A ROOFER'S PLAYBOOK





HOW TO MAKE MORE MONEY WITHOUT GETTING BURNED





STORMLEX LAW GROUP | INSURANCE CLAIM LAWYERS

YOU THINK YOU'RE AN EXPERT?



THE INSURANCE INDUSTRY IS CHANGING



- Insurance companies are tightening the screws on policies and claims
- The rules for filing claims have changed
- Good roofers are losing money without realizing why



THIS IS WHAT WE'RE TRYING TO AVOID:

- Free work
- Unpaid balances
- Lawsuits
- Refund checks
- Your name getting dragged
- Going to jail



THIS ISN'T A "WHAT IF..?"

THIS IS HAPPENING NOW

- Courts have wiped out contracts
- Contractors have been forced to refund everything
- Homeowners owed nothing

KNOW WHERE THE LINE IS BEFORE YOU START SETTING YOUR TARGETS



ONLY TWO PEOPLE CAN DISPUTE A CLAIM:





IF YOU TRY TO DISPUTE A CLAIM... YOU ARE ARE AT RISK OF UPPA

UPPA: Unauthorized Practice of Public Adjusting by:

- **settling claims**
- **advocating for insureds**
- **negotiating with carriers**
- **discusing policy language**



DON’T CROSS THESE LINES:

- Don’t argue coverage
- Don’t talk policy language
- Don’t negotiate price or scope
- Don’t fight with the adjuster



IF YOU DO... YOU'RE AT RISK FOR

- $10,000 fines
- Criminal Charges
- Lawsuits
- Reputation damage



THE DUAL ROLE LAW

You can't QUARTERBACK and REF the game.





<u>Even if</u> you have a PA license.
<u>Even if</u> you have permission from the property owner.

HERE'S WHERE GOOD COMPANIES SCREW UP



NEVER say this out loud:

- We work with adjusters to get it covered
- We handle the insurance
- We're insurance experts

THE SMART WAY TO WIN



What You Should Be Doing:

- Document damage like a machine
- Explain why repairs are needed
- Price your work fairly
- Call out code upgrades
- Charge OH&P on your work
- “I’m not a lawyer, but…”

HERE'S THE PLAYBOOK!



Right After the Storm

- Stop further damage
- Mitigate fast
- Identify storm-related hits
- Tell the owner to file
- Take photos, video, scans

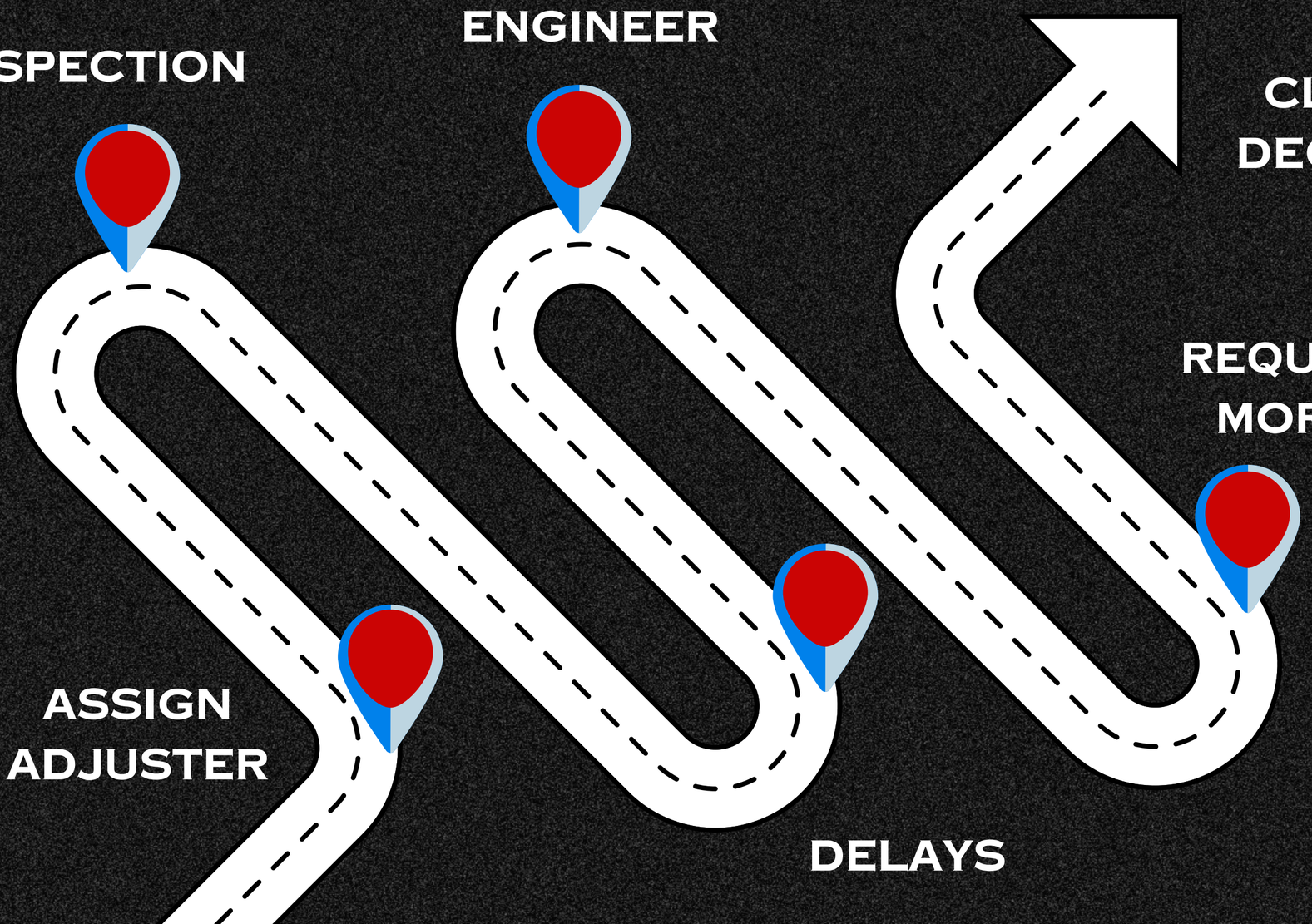
WAITING MAKES IT WORSE

WHY WAITING BACKFIRES

- Pre-existing damage arguments
- Smaller payouts
- Claim denials later
- Faster roof failure
- You get sued, failure to warn



HOW CLAIMS ACTUALLY GO



CLAIM DECISION RECEIVED

One of 5 Things Will Happen

PAID IN FULL FOR EVERYTHING MINUS DEDUCTIBLE

DELAYED DECISION (THEY NEED TO CONTINUE INVESTIGATING)

PARTIAL PAYMENT (LIMITED BY POLICY INTERPRETATION & DAMAGE OPINION)

COVERED DAMAGES FOUND, BUT BELOW DEDUCTIBLE (NO PAYMENT MADE)



CLAIM DENIED (NO DAMAGE OR NO COVERAGE-Ex: PRE-EXISTING DAMAGES)

OPTIONS

POST DECISION

ACCEPT
Accept the decision and move on

APPRAISAL
Keep in mind, appraisal won't determine coverage—only the value of any damage found; Carrier can refuse to pay appraisal awards based on lack of coverage (trend)

DISPUTE
Request re-inspection by insurance company OR hire an expert (PA or Lawyer) to EVALUATE & dispute the claim

ROLE PLAYING



STORMLEX STUDIOS PRODUCTION

THINGS THAT REDUCE PAYOUTS OR LEAD TO DENIAL

- HIGHER DEDUCTIBLES
- CLAIM FILED TOO LATE W/O GOOD CAUSE (CLAIM REPORTING DEADLINES IN CERTAIN POLICIES)
- SOME POLICIES AND LAWS REQUIRE INSURED TO SPECIFICALLY IDENTIFY AREAS OF DAMAGES TO ADJUSTERS
- AGGRESSIVE DEPRECIATION TAKEN
- ACV ONLY POLICIES*
- RCV-ACV CONVERSION ENDORSEMENT
- PERCENTAGE REDUCTIONS BASED ON ROOF AGE



BASIC POLICY PROTECTIONS

- 1-2% Deductible
- ALL RISKS POLICIES (vs Named Risk/Perils)
- RCV ONLY POLICIES
- NO RCV TO ACV CONVERSION ENDORSEMENT
- NO COSMETIC WAIVERS OR ANTI-CONCURRENT CAUSATION PROVISIONS
- NO HARD DEADLINE FOR FILING A CLAIM
- VALUATION OF REPAIRS BASED ON CURRENT/LOCAL PRICING
- MAKE SURE YOU ARE NOT UNDERINSURED
- BONUS: Consider buy down deductible policies

OUTCOME

- ARM YOU WITH INFORMATION TO EMPOWER YOURSELVES & YOUR CUSTOMERS
- TEACH OTHERS HOW TO CREATE A FILE FOR INSURANCE PURPOSES
- MAKE IT EASIER FOR INSURANCE COMPANIES TO MAXIMIZE PAYOUTS ON CLAIMS
- KNOW THE TYPES OF POLICIES THAT WILL MAKE IT EASIER FOR YOU AND YOUR CUSTOMERS' CLAIMS TO BE PAID
- PREVENT THE UNNECESSARY LOSS OF CONTRACTING WORK & INCREASE YOUR REVENUE BY ETHICALLY GUIDING YOUR CUSTOMERS THROUGH THE INSURANCE CLAIMS PROCESS
- DON'T GET SUED, DON'T GO TO JAIL



THE RICH, SMART ROOFER NEWSLETTER

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DID YOU LEARN SOMETHING?

A Roofing Contractor's Playbook to Legally & Ethically Maximize Claim Values