



# CHARLES MARTIN & Son ROOFING Co.

Integrity, Experience and Value - All Under One Roof



**817.554.2261**

**[www.CharlesMartinRoofing.com](http://www.CharlesMartinRoofing.com)**

## GET TO KNOW US

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# ABOUT US

## CHARLES MARTIN & SON ROOFING

**Charles Martin & Son Roofing** is a family owned, full service commercial and residential roofing company. Charles "CD" Martin is a second generation roofer with over 15 years of experience in the roofing industry.



We build relationships based on trust and integrity. Our goal is to provide you with the highest quality workmanship and excellent customer service that is consistent with the premium products we sell, service, and install.





## THINGS TO CONSIDER

### When Choosing a New Roof

A quality roof is often the difference between a house and a safe, secure home. Quality roofing materials are what keeps your family safe from the elements, while insulating you from the heat of summer and the cold of winter.

That being said, there are many types of roofing materials to choose from. Asphalt, composite, wood, steel and stone-coated steel are the main types that most people will consider when choosing a material, whether that is for durability or looks, the options have changed considerably over the years

#### Asphalt Shingles

Asphalt shingles are the default roof material for most homes, largely because of price, but in the short term, they'll end up costing more when they need to be replaced. Asphalt shingles are also associated with roof leaks and water damage.

#### Cedar Shakes / Shingles

Cedar wood shingles are highly resistant to moisture, rot and wind, while making for a beautiful, authentic and natural looking roof. Installation can be time consuming, hail can cause splitting of shingles, they aren't permitted in all regions due to higher than average fire hazard and may need to be stained every 5 to 15 years depending on the type of finish. Cedar shakes and shingles will typically last up to 30 years.

#### Composite Shingles

Another time consuming installation is composite shingle. Often made from recycled materials, composite is highly resistant to insects rot and inclement weather. Roofs made from composite can often last as much as 50 years.



#### Steel Roofing / Stone-Coated Steel Roofing

Another popular consideration is stone-coated steel roofing systems, like those offered by DECRA, Tilcor and Gerard. Though more expensive, stone-coated steel and metal roofing will likely last a lifetime. With benefits ranging from longevity to low maintenance and energy efficiency, metal roofing may be the perfect solution for your home.

## ARE YOU AWARE?

### DO YOU HAVE A ROOFING MATERIAL THAT HAS BEEN DISCONTINUED?

Tamko - Lamarite Slate | Hardi Slate or Hardi Shake | Maxi Slate or Maxi Shake  
Some Synthetic Slates | Some Concrete Tiles | Some Metal Shingles

Discontinued roofing materials can be scarce. If your roof has any of the products listed above, it is highly unlikely that you will be able to find matching materials for repairs. Most roofs can be completely replaced through homeowner's insurance when damage has been caused by hail or wind storms.

Beware of roofing material that is susceptible to foot traffic and impact! Most other roofers are unfamiliar with the wide variety of roofing manufacturers' products; they can ignorantly cause more damage to certain roofing materials. No one should be allowed on your roof without thorough knowledge of how to walk on it properly.



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We build relationships based on trust and integrity, providing you with the highest quality workmanship and excellent customer service



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### CERTIFIED INSTALLERS

BBB A+ Rating

Fully Insured

FREE Estimates

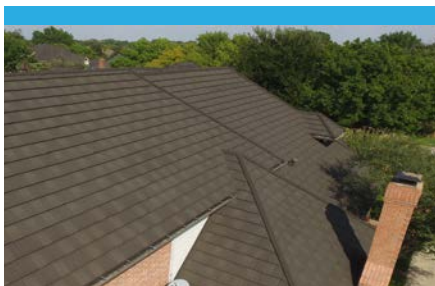
Call your Charles Martin & Son representative and tell them you would like a FREE estimate on your new roof.

**817.554.2261**

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## YOUR NEW ROOF STARTS HERE

From natural materials like slate and wood to man-made products such as asphalt, sheet metal, and plastic polymers



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### DECRA ROOFING

The strength and durability of a stone coated steel roof is combined with the versatile good looks of a tile, shake or shingle profile.



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DaVinci products are modeled from actual slate and hand-split shake for natural, non-repeating beauty and decades of enduring and worry-free reliability.



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## OWENS CORNING SHINGLES

Durable, Dimensional Laminate Shingles

A more sophisticated alternative to traditional shingles, featuring subtle layering and improved aesthetics. Durable, dimensional laminate shingles give a soft, blended appearance in a wide range of popular colors.

**CHARLES MARTIN & SON ROOFING 817.554.2261**

## CERTAINTEED LANDMARK® SHINGLES

The Landmark Series, offers the authentic appeal of wood shake roofing combined with the flexibility of the industry's largest collection of colors.

### Emulate True Wood Shake 18

For homeowners seeking true peace of mind, Landmark® shingles are the high-quality, reliable choice for beautifying and protecting a home. With a dual-layered design that emulates the dimensionality of true wood shake, Landmark® asphalt shingles offer the heaviest weight and widest array of color options in their class, allowing you to create or re-create the ideal look for your home with confidence.

Backed by a 100+ year legacy of trusted manufacturing performance, all Landmark shingles include CertainTeed's industry leading, lifetime-limited warranty.

- ▶ LANDMARK®
- ▶ LANDMARK® PRO
- ▶ PRESIDENTIAL®



# GULFEAGLE SUPPLY

Colleyville, TX | 817-307-7048

February 16, 2012

To Whom it May Concern:

It is my pleasure to offer my recommendation and attest to the character of Mr. Charles David Martin (CD). I have been fortunate enough to have worked with CD as a supplier of roofing materials for the past ten years. Additionally, I have, on many occasions suggested to my friends and neighbors they should contact CD for their roofing repairs and replacement.

I would not hesitate to have CD replace my roof. I know he will only order quality merchandise and never cut corners. He maintains a hands-on approach to every job and I personally know he will always be available to handle any repairs that may arise.

Please feel free to contact me if you have any question concerning CD, Amanda or any of the staff at Charles Martin & Son Roofing.

Sincerely,

Richard Wallace  
Territory Manager  
Gulfeagle Supply  
817-307-7048



To whom it may concern,

Charles Martin & Son Roofing has been a very good customer of Chase Bank and has always been in very good standing with the bank.

Charles Martin also has a very strong customer relationship dating back to 2006.

Please feel free to contact me if you have further questions.

Yours truly,

Bode Olatunde  
Branch Manager

JPMorgan Chase Bank, N.A. | Consumer Banking | TX1-3097, 1010 W. Euless, TX 76040

Telephone: 817-685-5420 | Facsimile: 817-685-5432

## YOUR NEW ROOF STARTS HERE



# HOW TO START YOUR NEW ROOF

WRITTEN BY CHARLES MARTIN & SON

CONTACT  
CHARLES MARTIN  
& SON ROOFING

Charles Martin & Son Roofing  
817.554.2261



From natural materials like slate and wood to man-made products such as asphalt, sheet metal, and plastic polymers; there are more types and styles of roofing to choose from today than ever before. While each has its advantages and shortcomings, they all can add a distinctive design element to your home. So, which one is right for you?

► **Interested in Stone-Coated Steel Roofing?**  
Ask your Charles Martin & Son Roofing representative to give you our book on Stone-Coated Steel Roofing Systems.



## 01 STRATEGY

How long will it last? Does it hold up during natural disasters? Is it too heavy for the existing roof framing? Does the roof have enough slope? Will the look complement the style of the house? Are the materials eco-friendly and recyclable? Is the type of roofing allowed by local building codes? How much does it cost?

## 02 SOLUTION

Some types of roofing may be better suited for your house. Factors such as the slope of the roof and strength of the framing could limit your choices. In areas prone to wildfires or hail and high winds, look for a product with a high fire rating or good strength and wind resistance.

## 03 SUCCESS

In addition, steps can be taken during the installation of many types of roofing to improve their resistance to fire or wind.

▲ **SUCCESS IS CUSTOMER SATISFACTION**  
Please ask your Charles Martin & Son Roofing representative for a list of references. We'd be happy to provide them.



## MORE CHOICES THAN EVER...



COMPOSITION / ASPHALT

Composite shingle is the most common type of roof

Composite shingle roofing is the most common type of roof found on residential homes today. If you are considering replacing your old roof, composite roofing shingles or tiles may be an all around good choice.



CEDAR SHAKE & SHINGLE

Cedar Shakes and Shingle are very different products

The look of a wooden roof is unmistakable—especially atop a home on a block dominated by houses with traditional asphalt-shingled roofs. The rustic, weathered appearance of cedar shakes and shingles offer unparalleled authentic beauty to the aesthetic of your home.



METAL ROOFING SYSTEM

Stone-Coated Steel, R Panel & Standing Seam

If you need a permanent replacement for your leaky roof, want to lower your energy and maintenance costs, or are simply looking to enhance the curb appeal of your home, residential metal roofing options are the perfect solution. With benefits ranging from longevity and low maintenance to energy efficiency, metal roofing may be the perfect solution for your home.



## IT'S ALL ABOUT PASSION

To accomplish anything worthwhile in life, to achieve the pinnacle of success, you must have passion for what you are doing.

I still remember my first day on the job, the satisfaction of hard work and the reward of complete customer satisfaction. That was over 20 years ago, and I still feel the very same way today as I did way back then.

Most of the business we receive today is from word of mouth referrals from our customers. At the end of the day, those happy customers and the roofs that we've installed for them are our best calling card.

When the day comes to entrust someone with the roof over your family's head... we know you'll be looking for integrity, reputation and pride of workmanship. We hope you'll be choosing us - Charles Martin & Son Roofing.

*"We look forward to showing you how passionate we are about roofing."*  
- Charles Martin III

 **CertainTeed Presidential Shake®**  
THE LOOK OF WOOD, MINUS THE WORRY.

## COMPOSITE SHINGLE ROOFING

### BEAUTIFUL, DURABLE OWENS CORNING SHINGLES

The look of a roof can have a significant impact on the overall design and perceived value of a home. After all, the roof can make up half of a home's exterior.

"Owens Corning is more than just a trusted name, we are the market leader in roofing shingles, underlayment and components products. Our systems look better, last longer and offer more choices to perfectly fit your project."

**"Our Shingles are  
More Beautiful and  
More Durable"**



### OWENS CORNING PREFERRED CONTRACTOR

Owens Corning Roofing Preferred Contractors are part of an exclusive network of roofing professionals who meet high standards and strict requirements for professionalism and reliability.



PHOTO BY: COURTESY OF OWENS CORNING

## OWENS CORNING®

At Owens Corning we are committed to innovation and value creation. We listen to our customers and work to deliver what is valued – strong product performance and the introduction of relevant, new, best-in-class products and solutions supported by world-class technical expertise.

For 80 years, Owens Corning has been a leader in insulation, roofing, and composites. With a global presence of 19,000 people in 37 countries, Owens Corning keeps pace with the needs of customers world wide.

With a continuous commitment to market-leading products and innovations, Owens Corning has stayed on the Fortune 500® list for over 64

consecutive years.

Our products help make engineered composite material systems that are highly durable, energy-efficient, and lightweight compared to traditional materials such as steel, wood, or concrete.





**OWENS CORNING**

Durable, Dimensional Laminate Shingles

## Enjoy solid performance and extraordinary color

Owens Corning offers colors that are specially formulated to capture bright, vibrant hues and dramatic contrast

Brownwood



Desert Tan



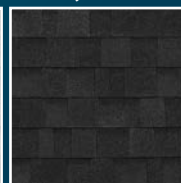
Driftwood



Estate Gray



Onyx Black



TruDefinition Oakridge® Color: Teak



Thank you  
for trusting

**Owens Corning®**

Owens Corning® Roofing offers one of the best warranties in the industry. For added peace of mind, they make it fast and easy to learn about and compare different roofing warranties, so you can find the best coverage option for your home.

They've also made managing your warranty simple and straightforward. Whether you want to register, transfer or process a no-hassle claim quickly, each step is clearly outlined so you can take action without delay.



## DECRA® SHAKE - Granite Gray

DECRA® Shake offers the distinctive beauty and richness of cedar shake, while providing the durability and longevity of stone coated steel. This superior product is available in a diverse range of colors guaranteed to complement any color scheme or architectural design.









## METAL ROOFING | STONE-COATED STEEL




CMSR | PHOTOGRAPH BY: DECRA

# STONE-COATED STEEL

The strength and durability of a stone coated steel roof is combined with the versatile good looks of a tile, shake or shingle profile to give you a DECRA® roofing system. DECRA® panels have a unique interlocking design, that withstand high winds and add shear strength.



 DECRA® Villa Tile combines the superior performance of steel with the classic beauty, elegance and architectural detail of an old world Italian tile.

DECRA® roofs are a proven system, excelling through some of the harshest weather conditions around the world for over 50 years. Steel is strong and non-combustible (Class A Rated material), making it an outstanding performer when it comes to hail and fire. The interlocking panels won't crack, break, warp, curl or split and they are covered by a transferable Lifetime Limited Warranty, including peace of mind coverage for winds up to 120 MPH and hail penetration.

A DECRA roof is durable, freeze-thaw resistant and offer richness and beauty that will enhance your home. With the severe weather conditions we have been experiencing, now is a great time for a DECRA stone-coated steel roof to protect your home and family.

## 50 YEARS of RESEARCH & EXPERIENCE

As the original stone coated steel roofing system, the DECRA product line represents a perfect blending of over 50 years of research and practical experience. Offering the ultimate in performance and engineering design is what DECRA roofing systems are all about.

With a proven commitment to quality and performance, DECRA Roofing Systems are made in the U.S.A.





# DECRA® Metal Roofing

The original stone coated steel roofing system, the DECRA® product line represents a perfect blending of 50 years of research and practical experience.

PHOTOGRAPH BY: DECRA ROOFING

Charles Martin Roofing installs stone-coated steel slate and shake roofing tiles and shingles that compliment any architectural style.

With a long-standing reputation for performance, longevity, and versatility, Decra is an ideal alternative to traditional composition roofing shingles.

## Exceeding expectations through innovation

The strength and durability of a stone coated steel roof is com-

bined with the versatile good looks of a tile, shake or shingle profile to give you a DECRA® roofing system. DECRA® panels have a unique interlocking design, that withstand high winds and add shear strength.

DECRA® Roofing Systems' unique design allows for roofing panels that contain numerous protective layers. Each of these layers serves the dual function of protection or adhesion for the next processing step.

## DECRA® SHAKE METAL ROOFING SYSTEM



DECRA® Shake offers the distinctive beauty and richness of cedar shake, making DECRA Shake the ideal roof.

**Decra Shake** – Decra Shake is manufactured using the finest lightweight pressure-formed aluminum-zinc alloy steel, covered with 3M ceramic-coated stone granules and sealed with an exclusive polymer coating.

Guaranteed that hail will not penetrate the shingle. Decra comes with a 50-year Limited Transferable Warranty and a 20-year SureStart Protection (non-prorated or manufacture covers full cost of defective shingles or leaks, due to a defect in the shingle, for the first 20 years)



Stone-coated metal roofing initially costs more to install, but begins saving you money almost immediately! Compared to any other conventional roofing material, stone-coated steel roofing looks beautiful for life, and saves you money and time in roof cleaning, repairs and replacement costs. Other advantages include energy savings, adaptability, increased property value and ease of transferability.

### BENEFITS OF DECRA STONE COATED STEEL:

Protective layers deliver long life performance and severe weather resistance: won't crack, break, burn, curl, split, or rot

Transferable Lifetime Limited Warranty including peace-of-mind coverage for winds up to 120 mph and hail penetration

Non-combustible Class A fire rated material. Class 4 impact resistance (highest rating) with 2.5" hailstone coverage

Unique interlocking panel design withstands high winds while adding shear strength

Low maintenance, walkable, and lightweight (1.5 lbs per square foot)

Saves on energy costs for your home

# RESIDENTIAL ROOFING

## CERTAINTEED®

CertainTeed's tried-and-true architectural laminate roofing shingle, Landmark is designed to replicate the appearance of cedar shake roofing, Landmark is available in an impressive array of colors that compliment any trim, stucco or siding.

PHOTOGRAPH BY. CERTAINTEED



## LANDMARK® SHINGLES



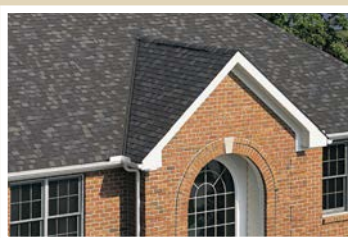
### Lifetime-Limited Warranty

Landmark PRO shingles include CertainTeed's industry-leading, lifetime-limited warranty.



### LANDMARK® PREMIUM

A sophisticated look, brilliantly executed. The Premium line is engineered to protect, enhance and endure.



### LANDMARK® PRO

A refined union of vision and value, the PRO line leads its class in optimal performance and color.



### PRESIDENTIAL®

Presidential Shake TL, the luxury shingle with the look of cedar shakes and the performance of one of the finest composition roofing solutions in the industry





# protect your Investment

## SURESTART™ PLUS BY CERTAINTEED®

### A SHINGLEMASTER CAN OFFER EXTRA WARRANTY PROTECTION


Charles Martin & Son Roofing earned the ShingleMaster credential by participating in CertainTeed® industry education programs, which demonstrates its focus on providing quality craftsmanship to its customers. This credential status separates us from most other roofing companies. ShingleMasters are authorized by CertainTeed® to offer SureStart PLUS™ 3-STAR and 4-STAR Coverage.

**Install Peace of Mind with Industry Leading Warranty Protection.**  
**CertainTeed® gives you the confidence of SureStart™ & SureStart™ PLUS.**

We can offer this extensive coverage because all CertainTeed® roofing products are crafted with quality materials, advanced manufacturing methods and a standard of excellence. If a defect does arise during the critical early years, CertainTeed® protects you with SureStart™ & SureStart™ PLUS as follows:

- Coverage of 100% of the cost of shingles to repair or replace defective shingles.
- Coverage of the cost of labor to repair the defective shingles or apply new shingles to replace defective shingles.
- Transferable from the original property owner/consumer to the first subsequent owner



 <b>The extra measure of protection when a credentialed company installs an Integrity Roof System™</b> Upgraded 130 mph Wind Warranty Available Extended Transferable Coverage		
Non-Prorated Coverage	3-STAR Coverage 20 Years	5-STAR Coverage 30 Years
Non-Prorated Coverage	✓	✓
Material and Labor	✓	✓
Tear-Off	✓	✓
Disposal		✓

When getting a new roofing system, it's essential that the accompanying warranty provides superior protection. That's exactly what you get with the CertainTeed® SureStart™ PLUS Warranty. It gives you the best coverage during the important early years of your roof's life.

**RATED #1**

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**BY BUILDING &  
REMODELING  
PROFESSIONALS**

## COMPOSITE SLATE / SHAKE



PHOTOGRAPH BY: DAVINCI ROOFSCAPES

  
**DaVinci Roofscapes**  
Residential Slate Black  
Bellaforte Slate



# DaVinci

## Composite Slate & Shake

DaVinci products are modeled from actual slate and hand-split shake for natural, non-repeating beauty and decades of enduring and worry-free reliability. You won't find a more realistic or better-performing roofing product anywhere.

Get the look you've always dreamed of... DaVinci was made for your home. Durable, beautiful roofing tiles that endure.



February 10, 2012

To whom it may concern,

I have known Charles Martin and his family for almost 8 years. I personally have been in the roofing industry for close to 20 years now. Through the years of business, we have become close and it has been my pleasure to see him and his family grow. He has always been a fair and ethical person. I can personally attest to his good character and charming personality.

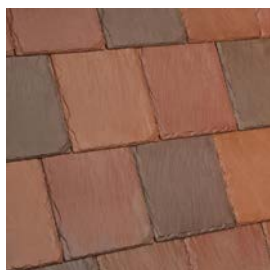
Feel free to call me if you have any questions or concerns.

Respectfully,

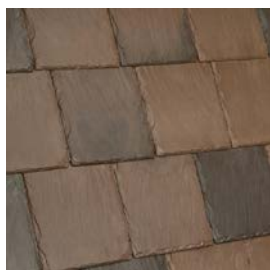
Casandra Greenwell  
(817) 296-4295

## Bellaforté Slate by DaVinci

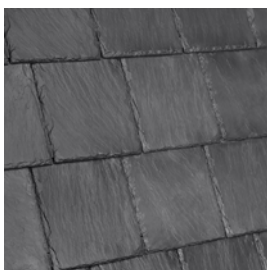
Bellaforté puts the look of slate within reach with premium aesthetics and performance that asphalt shingles can only dream about.



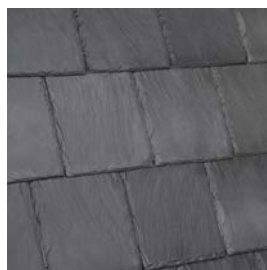
Sonora



Canyon



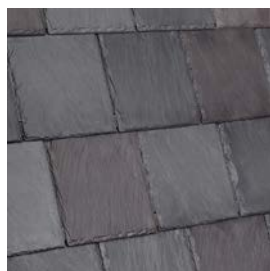
Smokey Gray



Slate Gray



Slate Black



European



Castle Gray



Brownstone



Evergreen

# CEDAR SHAKE & SHINGLES

While many people use the terms interchangeably, shingles and shakes are not the same. A shake is a rustic looking roofing shingle. It has been hand split, replicating the look of an ax or mallet cut. They are rough and variable and almost always used for roofing. Shingles are uniformly sawn for a consistent and even thickness and provide a uniform machine-like look. Shingles are used for both sidewalls and roofing.

PHOTOGRAPH BY: CHARLES MARTIN & SON



  
Westover Hills, Texas  
#1 Fire Treated Shake.



## CEDAR SHAKE

The look of a wooden roof is unmistakable—especially atop a home on a block dominated by houses with traditional asphalt-shingled roofs. The rustic, weathered appearance of cedar shakes is unparalleled in contributing to the aesthetic of your home. Shakes are formed by being split from the wood rather than sawed. The result is a thicker, more rugged product that is often rough and uneven. The color and texture of a cedar shake roof fits perfectly in a natural environment. Over time, the shakes naturally age into a silvery gray color.

## CEDAR SHINGLE

Generally, a shingle is sawn on both sides and is thinner at the butt than a shake. Shingles in all instances are sawn; shakes can be split, split and sawn, or simply sawn, depending on the type and grade you choose. The end result of choosing a cedar shingle roof is a more uniform appearance. From an aesthetic perspective, shingles may be a good option for a classic home, such as a Colonial, Victorian, Ranch, etc. Shakes on the other hand, add unparalleled charm and character to Cottage and Cabin style homes.



### CEDAR SHAKE

Hand split, replicating the look of an ax or mallet cut



### CEDAR SHINGLE

Uniformly consistent and even thickness.

## SHAKE VS SHINGLE

Which is right for your home? To a discerning eye, the visual contrast between shake and shingle is obvious right away. Shingles have a smooth uniform look that spans the entire roof surface, while wood shakes have a more rugged appearance, with each piece looking a little different than the rest.



## WESTERN RED CEDAR AND ALASKAN YELLOW CEDAR

### Cedar shakes and shingles have been manufactured for over 100 years

Shakes and shingles are made from either Western Red Cedar or Alaskan Yellow Cedar. Much of the wood fiber utilized is from salvage wood, or wood that would otherwise be left on the forest floor, thus making these products very environmentally friendly. Treated products use either a pressure-impregnated fire-retardant treatment or a preservative treatment, but not both. A post-treatment process helps fix the chemical in the wood.

The quality of the installed shakes or shingles will largely determine the longevity of a cedar roof. The highest quality shakes and shingles are 100% edge grain Western Red Cedar or Alaskan Yellow Cedar and are free of knots and other growth defects and do not include sapwood. Lower-quality shakes and shingles will include varying amounts of flat grain, sapwood and knots.











# LOCAL ROOFING EXPERTS



CHARLES MARTIN & SON ROOFING

Integrity, Experience and Value  
All Under One Roof

**817.554.2261**

COMPOSITE . CEDAR SHINGLE / SHAKE  
STONE-COATED STEEL

**INSURED / CERTIFIED INSTALLERS / A+BBB**

CERTAINTEED SHINGLE MASTER CERTIFIED . DECRA STONE-COATED STEEL CERTIFIED



COLLEYVILLE . BEDFORD AND GREATER DFW AREA