is about the retired couple who need peace of mind knowing their investment is safe. It is about the family recovering after a storm trying to put life back together.

When you hire Cattleman's, you are not just buying a roof. You are buying trust, security, and the promise that we will stand behind our work. That is what makes us different.

The Cowboy Way

We may never be the cheapest roofer, but we will always be the one you can count on. When we shake your hand and put our name on a job, it means something. Around here, a man's word and his work are tied together, and at Cattleman's, we aim to prove that every single day. Storms will test your roof. Life will test your trust. At Cattleman's, we are here to make sure both hold strong.

Chapter 11: Final Checklist for Homeowners

After a Storm

Walk your yard and check for shingles that may have blown off. Look inside the gutters for shingle granules. Step into the attic and look for water stains or leaks. Take photos of anything unusual, even if you are not sure it is damage. Once you have done that, call a trusted local roofer for a professional inspection.

Filing Insurance Claims

Contact your insurance company promptly and do not wait. If possible, have your roofer present during the adjuster's inspection so nothing is overlooked. Remember that your deductible is taken out of the first insurance check, not after the job is finished. Keep all paperwork, photos, and estimates together in one folder so you have a clear record.

Choosing the Right Roofer

Ask if the roofer is licensed and insured in Texas. Ask for local references that you can contact. Ask about the warranties offered, both for materials and workmanship. Be on the lookout for red flags such as promises to cover your deductible or overly pushy sales tactics. Only sign contracts that you fully understand, written in plain and clear language.

On Build Day

Clear your driveway so there is room for materials and trailers. Keep children and pets away from the yard while work is underway. Expect noise, dust, and debris, but also expect professionalism from the crew. At the end of the job, walk the property with your roofer to review the completed work.

After the Job

Make sure the cleanup is thorough, with no nails left in the yard or trash left behind. Collect your warranty documents in writing and keep them safe. Schedule routine inspections once a year or after any major storm. Keep your roofing folder updated with receipts, photos, and reports.

Confidence in the Process

Replacing a roof is one of the biggest investments a homeowner will ever make. But with the right checklist, it does not have to be overwhelming. Follow these steps, stay informed, and partner with the right contractor, and you will always come out ahead.

The storm may be out of your control, but choosing the right process and the right roofer is always in your hands.

Chapter 12: Your Path Forward

Wrapping It All Up

By now, you have learned how storms impact roofs, how insurance works, what damage looks like, how to choose the right roofer, which materials last the longest, and what steps to take before, during, and after a roof replacement. You have even read real stories of homeowners who made smart choices and some who did not.

The goal of this book was not just to teach you about roofing. It was to empower you. To give you the knowledge you need to make confident decisions about your home, your family's safety, and your financial future.

Why Choosing the Right Roofer Matters Most

At the end of the day, shingles, underlayment, and warranties all matter, but none of it matters if the person installing them does not do the job right. A roof is only as strong as the crew that puts it on and the company that stands behind it. Trust is the most valuable material on your roof. When you hire a roofer, you are not just buying a product. You are buying a promise.

The Cattleman's Promise

At Cattleman's Roofing, we do not make empty promises. We do not chase storms, cut corners, or disappear when the check clears. We do the job right the first time, and we back it with both a warranty and a handshake.

We treat your home like it is our own. We explain everything in plain English. We clean up when we are done. Most importantly, we are here for the long haul because this is our home too. That is the cowboy way.

Your Next Step

If you have made it this far, you are already ahead of most homeowners. You know what to look for, what questions to ask, and how to avoid being taken advantage of. Now the only thing left to do is take action.

If you have had a storm, schedule an inspection now. If your roof is aging, get it checked before the next storm hits. If you are ready for peace of mind, reach out and let us talk. Do not wait until water stains appear on the ceiling or shingles start falling into the yard. Take control now, because every day you wait, the risk grows.

Closing Thoughts — Trust the Right People

Storms are certain. The only question is who you trust to protect your home when they come. At Cattleman's Roofing, we are ready when you are.