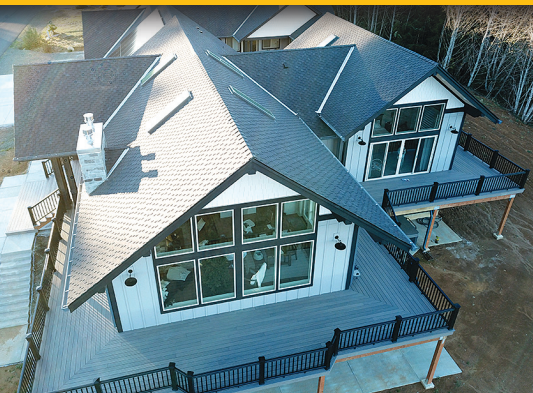




Dr. Roof offers a prescription for extending a home's life



A home probably will be the most expensive investment in a person's life, but to protect it, the wisest investment is the maintenance of the roof and siding.

That's why Glenn Trusty, co-owner of Dr. Roof, Inc., developed his company's "MRI."

As health care specialists use magnetic resonance images to diagnose a variety of conditions, Dr. Roof's MRI – which stands for maintenance, repair and inspection – also diagnoses potential problems before they become costly disasters.

"We offer this service on commercial and residential buildings," said Trusty, who owns the company with his wife, Hillary. "It improves the building's longevity and helps people plan ahead for future expenses."

Cleaning a roof regularly extends its life, Trusty said. Debris from overhanging trees needs to be removed as well as moss. "Moss is one of the worst things on a roof," he said. "It's the kiss of death."

Signs of a deteriorating roof include curling shingles; discoloration around vents, which indicates poor ventilation; and loss of granules on the shingles.

When it is time to repair or replace a roof, deck, windows or siding, Dr. Roof's 62 employees have been vigorously trained and certified to use brand-name products. Since the company's founding in 1998, Dr. Roof has completed more than 10,000 roofing and siding jobs along the Oregon and Washington coasts. Offices are in Seaside, Long Beach, Portland and Vancouver.

Other services include home remodeling, room additions, garages, house painting, and garage and pole building construction.

Customers can request a free evaluation. "We'll assign our most qualified professional to do a needs assessment on their siding, windows or roof," Trusty said. Customers are always involved in the projects, he added. The company offers computerized 3-D models, where the customer's home is displayed, showing roof, window or siding options in different products and colors.

"They can see what it would look like, and we can send them pictures and links to the products," Trusty said.

Because they do so much work on the coast, Dr. Roof's employees know how constantly wet, coastal weather requires construction applications that may not be required elsewhere.

"Many of our installers were born and raised on the coast, and they understand there are different processes needed for roofs and siding," he added. From the type and number of nails used, to ice and water shields along the valleys on roofs and edge metals around the perimeters, each step in the project adds a necessary layer of protection.

"How well you install a roof determines how long it will perform," Trusty said.

Once the project is completed, it is inspected prior to sign-off. Sometimes the manufacturer of the product being used will make a random inspection as well to determine if the product is being installed correctly. The company carries insurance to cover any mishaps and to protect the homeowner from liability.

Although roofing, siding, deck and remodeling projects can be costly, Dr. Roof offers financing at low interest rates with no prepayment penalty.

Trusty admits that the coronavirus has affected business "tremendously." But after a short closure, all of the company's employees are back at work.

"We have had to navigate through uncharted waters," he said. "We're getting an education."

He said he is committed to keeping employees and customers safe. Crews wear all of the required personal protective gear; sanitize vehicles, tools and equipment daily; and have hand-washing stations on job sites. A safety compliance auditor visits projects to ensure that safety practices are followed.

A former crab fisherman who worked the waters in Oregon, Washington and Alaska for 16 years, Trusty was trained in the roofing business by a close friend who worked as a roofer on the Oregon coast. After several years, Trusty and his wife, Hillary, who formerly worked for a school district with special needs children, opened Dr. Roof. Now they have 42 trucks, operate in Oregon and Washington and provide income for many families.

The best part of his business, Trusty said, is pleasing his customers.

"I really enjoy providing services to people," Trusty said. "I like seeing the people smile when they walk out on that new deck or see that new roof. It's really satisfying."