



# Holencik

## EXTERIORS

Winter 2015

Volume 8 Issue 1

Dear Rachel,

It is another New Year! Hope you are doing well, and haven't given up on your New Year's resolutions quite yet. Check out the article about those resolutions in this newsletter.

Sorry if you missed us last season, we were going through a bit of a change. Our company is redesigning and there are some exciting new things you should know about, like our new Overhead Care Club (read about it in this issue).

And in case you were wondering, yes, we work all year long - check out the article about roofing in the winter and why it is okay.

As always, please feel free to forward this newsletter to anyone you think might enjoy it, and to email me at Rachel@Holencik.com with any ideas or questions to be addressed in future editions.

Sincerely,  
Rachel Holencik

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## Employee(s) of the Year

Each year our employees anonymously vote for the co-worker that they feel deserves to be named best of the best, and the winner is announced at our Holencik Exteriors family Christmas party. This year it was a tie!

Congratulations to Will Erdman (from the repair crew) and Brian Crown (from one of our gutter crews). They each receive a certificate and get their names put on a plaque, but I think the real prize is knowing that this is how their peers view them.

Employees like Brian and Will are part of the reason why Holencik Exteriors continues to grow and thrive. So, on behalf of the staff, thank you Brian and Will for doing your best, and making it obvious.

## The Overhead Care Club

**Make sure your roof is in great shape and get exclusive discounts.**

The Overhead Care Club is a new program that we are offering. It is designed to give you peace of mind about your roof, the main line of defense for your home.

For \$14.95/month or \$179/year (ask about multiple year discounts if interested) you can join the club, and receive the following perks:

- Clean Gutters - We will clean up to 150 feet of gutter and it is completely included in your membership price
- 17 Point Roof Check Up & Attic Analysis - We will check the most critical components of your roof
- Skylight Cleaning - if you've got skylights, we'll clean them during your roof check
- Priority Appointments - if you are a member and you have a problem, you move to the front of the line
- Large Debris Removal - branches on your roof? We'll remove large debris, so you don't have to
- 10% discount if you need repairs while you are a member

If you have had us out for a gutter cleaning in the past, you know this is a steal - for about the same price you would normally pay just for the gutter cleaning, you get all of the added perks.

Call the office at 610.262.0919 for more information

## New Year's Resolutions

Ever make a New Year's resolution?  
Did you keep it? Did you feel guilty  
about not keeping it? Wonder how

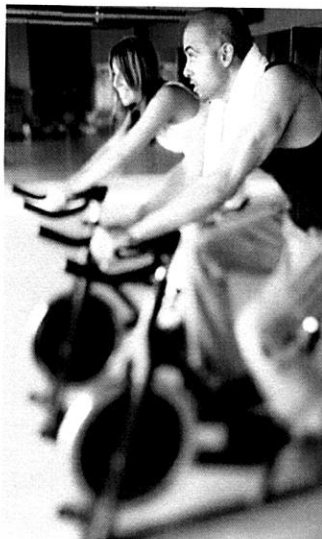
Any of those sound familiar? 48% of Americans make a resolution - but don't feel bad if you were unsuccessful last year (or any year for that matter) because only about 8% of those who make resolutions succeed. (info. from

many other people keep theirs?

Here are some statistics from 2014:

**The top 10 resolutions:**

- 10. Spend more time with family
- 9. Fall in love
- 8. Help others with their dreams
- 7. Quit smoking
- 6. Learn something exciting
- 5. Stay fit and healthy
- 4. Enjoy life to the fullest
- 3. Spend less, save more
- 2. Get organized
- 1. Lose weight

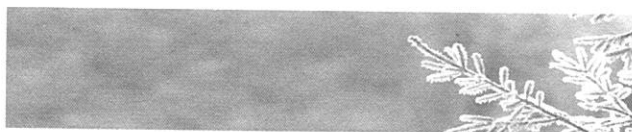


statisticbrain.com)

So what can you do to to increase your chances of success?

- 1. Make clear, realistic resolutions. The more specific, the more likely you are to succeed.
- 2. Try to make only one.
- 3. Create a timeline, don't try to achieve your whole goal in January.
- 4. Be positive!
- 5. Write your goals down, and share them with a friend - both will help you be more accountable.

Good Luck!



**Can a Roof be Installed in the Winter?  
Of course it can!**

Every year, towards the end of autumn, we get a lot of calls from people who are asking to have their roofs done "before it gets cold," because they don't want to wait until spring.

There is a big problem with this - everyone calls in autumn and wants their roof on before winter; this means that the line of people waiting to have their roof installed is long! And it is unlikely that your roof will be done before the cold weather sets in (you should probably call in the summer to have your roof done in fall).

There are a few likely reasons why people believe their roof can't (or shouldn't) be installed in winter. 1. Old shingles maybe should not have been, but shingles have changed. A roof's lifetime used to be about 25 years, and now it is 50. Roofing materials have progressed. 2. Some companies do not roof in the winter. This is sort of a cyclical problem; they don't roof, so people think they can't roof, this causes a decrease in business because people wait until spring to call for a roof replacement, in turn, business is slow, so the company closes for the season. See the problem? If they had enough business, and used high end materials, there would be no problem operating throughout the winter months.

*"If you don't like something, change it;  
If you can't change it,  
change the way you think about it."*

*~Mary Engelbreit*

There are also some actual problems with having your roof installed in winter. The first is scheduling, your install date may be delayed due to ice or snow - but really, this is a year-long problem in the roofing industry, because installation is often delayed by wind and rain as well. Therefore, this shouldn't deter you from scheduling your roof in the winter. The second issue is that shingles need to seal, they are coated with a sticky substance that causes them to flatten out and create a watertight surface. This sealing typically will not occur if it is less than 40 degrees outside; that being said, the only real problem that you will experience (as long as the roofing crew working on your home is taking the extra precautions necessary for installing a roof in cold weather) is a little wrinkling of the shingles, that only lasts until the first "warm" day, at which time, your shingles will seal.

If we felt that you would have any problems with a roof installed in the winter, we would not install - why? Because we offer a 10 year workmanship warranty, guaranteeing our work. If there is a problem caused by our installation, we fix it - for free. And we don't want to spend time doing free work! Also, we offer a material warranty, by which the materials are warranted by GAF, the manufacturer, so if a product fails, you are covered.

Long story, short, if you are waiting until spring to call us to have your roof done, think twice! You may end up in a long line of customers who waited to get on our schedule. This is the best time of year to have a quick turn-around between your call, estimate, and install.

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