



Dr. Roof: We do more than roofs; offering a wide range of services

The name “Dr. Roof” may imply a selective focus, and early on in the company’s history, that was the case. However, their tagline, “We do more than roofs,” tells a more complete story.

“You’ll see that in a lot of our marketing and advertising,” owner Glenn Trusty said, adding that since Dr. Roof was established in 1998, “we’ve evolved into a general contractor.”

The company—which has locations not only in Seaside and Long Beach, Washington, but also the Portland-Vancouver metro area—offers services for siding, windows, decks, gutters, and kitchen and bathroom remodels on the coast. In terms of commercial roofing, they’ve completed projects at schools, hospitals, warehouses, and other industrial sites.

“We have a lot of different services,” Trusty said.

One partnership in particular that enabled Dr. Roof to augment its general contracting offerings was bringing Operations Manager

Matt Cummings onboard a few years ago. Cummings has been in the construction industry for more than 30 years. He ran his own general contracting company near Seattle for about two decades. In 2014, he sold the business and moved down to the coast.

It took an approximately two-year interview process for Trusty and Cummings to make a plan for strengthening Dr. Roof’s construction division under Cumming’s direction and ensure it was a good fit for both parties.

After Cummings joined the company about four years ago, he developed “an amazing team” that helped accelerate Dr. Roof’s vision of offering a wider range of services, Trusty said.

“With his focus, his support and his knowledge, our construction division team has really expanded and strengthened in a way we never really thought,” he added. “We’ve really been able to grow that.”

Educating and empowering

Although competency with a variety of services helps distinguish Dr. Roof, the company also strives to maintain a certain level of quality that provides assurance to clients. Based on experience in the industry, Dr. Roof has achieved status as an Owens Corning Roofing Platinum Preferred Contractor, which is given to companies at the top of the manufacturer’s exclusive network. Only companies who meet the strict standards for professionalism, reliability and craftsmanship are able to offer the best roofing warranty system, which Trusty described as “amazing” because it covers installation defects, manufacturer defects, disposal fees, and several other items.

“I have never seen a warranty that appreciates in volume,” he said.

Some other notable recognitions include being a member of IB Roof Systems’ President’s Club; receiving the Duro-Last Admiral Award; and achieving Malarkey Roofing Products’ Certified Residential Contractor status, which allows them to offer the Emerald Premium Warranty.

These statuses demonstrate Dr. Roof’s caliber across a range of construction services. By working with Dr. Roof, clients have access to more valuable warranties, not to mention peace of mind about

the quality of the products and their installation. Meanwhile, the company has developed relationships with certain manufacturers, which provides them buying leverage. Also, by purchasing materials in large quantities, they can try to pass those savings onto the consumer, Trusty said.

Another feature that streamlines and enhances the home improvement experience is Dr. Roof’s 3-D virtual modeling for exterior projects at residential sites. During the design phase, the construction company can plug in the customer’s selections for roofing, siding, and/or windows. This digital design solution, offered at no cost, enables the customer to get more involved and have an accurate idea of how their ideas will translate in real life.

“There’s nothing worse than a homeowner looking at the [finished] project and going, ‘That’s not what I envisioned,’” Trusty said.

Additionally, Dr. Roof is observing a shift to a more educated consumer. Prospective clients have access to the plethora of information available on the Internet or other sources. When they undertake their own home improvement project, they want to be more involved and knowledgeable.

“It makes them feel very much a part of their project, the designing of it,” Trusty said, adding the company puts a priority on satisfying the growing desire for education and empowerment. “We want the customer to be very well-informed of what they can expect to have happen during their project when working with Dr. Roof.”

By Katherine Lacaze

“We’ve evolved into a general contractor.”

