

# METAL ROOFING

HOME OR BUSINESS OWNER'S GUIDE

CHECKLIST OF 13 KEYS TO KNOW  
BEFORE YOU HIRE ANY ROOFER

CODE OF  
ETHICS  
& ROOFER  
COMPETENCY

The logo for LIANRO METAL ROOFS features a stylized house icon with a green roof and a red roof, positioned above the company name. The name "LIANRO" is in a large, bold, black sans-serif font, and "METAL ROOFS" is in a smaller, bold, black sans-serif font below it, all contained within a black rectangular box.

**LIANRO**  
METAL ROOFS

# Protect Your Home, Family & Investment

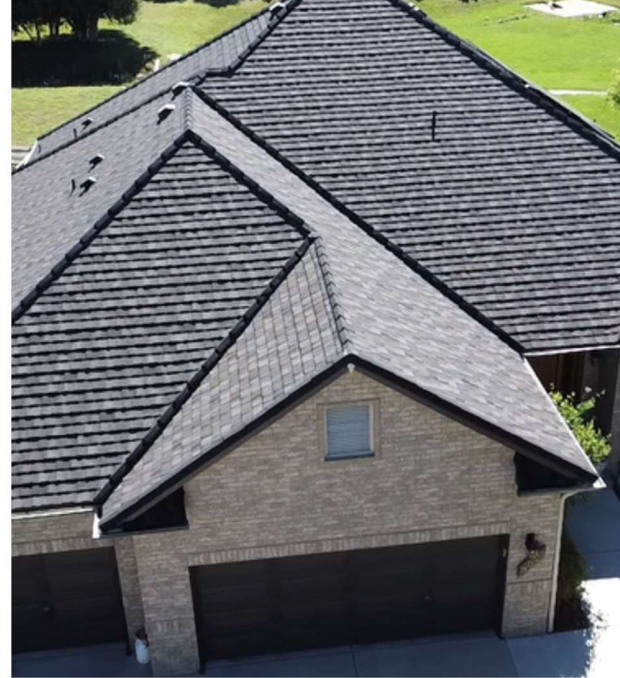


Did you know that 75% of ALL roofing contractors are financially unstable - and if they collect all the money you owe them - but fail to pay ANY of their sub-contractors - that sub-contractor can attach a lien waiver to your property - and prevent you from selling it until they receive full payment.

Are you also aware that most manufacturers of roofing materials require that contractors become "certified" in the installation of their products.

Unfortunately, even though the roofing contractor receives this certification, their employees don't. And yet, they're the ones installing the product on your home, which explains why the roofing industry has the second worst reputation in the country - with auto repair claiming the top spot.

**Lianro presents the  
Metal Roofing Code Of Ethics And  
Competency Standard™**



# The Metal Roofing Code Of Ethics And Competency Standard™



Lianro Metal Roofs philosophy is to treat our customers like family. We will go above and beyond to help our customers in any way possible. We are honest, lead by example, and have our own “in-house” employees who are well trained in installing only stone coated steel roofs.



“Peace of mind for a lifetime” is what we aim to provide for all of our customers.



Lianro is unique in the roofing industry in that our installers are actual employees allowing us to maintain high standards. All members of our team are covered by workers compensation, providing the most protection to our clients should there be an accident.



Our team created this free report to help you make the right decision when hiring a roofer and selecting the right type of roof for your home or business.



# 13 areas in the Metal Roofing Code of Ethics and Competency Checklist:

# 1

## **Quality 10 Year Installation Warranty**

Any defect in workmanship that allows the roof to leak will be repaired free of charge for 10 years from the completion date. Other installation problems covered by this Warranty include:• loose tile, trim or flashing, appearance defects caused by installation• property damage caused by Lianro Employees during installation (Must be reported within (5) five days of installation).

# 2

## **Dependable - Family owned and/or operated since 1959**

Lianro was started in 1959, in Garden City, Kansas, by Laverne Tuttle, a general contractor specializing in grain bins, concrete, etc. In 1981, the business began offering the attractive, durable, specialty metal roofs for which Decra is known.

# 3

## **Honest** – Over 60 years of satisfied customers

Sixty years later, we are still family-owned and operated and still committed to Excellence, Service, and Quality. We offer our customers “Peace of Mind for a Lifetime” by listening to their needs, supplying quality products, offering superior workmanship, paying attention to detail, and continually raising our standard of service.

# 4

## **Skilled** - Over 40 years of Stone Coated Steel Roof Experience

Our installers are all trained directly by the manufacturer to ensure top quality and performance.



## 13 areas in the Metal Roofing Code of Ethics and Competency Checklist:

5

### **Knowledgeable** - Well versed, friendly, professional sales staff

Lianro takes pride in the fact that most of the staff has been with Lianro over 10 years. Our commitment to professional development of our team results in high employee satisfaction and low turnover ultimately benefiting our customers with excellent customer service.

6

### **Transferable 50 Year Limited Warranty by Manufacturer**

We will register these warranties for you and it will be sent to you along with our 10 year warranty. Each manufacturers warranty differs somewhat, but typically refers to hail and wind

7

### **Class 4 Impact Resistance to UL2218 - testing to qualify**

The products Lianro offers all qualify for the Class 4 rating. What's important to know is that most insurance companies offer a discount for this qualification.

8

### **Lightweight materials**

Our stone-coated steel roofs only weigh 125 lbs to 160 lbs per square installed (sq = 100 sq ft). Typical asphalt shingle starting weight is 180 lbs. per square and up.

9

### **Non-Combustible Class A Rated Materials**

Metal offers the highest fire rating available Won't Crack, Break, Burn, Curl, Split or Rot Unlike standard roofs, our stone-coated steel roofs do not change shape over time.

## 13 areas in the Metal Roofing Code of Ethics and Competency Checklist:

10

### **Walkable, Low Maintenance**

Today's metal roofs are virtually leakproof, rustproof, and are low maintenance. There are still instances when you may need to walk on a metal roof, though, like to inspect it. Lianro will supply a walk sheet for your profile of roof for safety.

11

### **Long life, Non Porous, Freeze/Thaw Resistant**

We offer the original stone coated steel roofing system, which is the perfect blending of 50 years of research and the most beautiful durable and trouble-free roofs available today.

12

### **Interlocking Panels Provide Weather Barrier**

Exceptionally strong, secure steel roof covering for any architectural style.

13

### **Won't Crack, Break, Burn, Curl, Split or Rot**

Unlike standard roofs, our stone-coated steel roofs do not change shape over time.

# Leadership Team

## Larry Swain

Graduate of Georgia Institute of Technology and George Washington University. Former U.S. Navy Nuclear Submarine Lieutenant. Growing up, Larry learned the value of hard work and customer relationships working summer jobs at his family's small paint supplies business. After college he served in the U.S. Navy for 7 years and has held management positions in many small businesses over the last 25 years. Larry is honored to be part of the Lianro team and build on the history and legacy of the business. Larry enjoys spending time with his wife and three young daughters, the occasional round of golf, playing acoustic guitar, and soaking up the beauty of Colorado.



## Denise Wilken

With more than 30 years experience working at Lianro Metal Roofs, Denise is one of the most knowledgeable stone coated steel metal roof experts you'll find anywhere. As Operations Manager she is in charge of our customer projects, manages vendors, and coordinates with the crew leaders. If there's a question about stone coated steel metal roofing, Denise either knows the answer or where to find it! Denise is married and has 3 children. She enjoys spending time with her family and in her free time, she's camping, scrapbooking, cross-stitching, crocheting and bowling.



## Trent Lage

Trent has decades of experience in Sales and Sales Management with companies both large and small. His commitment to providing excellent customer service will make purchasing your Dream Roof both effortless and hassle free. As a resident of Palmer Lake Colorado since 2004, Trent understands the needs and concerns of homeowners throughout the region when it comes to choosing a new roof.



## Ross Sciaraffa

Ross Sciaraffa is the Operations Coordinator at Lianro Metal Roofs and the grandson of the company's founder. Having grown up immersed in the roofing industry, Ross brings a lifetime of experience and a deep passion for customer experience to his role, continuing the legacy of excellence that his family started.



# A Glimpse Into Our Spirit

## Who We Are

When it comes to metal roofing, no one on the front range has more experience than Lianro Metal Roofs. Reigning as the undisputed industry leader of stone-coated steel metal roofs in Colorado for over 40 remarkable years, and a business in construction for over 60 years, our name is synonymous with integrity, honesty, and unmatched workmanship. We've earned our stripes with every installation we've completed.


We go above and beyond by using only the most exceptional products, ensuring that your roof withstands the test of time while outshining all others. And here's a secret to our success – we boast a seasoned roofing crew, a tight-knit team of skilled and passionate experts that we are immensely proud of, many of whom are related by blood! We do NOT rely on subcontractors because excellence is a tradition that runs deep in our veins, and our work is backed by our name.

From sales to installation, we bring expertise and knowledge that can't be matched, making every step of the journey honest, hassle-free, and even enjoyable.

Beyond the majestic landscapes of Colorado, we've been sought after across the vast terrains of Wyoming, the golden plains of Kansas, the wind-swept expanses of Oklahoma, and the enchanting deserts of New Mexico. We've left our mark of excellence in each of these states, and we're always ready to take on new challenges.

So, come discover the difference by upgrading to a stone-coated steel metal roof. Let us prove to you that Lianro Metal Roofs, is more than just an ordinary roofer – we are architects of dreams and guardians of your peace of mind.

# What Others Have to Say About Lianro

 **Joel Brand** reviewed Lianro Metal Roofs — 5★  
October 11, 2017 · 🌐


Lianro put a new roof on a building for me a couple years ago; they did a super job! They were easy to work with, had many material options, performed the work in a timely fashion, and the installation was very high quality. We've had some crazy winds and hail since then, and there is not the slightest hint of damage. This was a cost effective roofing solution, plus it looks great too!

👍 2 1 Comment

 **Edward Y. Gordon** reviewed Lianro Metal Roofs — 5★  
February 24, 2018 · 🌐

I'm very happy with my metal roof from Lianro. I get compliments on it from neighbors and guests. Lianro is very nice to work with. This is my second home I have had their roofs installed on. I was so happy with the last one that I called them when I needed a roof on my most recent home!

👍❤️ 2

 **Nicholas Muller** reviewed Lianro Metal Roofs — 5★  
October 11, 2017 · 🌐

It was wonderful that we had this Lianro metal roof installed on our home several years ago. It is very attractive and durable--causing our property insurance rates to fall dramatically. And it was installed at a very reasonable and competitive price.

The icing on the cake was how nice Liana Tolbert and her team were to work with. They are dedicated and kind professionals who follow up extremely well, and do nothing but top quality work.

Feel free to call me at 303-297-1970 if you would like to discuss this further.  
Nick Muller

👍❤️ 2 1 Comment

 **Mike Puckett** 🌟 recommends Lianro Metal Roofs.  
November 29, 2018 · 🌐


Lianro Metal Roofs replaced our roof in Western Kansas several years ago. The results were amazing. The crew that installed the roof were extremely professional and efficient. We noticed a significant reduction in utility bills and noise. It is amazing the difference. The main benefit is we do not have to worry about our roof for likely the life of our home. Thank you Lianro Metal Roofs!

❤️ 1 1 Comment

 **Tish Norman** reviewed Lianro Metal Roofs — 5★  
October 12, 2017 · 🌐


Love my metal roof! It replaced cedar shake and it has great architectural interest, just like my shake, but fire resistant!

👍 2 1 Comment

 **Sabrina Day** reviewed Lianro Metal Roofs — 5★  
October 11, 2017 · 🌐

Super happy with our new roof. It looks beautiful. Work was completed quickly, efficiently, and well. Customer service was top notch. Would recommend to anyone.

👍 2 1 Comment

 **Nora Birt** reviewed Lianro Metal Roofs — 5★  
March 11, 2018 · 🌐

I had Lianro put a roof on my home in Palmer Lake. My criteria was that I wanted to have a metal roof that looked good and would outlast me. Through in fantastic customer service and you've got an excellent installation! Thank you, Lianro!

❤️ 1 1 Comment

 **Kriztine Retsema** reviewed Lianro Metal Roofs — 5★  
January 31, 2016 · 🌐

Lianro did my home and 2 of my rentals after a huge hail storm that totaled them all. Fabulous work, efficient, & professional. I just can not say enough great things about this company and their staff ❤️

They even transferred my 3rd rental house as they had put the roof on it 25 years earlier and the warranty was still good for another 25yrs!

My Decra Roofs will out live me ❤️

👍❤️ 2

 **Karen May** reviewed Lianro Metal Roofs — 5★  
November 4, 2017 · 🌐

Excellent product and good installation and roof looks as good as new.

👍❤️ 2 1 Comment

 **Betsy Sammons** reviewed Lianro Metal Roofs — 5★  
March 18, 2018 · 🌐

Exceeded my expectations. Well run company on all levels.

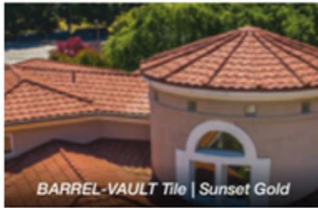
❤️ 1 1 Comment



PINE-CREST Shake | Country Blend



COTTAGE Shingle | Ironwood - HD



BARREL-VAULT Tile | Sunset Gold



PACIFIC Tile | Timberwood



GRANITE-RIDGE Shingle | Ironwood

## BEAUTIFUL. STRONG. LONG-LASTING.

Unified Steel™ stone coated roofing offers **five distinct profiles** that will enhance the curb appeal and value of any home while **providing durability, performance and protection** that will last.



### PROVEN DURABILITY

Unified Steel™'s long service life, lightweight roofing provides great value compared to life cycle costs of asphalt shingles.\*



### ENERGY EFFICIENT

When installed direct-to-deck, on battens or with Elevated Batten System® (EBS), Unified Steel™ can help provide energy savings due to the use of Above Sheathing Ventilation (ASV).\*\*



### 50-YEAR LIMITED WARRANTY

Unified Steel™ offers one of the most comprehensive, fully transferable roofing warranties in the business today. Coverage includes 120 mph Wind and Class 4 Hail protection.\*\*\*



### FIRE, HAIL, AND WIND TESTED

All of our panels have systems that meet the highest standards for ASTM Class A Fire Rating, UL 2218 Class 4 Impact, FM 4473 Very Severe Hail (VSH) performance, and Florida wind requirements for the High Velocity Hurricane Zone (HVHZ).



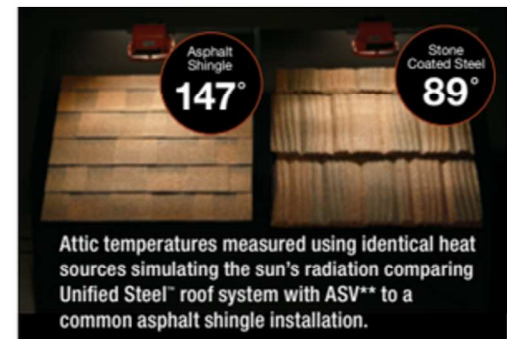
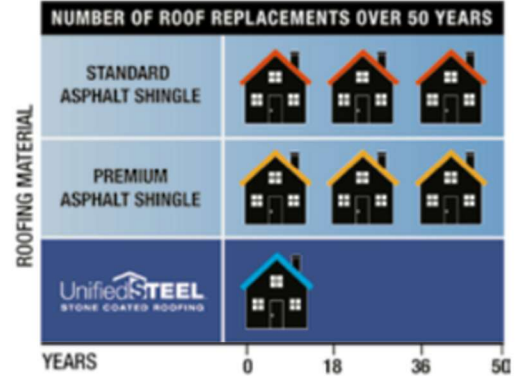
### INSURANCE DISCOUNTS - ENERGY REBATES

Through the classifications achieved against Fire, Hail, and Wind, the Unified Steel™ product may help reduce insurance premiums or attain performance rebates. Consult your insurance carrier, roofing contractor, and/or energy provider for availability.



### WIDE RANGE OF COLORS

We offer colors to suit any architectural style. Check with your local contractor or Westlake Royal Roofing Service Center to confirm availability of colors and profiles in your area.



\*Reroof based on average lifespan of asphalt shingle roofing at 19.5 years. Source: 3M Economic Forecast for the Asphalt Shingle Industry 2020 – F.W. Dodge-Pre-2003, NAHB-Post-2003.

\*\*Above Sheathing Ventilation (ASV) can be achieved when installing Unified Steel PINE-CREST Shake, PACIFIC Tile, BARREL-VAULT Tile or COTTAGE Shingle panels direct-to-deck or on battens.

\*\*\*Refer to the Unified Steel Resources > Warranty section of our website at WestlakeRoyalRoofing.com.



BARREL-VAULT Tile | Charcoal



COTTAGE Shingle | Barclay



PACIFIC Tile | Spanish Red



PINE-CREST Shake | Charcoal



COTTAGE Shingle | Timberwood



BARREL-VAULT Tile | Sunset Gold



GRANITE-RIDGE | Timberwood



PINE-CREST Shake | Ironwood



BARREL-VAULT Tile | Barcelona



# CERTIFICATE FOR FREE ROOF INSPECTION



THIS CERTIFICATE IS FOR A  
COMPLIMENTARY ROOF  
INSPECTION FOR ONE  
HOME OWNER OR  
BUSINESS OWNER

\$300 VALUE

To redeem contact us at:  
(719) 481-8026  
info@lianro.com



OFFER NOT VALID IN ASSOCIATION WITH A REAL ESTATE  
BUYING/SELLING TRANSACTION OR HOME INSPECTION  
FOR REAL ESTATE SALE.

