

THE SILICONE ROOF COATING CHEAT SHEET



West Roofing Systems, Inc.

- WHAT ARE SILICONE ROOF COATINGS?
- HOW MUCH DO THEY COST?
- WHAT PROBLEMS DO THEY HAVE?
- WHAT ARE THE BENEFITS?
- PHOTOS/VIDEOS

WHAT IS IT?

Silicone roof coatings are a versatile and self-flashing membrane material that's used for commercial roof renewal.



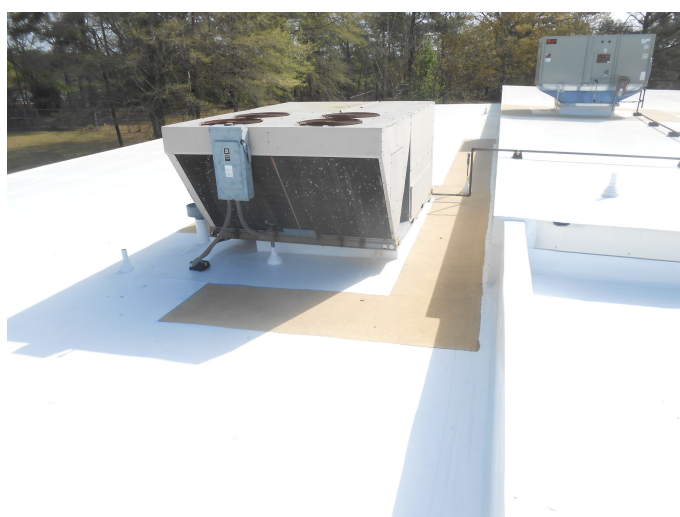
Silicone can be rolled or spray-applied depending on weather conditions.

Using silicone as a roofing membrane has been around for the past 10 - 15 years.



A silicone membrane is a pro-active approach to roof renewal. If water is already entering your building, it may be too late to restore your roof.

Sand is sometimes broadcasted into the coating for added stability in high-traffic areas (like around HVAC units).



A common question that gets asked, "How much do silicone roof coatings cost?"

THE COSTS OF SILICONE ROOF COATINGS



To restore a roof with silicone coating usually costs **\$2 - \$4 per square foot**. The price can go up or down depending on a few factors, such as....

SIZE OF YOUR ROOF

Economies of scale usually start around 20,000 sq. ft.

The larger your roof is, the more cost-effective per sq. ft. the job will be.



AMOUNT OF TEAR-OFF

If your roof has saturated insulation, these will be removed before silicone is applied.

The more tear-off, the more the job costs.

LENGTH OF DESIRED WARRANTY

Most silicone roof coating restorations come with a 10 - 20 year warranty.

The longer the warranty, the more coating that will be used.



SEAM TREATMENT

The better condition your seams are in, the less labor and materials that will be required to get them water-tight.

Nothing is perfect, what problems do silicone roof coatings have?

PROBLEMS WITH SILICONE ROOF COATING SYSTEMS

YES



NO



ELIGIBILITY

Is your roof less than 25-30% saturated?

Are your seams in good condition?

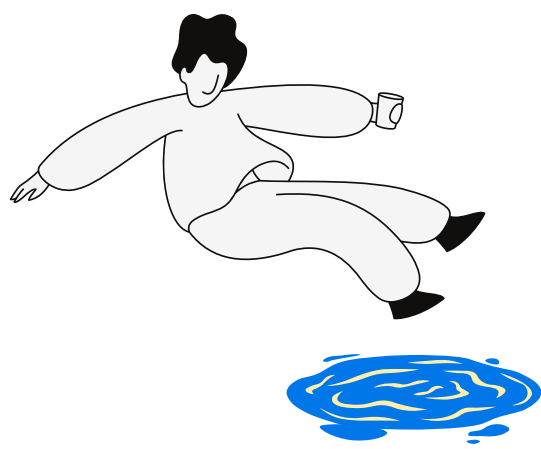
Has the roof been maintained over the years?

All 3 answers need to be "Yes" to be eligible

LONG-TERM COMMITMENT

Nothing sticks to silicone, besides more silicone.

If you'd like to install another roofing system in the future, you'll need to remove the silicone before installation.



SLIPPERY WHEN WET

Silicone is slippery when wet. This can cause a safety hazard when un-trained personnel are on your roof.

AESTHETICALLY DISPLEASING

Over time, natural elements can make a silicone roof look dirty.

A slight loss of reflectivity can occur, but has no effect on the function of the silicone.



NO GRAVEL-SURFACED ROOFS

These roofs leave behind a rocky and course surface when they are prepared for a new roofing system.

It's not cost-effective to install coating because it would require a VERY large amount of silicone.

It would be more cost-effective to apply a spray foam roof than to attempt coating these roofs.

Will the benefits outweigh the problems?

BENEFITS OF A SILICONE ROOF SYSTEM



MINIMAL AMOUNT OF TEAR-OFF

Only areas that hold excessive amounts of water and areas of saturated roofing will be removed.

This is usually less than 25-30% of the existing roof.

SEAMLESS AND WATERPROOF

Seams are where most leaks begin. Silicone roofs have no seams.

Silicone's benefit from being able to withstand ponding water (excessive ponding should be eliminated).



NEW WARRANTY

Full-system warranties usually come in 10, 15, and 20-year options.

RENEWABLE

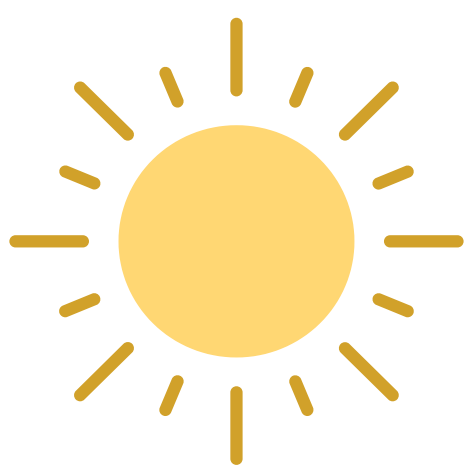
Once the roof reaches the length of the warranty, the roof can be "renewed" by cleaning the roof and adding more coating.



ADDED REFLECTIVITY

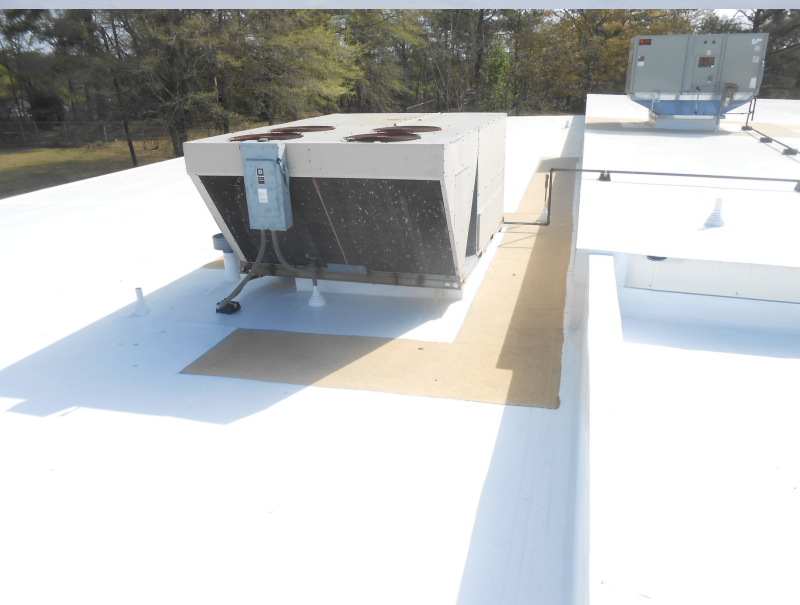
A lighter-colored material will reflect the sun better than a darker one, which will reduce the amount of heat on your roof.

This will also reduce the amount of heat that will enter your building from the roof.



Last section...let's check out some photos and videos!

PHOTOS OF SILICONE ROOF COATINGS



VIDEOS ON SILICONE ROOF COATINGS

[VIDEO: Everything You Need to Know About Silicone Roof Coatings](#)

[VIDEO: Silicone Roof Coating Installation - Start to Finish](#)

[VIDEO: What Is the Cost of Silicone Roof Coatings?](#)

Want to learn even more? Please view: [Your Complete Guide to Silicone Roof Coatings](#)