

CODE OF ETHICS AND COMPETENCY

# CONTRACTOR STANDARDS | THE FIRST TIME

Learn How to Choose the Right Contractor...  
**THE FIRST TIME.**



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Questions? Call 1.800.GO.HIPPO

or 321-951-2500

[www.HippoRoof.com](http://www.HippoRoof.com)

1555 N. Harbor City Blvd.

Melbourne, FL 32935

CCC1329209





“We were **shocked** and **embarrassed** when we found out that contractors were America’s #1 most complained about industry.”

—**Bill Stillwell**  
General Manager, Hippo Roofing

# So, You’re Thinking About A Remodeling Project For Your Home?

Congratulations! When done properly, a remodeling project can make your home more enjoyable and prove to be a valuable investment. Unfortunately, we’ve all heard horror stories about home remodeling projects gone bad. Problems with longer-than-expected installation, final bills that come in higher than the quote, and shoddy workmanship, sadly, are commonplace. We were shocked and embarrassed to find out that, according to Better Business Bureau statistics, home improvement contractors are in the top 1% most complained about industries—right up there with auto repair and airlines.

We’ve always done a good job and treated our customers right—and we’ve been able to build a nice business because of it. However, over the years I’ve noticed that some consumers will choose less-than-reputable companies to do jobs for them... usually because they are quoted less money. Don’t get me wrong: I’m all for good, honest competition, but it pains me to see good folks risk their hard-earned money with contractors who don’t have their best interests at heart. You deserve a great value for your money—which includes an honest contractor who carries workers compensation, uses high quality products as well as stands behind their work in both word and deed.

## Industry Standards Weren’t Tough Enough

We wanted to find a way to educate consumers about how to choose a good, honest home improvement contractor. The industry standards simply aren’t tough enough—just about anybody with a hammer and a pickup truck can be a contractor. That’s why we’ve pioneered a set of standards called the **Code of Ethics & Competency for Remodeling Contractors**. The Code calls for contractors to uphold a high set of standards that will allow you to judge BEFOREHAND whether or not a contractor is likely to do the job right. This guide specifies those standards.

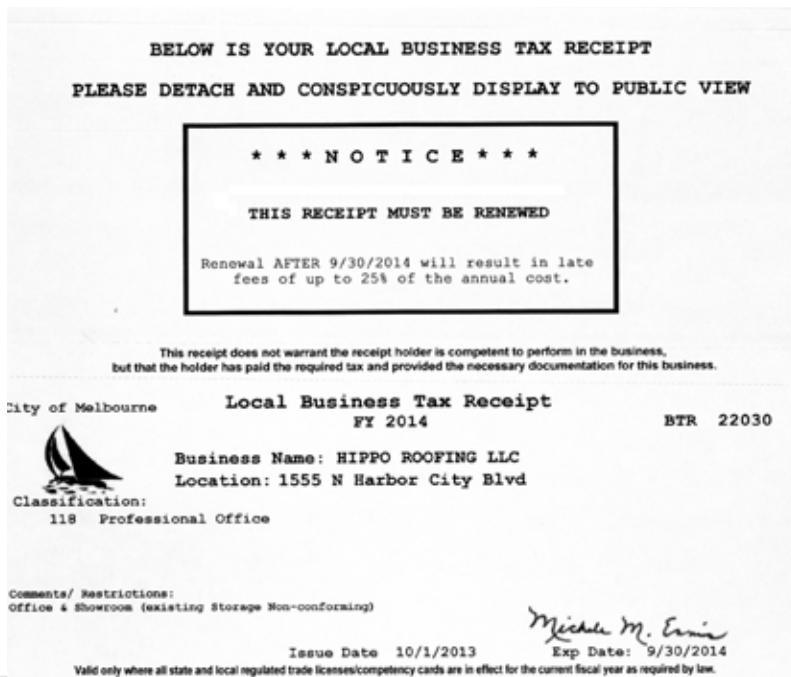
Before you hire any company to work in or around your home, make sure you consult this guide and **INSIST** that the company comply with **EVERY SINGLE STANDARD** in this book. If you do, chances are excellent you’ll get exactly what you want out of your project.

Sincerely,

A handwritten signature in black ink that reads "Bill Stillwell". The signature is fluid and cursive.

**Bill Stillwell**  
General Manager, Hippo Roofing

You need to make sure that any contractor you do business with has proven themselves in the past, and will be there if you need them in the future. **Don't just ASK the contractor if they are stable;** look for tangible proof of longevity and financial stability by asking for the items listed on the next few pages.



## WHAT TO LOOK FOR:

**Why It's Important:** Believe it or not, many contractors use a pickup truck for an office and showroom. Make sure that any contractor you're dealing with is substantial enough to have a real office with all the normal business functions—accounting, production, sales, etc. If a contractor does not have an office, that should tell you something. Don't fall for the "we just use our trucks as offices!" line.

# WHAT TO LOOK FOR:

## Bank Letter

**Why It's Important:** Good standing with a bank is crucial for any business, but gaining the confidence and security of its financial managers allows a company not only to sustain itself and endure even in rough economic times, but to innovate and grow to meet and service customer demands.



## Supplier Letter

**Why It's important:** Like in any business, having the correct relationships with suppliers is of extreme importance. Hippo not only has relationships with local supply houses, but also has exclusive distribution agreements with companies like Interlock Roofing Systems & Union Corrugating Company.



You can check any Florida contractor by searching the Florida worker's compensation proof of coverage database:

<https://apps8.fldfs.com/proofofcoverage/Search.aspx>

## Business Licenses

**Why It's Important:** Make sure they have been operating under the same name for a minimum of 5 years. Many contractors open and close their doors multiple times to avoid past customer complaints. (Naturally, some businesses will be legitimately new—if so, get a 10 year work history of the owner and ASK questions!)



JEFF ATWATER, CHIEF FINANCIAL OFFICER  
FLORIDA DEPARTMENT OF FINANCIAL SERVICES

WC Home WC Databases CFO Home

### Employer Detail Page

Carrier Location Information

Return to Search Page

Employer Information		
Employer Name	Employer Type	NAICS Code
HIPPO ROOFING LLC	LIMITED LIABILITY CO.	238120

Coverage History						
Locations	Governing Class Code*	Effective Date	Cancellation Effective at 12:01 A.M.	Carrier Office	Policy Number	Wrap Up
View Locations	05645	Jun 1 2014	no cancellation submitted	SUNZ INSURANCE COMPANY	WCPE000000110	NO
View Locations	05645	Jun 1 2013	Jun 1 2014	SUNZ INSURANCE COMPANY	WCPE000000109	NO

\*Represents the Governing Class Code associated with the Named Insured on the policy, as reported by the Insurance Carrier, and is not guaranteed as correct.

Exemption Listings  
**No Officer Exemption of Coverage Listings**

Owner Election Listings  
**No Owner Election of Coverage Listings**

Employer Name History

Employer Name	Name Type	Change Date
HIPPO ROOFING LLC	Legal	Oct 15 2009

Return to Search Page

## Insurance

**Why It's Important:** You need to know if your contractor carries general liability and worker's compensation insurance for both commercial and residential projects. A sizable contractor will carry no less than \$500,000... and usually around \$1,000,000 of general liability coverage. If your contractor's insurance policy can't cover potential damages, then the contractor would be personally liable. If he cannot cover the damages himself, you will have no legal recourse and will end up paying for any possible damages or injuries yourself. Many contractors are not financially stable...and don't carry proper insurance coverage to protect you against losses. Additionally, contractors who fail to provide workers compensation benefits risk severe governmental penalties and potentially company-ending lawsuits should an employee become injured.

Hippo Roofing carries \$1,000,000 of general liability coverage and here's the certificate to prove it! Do NOT deal with a contractor without sizable coverage, or you could foot the bill for the mistake. Also, do not deal with a contractor that uses worker's compensation exemptions. If you find exemptions rather than coverage by a work comp carrier, you take great risk in using this type of contractor.

ACORD CERTIFICATE OF LIABILITY INSURANCE

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER, AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

IMPORTANT: If the certificate holder is an ADDITIONAL INSURED, the policy(s) must be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsements.

INSURER: J.M. Brevard & Company, Commercial Ins. of Brevard, Inc. 321-725-7000, 321-725-7856, 100 First Avenue, Suite 100, Melbourne, FL 32901, Philip Lane

INSURED: Hippo Roofing, LLC, 1855 N. Harbor City Blvd., Melbourne, FL 32935

AGENCY: Colony Insurance Company, 29658

AGENCY: Travelers Indemnity Company, 29658

COVERAGES: GENERAL LIABILITY, AUTOMOBILE LIABILITY, WORKERS COMPENSATION

TYPE	DESCRIPTION OF COVERAGE	CLASS CODE	POLICY NUMBER	START DATE	END DATE	COVERAGE LIMITS
A	GENERAL LIABILITY	00000	193GL000385-00	06/30/14	09/30/15	1,000,000
B	AUTOMOBILE LIABILITY	00000	AA1343960	11/30/14	11/30/15	1,000,000
C	WORKERS COMPENSATION	00000	N/A			1,000,000

CERTIFICATE HOLDER: Brevard County Licensing, Regulation and Enforcement, 2725 Judge Fran Jamieson Way, Bldg A Room 105, Viera, FL 32946

CANCELLATION: SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.

PHILIP LANE

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Questions?

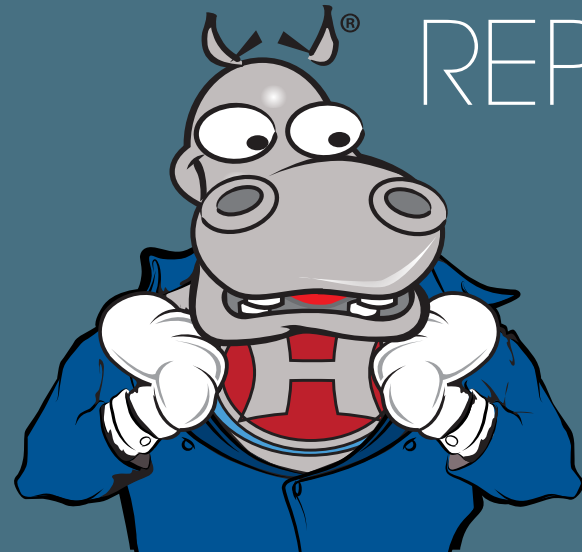
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321-951-2500

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# REPUTATION



You can tell a great deal about a contractor based on what others are saying about them—particularly their customers. The old advice of “ask for 3 references” is just too easy to fake. You’ll need to get a little tougher with your contractor to protect yourself. Insist that any contractor you’re considering can produce the things listed on the next few pages to PROVE that their reputation is rock solid.

## WHAT TO LOOK FOR:

### BBB Accreditation

**Why It’s Important:** You need to go further than just checking a contractor’s standing with the BBB. Remember, many contractors shut down and open under new names year after year. So check to see how long they’ve been a member, and check to be sure the contractor is accredited by the BBB. This means that if complaints arise, the contractor agrees that the BBB’s judgment is binding and must perform accordingly. Without this agreement, you may have no recourse. Hippo Roofing is a BBB Accredited Business with an A+ rating at the time of this printing.

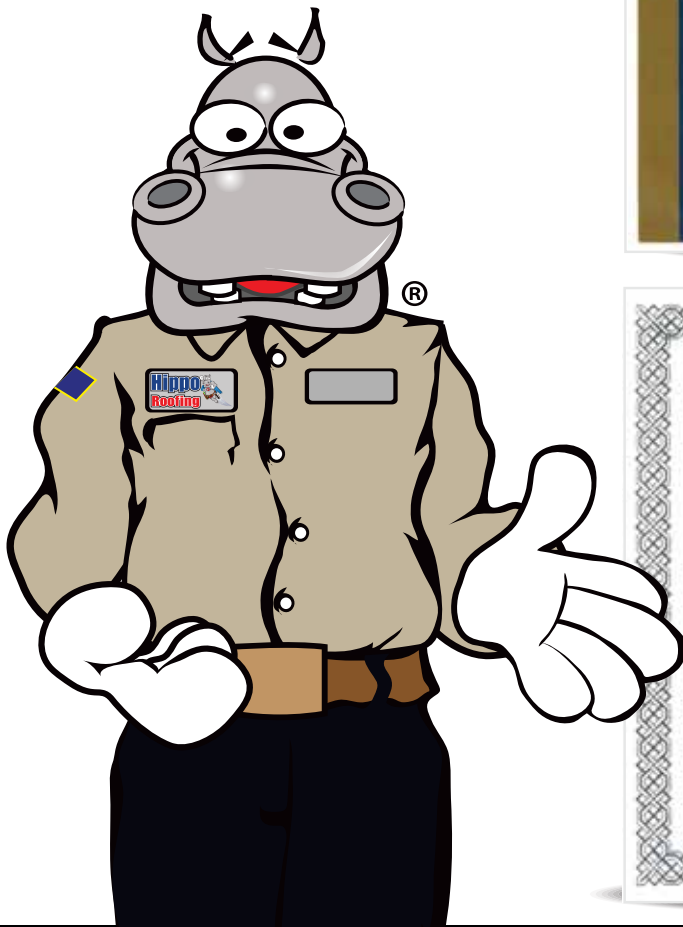
[www.bbb.org/central-florida/](http://www.bbb.org/central-florida/)





## Memberships

**Why It's Important:** Any reputable company will be a member of at least their local Chamber Of Commerce—and often multiple Chambers. Companies that aren't members of their local BBB are almost surely trying to hide past unresolved complaints. Insist that any contractor you're considering hiring can show you current certificates of membership for all of these organizations.







## Customer References

**Why It's Important:** All reputable contractors carry pre-printed lists of references... that includes customers from 1 to 5 years ago, as well as customers from the previous six months. This list should contain at least 100 references. In addition to the Hippo references below, go to:

<http://reviews.reviewmanagement.com/hippo-roofing-llc-405193056>

You can also visit our Youtube channel at:

<https://www.youtube.com/user/HippoRoofing>

*Very professional, would refer to anyone.*

**Tony B. • Palm Bay, FL**

*The job was done very professionally and in a timely manner.*

**Bill H. • Palm Bay, FL**

*We have been impressed and very pleased with the entire roofing project. Your customer service is absolutely superb and quality of workmanship and materials is without question the best!*

**Mark H. • Melbourne, FL**

*Great Job!*

**James H. • Merritt Island, FL**

*I'm pleased with everything. It couldn't have gone better.*

**Karen D. • Satellite Beach, FL**

*We can't say enough positive things about Hippo and their team. The job was completed on time, on budget and couldn't be more perfect.*

**Robert R. • Melbourne, FL**

*The installation crew was outstanding!*

**Dorothy L. • Port St. John, FL**

*Everything done in a timely and professional manner. Thank you all!*

**Robert C. • Palm Bay, FL**

*Thanks for a great job!*

**Bruce H. • Malabar, FL**

*Thank you for a fine job.*

**Daniel M. • Merritt Island, FL**

*We are very happy with our new roof and the entire experience. You are a lucky company to have such fine young men employed. You guys are the best!*

**Kathy C. • Melbourne, FL**

*The crew that did the actual work was very courteous and professional. I am so thankful we chose Hippo Roofing!*

**Kimmy T. • Titusville, FL**

*Roof looks great!*

**Dennis S. • Merritt Island, FL**

*I am very satisfied with the service provided.*

**Donald M. • Titusville, FL**

*It's obvious why Hippo Roofing is "Brevard's Best." They work diligently and conscientiously. Workmen are courteous. The finished product is good looking and upgrades the neighborhood. I'm glad we chose Hippo.*

**Herm & Donna S. • Merritt Island, FL**

*Everything was done very professionally and we're very happy with the entire job. We would definitely recommend Hippo to our friends and family.*

**Eddie W. • West Melbourne, FL**

*Very good job, great company, good workmanship!*

**WD L. • Titusville, FL**

*Total team excellence.*

**Joseph S. • West Melbourne, FL**

*Would recommend Hippo to anyone.*

**Dan R. • Cocoa, FL**

*The crew worked extremely well together. They took pride in the finished product!*

**Elwin & Deborah D. • Palm Bay, FL**

*Great job, the entire crew was polite and professional. Give them a raise!*

**John G. • Viera, FL**

*I am extremely pleased with the appearance & confident of the quality.*

**Helen H. • Melbourne, FL**

*Everyone from sales to service were wonderful. I will tell everyone I know about you.*

**Charles W. • Indian Harbour Beach, FL**

## WHAT TO LOOK FOR:

### Accolades and Awards

**Why It's Important:** If a contractor has been in business for any length of time—and doing a good job—they will most likely have been written about in a magazine or newspaper, received an award of some kind, or received special recognition from an association or trade organization. Any company that can't produce at least SOME of these kinds of accolades might not be worthy of accolades!



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## Hippo Roofing - Florida's Largest Metal Roofer

The June, 2014 issue of Metal Construction News ranked metal roofers by size for their 2013 performance and assessed the state of the industry. According to this article, Hippo Roofing ranked as a top performer installing more squares of metal roofing than any other contractor in Florida. Hippo's performance also ranked them **8th nationwide** in an industry experiencing 23% growth over 2012. This extraordinary growth in metal roofing reflects a nationwide trend of people moving away from temporary asphalt roofing to more permanent, cost effective, metal roofing systems.

## Local Contractor Wins National Award

Earlier this year, a local home improvement contractor, Hippo Roofing, LLC, was honored with the Shining Star Award by their metal roofing supplier, Classic Metal Roofing Systems, for their performance in 2013. This award is given to only a few roofing contractors across North America who exemplify superior customer service and quality resulting in high volume sales. Hippo Roofing, LLC General Manager, Bill Stillwell, accepted the award on behalf of his organization at Classic Metal Roofing Systems' annual dealer meeting in Piqua, Ohio.

Classic Metal Roofing Systems' President, Todd Miller, praised Hippo Roofing, LLC, "Every year Hippo Roofing, LLC sets an example for home improvement contractors across the country in their care for customers and quality installations. We are honored that they choose to partner with us to serve homeowners in their area."



Rank	Company Name & Location	Founded	2013 Revenue	2012 Revenue	% Change Revenue	2013 Revenue Per Employee	2013 Employees	Primary Manufacturer
1	Sumner Corp., Marietta, Ga.	1988	1,000,000	1,200,000	19.0%	6,250	160	IMETCO, Baridge Manufacturing, IMETCO, METCO, The Metalworks
2	Marble Roofing Co., Norcross, Ga.	1993	1,000,000	1,000,000	0.0%	16.8	60	Marble Roofing Systems, Elmfield, Stone-Form, Stone Building Systems
3	A-1 Roof Systems, a Division of Commercial Industries Inc., New Braunfels, Texas	1995	1,000,000	1,100,000	9.0%	1,100	90	A-1 Roof Systems
4	Roofing Systems LLC, Woodbridge, Texas	2008	970,000	970,000	0.0%	1	1	Roofing Manufacturing
5	Abundance Roofing, Waukegan, Ill.	1977	870,762	678,000	28.0%	106,210	8	Roofing Manufacturing, Precision Building Products, Metal Spine, Green Space Profiles, Metalway Steel, Fabral, Precision Aluminum, Engler Inc.
6	LaFour's Construction, Leakey, N.C.	1993	800,000	800,000	0.0%	100	8	IMETCO, METCO, METCO, IMETCO
7	DKG & Associates Inc., Albuquerque, N.M.	1997	400,000	325,000	23.1%	16.0	25	Firestone Building Products, IMETCO, Engler Inc., Sheffield Metals, Fabral, Rollfab Metal Products
8	Hippo Roofing LLC, Melbourne, Fla.	2008	301,300	254,211	18.5%	18.5	16	Isaiah Industries, Classic Metal Roofing Systems, Kassel & Irons, Fabral, Gulf Coast Supply and Manufacturing, Future Roof
9	Absolute Metal Roofs, Wilmington, N.C.	2010	285,000	210,000	35.7%	99	3	Coastal Metal Services, Consolidated Metal Products
10	Bristol Engineered Metals LLC, Duluth, Ga.	1999	211,200	204,000	3.5%	N/A	16	

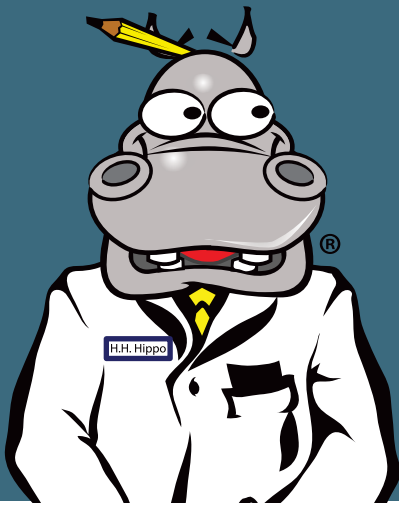
7	<b>DKG &amp; Associates Inc., Albuquerque, N.M.</b>	1997	400,000	235,000	70.2%	N/A	Firestone Building Products, IMETCO, Engler Inc., Sheffield Metals, Fabral, Rollfab Metal Products
8	<b>Hippo Roofing LLC, Melbourne, Fla.</b>	2008	301,300	254,211	18.5%	N/A	Isaiah Industries, Classic Metal Roofing Systems, Kassel & Irons, Fabral, Gulf Coast Supply and Manufacturing, Future Roof
9	<b>Absolute Metal Roofs, Wilmington, N.C.</b>	2010	285,000	210,000	35.7%	99	Coastal Metal Services, Consolidated Metal Products
10	<b>Bristol Engineered Metals LLC, Duluth, Ga.</b>	1999	211,200	204,000	3.5%	N/A	

**Sumner Corporation Inc.**  
 1000 S. 15th St.  
 Marietta, GA 30067  
 www.sumnercorp.com

**Hippo Roofing LLC**  
 1000 S. 15th St.  
 Melbourne, FL 32909  
 www.hippo-roofing.com

**Roofing Systems LLC**  
 1000 S. 15th St.  
 Woodbridge, TX 77095  
 www.roofingsystemsllc.com





# PROFESSIONALISM

A good contractor doesn't just do good work. They also understand that when dealing with customers, it's oftentimes the little things that make a big difference. You should find a contractor that shows you respect by the way they treat you, the way they look, the way they treat your property, and how they pay attention to details. Check any contractor you're considering against these standards of professionalism found on the next few pages.



## No Tricks, No Pressure Sales Agreement

**Why It's Important:** Many unethical contractors will resort to high-pressure sales tactics to get you to buy before you've had an opportunity to do proper due diligence on them. If you know nothing about the contractor prior to the sales call (from literature, references, online information), and they give you a low-ball price "but only if you buy right this minute," you should be wary. Any time you feel uncomfortable or unduly pressured in a sales environment, you should ask the contractor to "back off." Reputable companies will have a no-tricks, no-pressure sales pledge signed by the owner, sales manager, and each construction consultant.

All Hippo Roofing's Construction Consultants sign a "Zero Sales Pressure Agreement" that is also signed by our sales manager to pledge that they will handle sales situations in a respectful way. Ask your Construction Consultant to see a copy of his signed agreement when he comes into your home.



### CONSTRUCTION CONSULTANT "CUSTOMER RESPECT, NO TRICKS, NO PRESSURE" AGREEMENT

As a construction consultant for Hippo Roofing, LLC., you must agree to abide by the principles and precepts of our Code of Ethics and competency. Any violation of these principles will be grounds for written warning; multiple violations will be grounds for termination.

I \_\_\_\_\_ agree to abide by these guidelines when working with prospective customers/current customers for **Hippo Roofing, LLC.**

1. I will not smoke inside the customer's home.
2. I will not use foul language on the jobsite.
3. I will respect the customer's time by being punctual.
4. In the event I cannot be on time, I will call to alert the customer and reschedule if necessary.
5. I will keep my clothing neat and clean.
6. I will respect the customer's telephones, bathrooms, parking spaces, etc.
7. I will earnestly strive to find the best solution for each customer's needs.
8. I will not utilize high-pressure techniques to force customers to comply with my requests.
9. I will not sell products or services to customers when they are financially not able to manage the investment.
10. I will give all of my customers a fair price and a fair opportunity to consider their options.
11. I will educate my customers on all sides of the purchase decision being made.
12. I will give my customers the opportunity to express any concerns they have and work to resolve them.
13. In the event that the customer is not ready to move forward, I will respect their decision.

\_\_\_\_\_  
CONSTRUCTION CONSULTANT SIGNATURE

\_\_\_\_\_  
DATE

\_\_\_\_\_  
SALES MANAGER SIGNATURE

\_\_\_\_\_  
DATE

\_\_\_\_\_  
OWNER SIGNATURE

\_\_\_\_\_  
DATE




**Questions?**  
**Need More Information?**  
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 321-951-2500  
[www.HippoRoof.com](http://www.HippoRoof.com)

## Jobsite Cleanup Agreement

**Why It's Important:** Your home and yard should be cleared of large debris, and dangerous materials daily by the crew. After the job is completed, a total home clean-up should take place, including nail/screw detection (with a specialized magnet) and removal of any hazardous materials in your house or yard. Make sure your contractor has a pre-determined daily jobsite cleanup routine, and a more thorough cleanup routine upon completion of the job. All Hippo Roofing Associates follow this multi-step cleanup process at the end of EVERY SINGLE DAY. Show this roster to other contractors. See if they don't balk.

## Worker Conduct Agreement

**Why It's Important:** This compliance agreement, signed by the workers, is a 17-point contract prohibiting the use of alcohol, drugs, foul language, misconduct, or other bad behavior on a job site. It also gives appearance standards. Keep in mind that not everything is perfect, but this agreement will greatly reduce the likelihood of problems. All Hippo Roofing Associates sign a "Worker Conduct Agreement" that is also signed by our sales manager to pledge that they will conduct themselves in a respectful and courteous manner. Ask your Associate to see a copy of his signed agreement when he comes into your home.



**16 POINT JOBSITE CLEANUP AGREEMENT**

As a team leader for Hippo Roofing, LLC, you must agree to abide by the principles and precepts of our Code of Ethics and competency. Any violation of these principles will be grounds for written warning; multiple violations will be grounds for termination.

I, \_\_\_\_\_ agree to abide by these guidelines when working with prospective customers/current customers for Hippo Roofing, LLC.


**DAILY CLEANUP**

1. Entire jobsite is to be patrolled and cleaned for trash, including:
  - Soda cans, drink bottles, cups, etc.
  - Food items, bags, containers, etc.
  - Miscellaneous trash
2. Small hand tools will be removed from the jobsite daily.
3. Any larger tools that will be left on the jobsite will be unplugged and stored in a tidy manner.
4. Any materials that will be left on the jobsite will be neatly organized and stored.
5. Any hazardous materials will be either removed completely or tightly secured.
6. Scrap materials (including metal, glass, sawdust, boards, etc.) will be disposed of.
7. Work area will be patrolled to remove any nails, screws, and other sharp objects.
8. Customer's driveway and street will be patrolled to remove nails and/or screws that could cause tire damage.
9. Work area will be left with adequate ventilation in the case of painting or other materials that cause fumes and/or odors.
10. Any work areas that leave your home exposed overnight will be covered with plastic tarps and securely taped.
11. Work area will be swept with a push broom daily (where applicable).

**AT THE CONCLUSION OF THE JOB**

12. Entire work area and yard will be patrolled for trash, debris, materials, etc.
13. Magnetic nail locator will be used to find nails, screws, and other debris in customer's lawn.
14. Customer lawn will be restored to pre-job condition if damage has occurred as a result of job.
15. Customer home/yard will be inspected for any incidental damage; repairs will be made if necessary.
16. Cleanup not complete until customer signs off on this document.

_____	_____
TEAM LEADER SIGNATURE	DATE
_____	_____
SALES MANAGER SIGNATURE	DATE
_____	_____
CUSTOMER SIGNATURE	DATE



**WORKER CONDUCT COMPLIANCE AGREEMENT**

As a team member for Hippo Roofing, LLC, you must agree to abide by the principles and precepts of our Code of Ethics and competency. Any violation of these principles will be grounds for written warning; multiple violations will be grounds for termination.

I, \_\_\_\_\_ agree to abide by these guidelines when working with prospective customers/current customers for Hippo Roofing, LLC.

**FOR ALL WORKERS**

1. I will not smoke inside the customer's home.
2. I will not use foul language on the jobsite.
3. I will not consume alcohol or drugs on the jobsite.
4. I will play any radios or music on the jobsite quietly.
5. I will keep my clothing neat and clean.
6. I will wear my identification and certification badge when on the jobsite.
7. I will respect the customer's telephones, bathrooms, parking spaces, etc.
8. I will strive to keep dirt and messes to a minimum.
9. I will put trash in the proper container and leave the jobsite clean at the end of each work day.
10. I will keep any materials or tools that are left on the jobsite in an orderly fashion at the end of each day.
11. I agree to keep a current license appropriate for my trade(s).

**FOR SUB-CONTRACTORS**

12. I agree to carry workers' compensation, accident insurance, or have a waiver form signed before work begins. I understand that my insurance must remain in effect for the duration of the job.
13. I agree to carry general liability insurance; or make special arrangements with the contractor before any work begins.
14. I agree to be responsible for my own taxes.
15. I agree to comply with any OSHA safety regulations for my trade.
16. I will communicate any changes to the agreed work schedule to the job supervisor before the original scheduled time.
17. I agree to warranty all work and materials supplied by me for one year, and perform any callbacks or warranty work within two weeks of the request.

_____	_____
TEAM MEMBER SIGNATURE	DATE
_____	_____
SUPERVISOR SIGNATURE	DATE



# WORKMANSHIP

Ultimately, any contractor has to be competent to do the job right the first time. Competence comes as a result of training, experience, and good old-fashioned hard work. As you evaluate a contractor, look for signs that they can do the job right the first time.

## WHAT TO LOOK FOR:

### Guaranteed Results by a company that cares...

Hippo pledges that we will do everything possible to ascertain that you are a satisfied client. If something is not quite right, we'll do our utmost to correct the situation to your satisfaction. We promise you will have more than a guarantee that disappears when the job is done. We simply will not be happy until you are happy...and you have our word on it!!



**UP TO 50 YEAR**  
**WORKMANSHIP GUARANTEE**

**H**ippo Roofs are constructed to the highest standards by skilled, certified craftsmen utilizing products of excellent quality. Your new Hippo Roofing system will be guaranteed to be free from workmanship defects for 50 years from the date of completion\*

ISSUED TO: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

HIPPO ROOFING LLC  
CONSULTANT: \_\_\_\_\_

DATE: \_\_\_\_\_





CCC1329209

© Copyright 2014 Hippo Roofing LLC HR-10YRG

\*See Your written guarantee(s) for details. Transferability, exact coverage, conditions, exclusions, restrictions and complete details can be found in your written, product specific guarantee.



Questions?  
Need More Information?  
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www.HippoRoof.com

## WHAT TO LOOK FOR:

### Project Photos for Ideas & Inspiration

**Why It's Important:** A contractor who serves his customers well should be proud to present pictures of the work they've done. Ask to see a sample of jobs they've done—for inspiration for your own project and to gauge the quality of the work they've done in the past. If no photos can be produced, that should be a major warning sign.



# Hippo Roofing LLC



# Frequently Asked Questions

**Questions?  
Need More Information?**  
Call 1.800.GO.HIPPO  
321-951-2500  
[www.HippoRoof.com](http://www.HippoRoof.com)

## **Q: Are there any other things I should look for or watch out for that aren't listed in the pages of this guide?**

A: Look for some of these telltale signs of contractors who shouldn't be trusted:

- Main phone numbers that ring to cell phones
- Main phone numbers that are never answered by receptionists
- No financing offered
- Trucks without signage on them
- No business cards or cheap business cards
- No company logo on work clothes/uniform
- Few references available
- Unresolved BBB complaints or no report at all
- Prices that are unusually low compared to other bids
- No website or very poor website
- Ability to start on your job immediately—no backlog
- Unwillingness to give any information



## **An Ounce Of Prevention...**

It's been said that an ounce of prevention is worth a pound of cure. When the stakes are high—your home and your wallet—that saying is even more true. We hope that by reading this guide you feel more prepared to evaluate home improvement contractors and make the best decision for your family.

## **Q: Are you saying that you are the only company in the area that can uphold these standards?**

A: Most companies cannot uphold them, but there are several good, honest contractors to be found. Just be sure to take the time and use this guide to make sure before you hire anyone.

## **Q: Can a contractor just “fake” these standards?**

A: Not likely. Most shady contractors that don't put any effort into making their businesses good, also won't put effort into faking these standards. It's a lot easier for them to just move on to their next unsuspecting victim.

## **Q: What if a contractor SAYS they can do all these things, but can't show the proof?**

A: Don't settle for lip service. Demand to see the documentation for every single standard on the checklist at the end of this guide.



When you're hiring someone to do any type of work in your home, remember it's your money and your home. Be sure you get everything in writing, ask all the questions on your mind, and clearly understand the answers you receive.

Besides what we've mentioned here, there are several other ways to gather information on a company before giving anyone a dime. Check with established consumer-to-consumer reporting groups like the Better Business Bureau where we maintain an A+ rating. [www.bbb.org/central-florida/](http://www.bbb.org/central-florida/)



If all this makes sense, and you are curious about our approach to remodeling, please give us a call. We'll be happy to answer all of your questions for free.

As part of our commitment to our previous and potential new customers, at your request, we will set up a time to come to your home to answer your questions and concerns. At this time we can also determine if we can meet your remodeling needs. We provide this as a FREE, NO OBLIGATION service for you and your family.

Hopefully we can show you, as we have thousands of others, how to make your home absolutely gorgeous— something to be really proud of!

Remember that when Hippo Roofing visits your home, we are not going to use high-pressure sales tactics. It is simply a chance for you to meet us and see if our services can benefit you. If, after our meeting, you believe there is no benefit to be derived from working with us, we simply leave and that is that. If, however, you do find that you would like our help, we will discuss how we proceed from there.

I can't think of a better way to work. Can you?

If you think our approach is fair and honest, please consider Hippo Roofing for your construction needs.

Best of luck with your remodeling plans!

Sincerely,

Bill Stillwell  
General Manager, Hippo Roofing

# Contractor Standards Checklist

For your convenience, we've enclosed a checklist of all the items you'll want to look for before hiring any contractor.

WHAT TO LOOK FOR	HIPPO ROOFING	CONTRACTOR A	CONTRACTOR B
Proof of Establishment	✓		
Bank Letter & Supplier Letter	✓		
Financing Available	✓		
Business License	✓		
Insurance - No Work Comp Exclusions	✓		
BBB Accreditation	✓		
Memberships	✓		
Customer References	✓		
Accolades and Awards	✓		
No Tricks, No Pressure Sales Agreement	✓		
Jobsite Cleanup Agreement	✓		
Worker Conduct Agreement	✓		
Project Photos for Ideas & Inspiration	✓		



**Questions? Need More Information? Free Estimate?**

**1-800-GO-HIPPO**

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