



“Quality You Can Trust Since 1886... from America’s Largest Roofing Manufacturer”

Rick de la Rosa
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To: Customers Of Westfall Roofing
Subject: You Don’t Know How Lucky You Are!!!

There is bad news... and good news. The bad news is that it’s time for you to invest in a new roofing system. My personal belief is that the good news is that you’ve chosen Westfall Roofing to provide you a proposal. Westfall is a family run business and Kirk has over 25 year’s experience in the roofing industry. Your roof is the most valuable part of your home. It protects most of what you own. You need a contractor like Westfall Roofing that you can trust.

Westfall is one of the less than 3% of the contractors in West-Central Florida that are a GAF Master Elite Contractor. Simply, this means that they have committed their company to providing you great roofing products that are part of a great roofing system, a great warranty and superior service.

Who are we? We are GAF Materials Corporation, North America’s largest roofing manufacturer. More importantly, people who know roofing systems best – custom home builders and architects – use our products more than any other manufacturer, often for their own homes. Many have switched to our brand because of the quality. For example, we are the only residential shingle manufacturer that produces or processes each of the major components of a shingle, so that we can better assure quality. Our shingles are made with a patented fiberglass mat inside the shingle to help prevent splitting and cracking and have a special DuraGrip™ adhesive system to help prevent shingles from blowing off.

My guess is that Westfall roofing has presented the Weather Stopper™ Roofing System to you, which has earned the prestigious Good Housekeeping Seal of Approval. Many experts will tell you that this system, installed by a Master Elite™ Contractor like Westfall, is not only your best choice – it is your safest choice.

Thanks for considering a GAF roofing system installed by Westfall Roofing. We trust that you’ll see the value of investing in a quality solution to protect your home.

Sincerely,

Rick de la Rosa

Rick de la Rosa
GAF Territory Manger
West Central Florida