



## Silicone Roof Restoration

**A Smart Alternative - Extend Your Roof's Lifespan by 20 Years for Nearly 50% of the Cost of a Full Roof Replacement**





Spraying Silicone over an older Modified Bitumen roof treated with a non-bleed primer. The primer ensures that the black asphalt does not bleed through and discolor the ultra-white energy saving silicone membrane.

# What Is A Silicone Roof Coating

A Silicone Restoration Membrane is a versatile and self-flashing silicone membrane material perfect for commercial roof renewal.

What if we told you that you can renew your commercial roof waterproofing capabilities without replacing your entire roof system? A Silicone Restoration Membrane (SRM), will renew your roof into a seamless, low-maintenance system with long-lasting performance with a new warranty!

This is not cheap latex roof paint, a Silicone Restoration Membrane from GoTech Roofing delivers a high-performance, economical, and environmentally friendly alternative to re-roofing. If your existing roof is in relatively good shape but reaching the end of its warranty, GoTech Roofing has the answer for you.

We can renew your existing roof and receive up to a 20-year No Dollar Limit (NDL) warranty. The goal of this guide is to give you information on what a Silicone Restoration Membrane System is, so that you can utilize this information to make the best possible decision for your building roof. Thank you for reading our guide and if you are interested in seeing if your roof is a candidate for Silicone Restoration Membrane System, please reach out to us for a no-cost roof assessment. All of our contact information is on the last page of this guide.

**Let us help you save money today!**

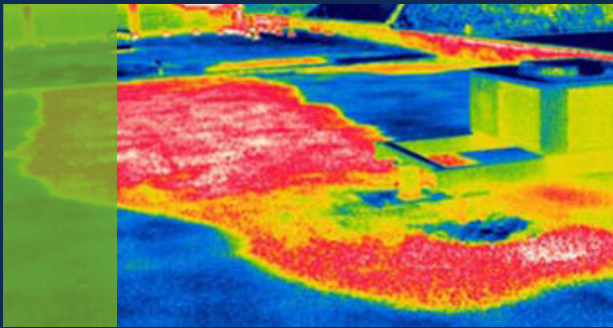
Julian Stevens  
CEO, GoTech Roofing



**A High Performance and Environmentally Friendly Alternative to Re-Roofing**

# How Much Does A Silicone Roof Coating Installation Cost?

For an average 10,000 sq. foot commercial roof, it will typically cost between \$4.00 and \$6.00 per square foot in materials and labor to install a typical Silicone Restoration Membrane System. To get the best silicone roof coating system for the right price, you will need to consider these key factors:



## Infrared Survey

Prior to the application of a silicone roof coating, an infrared survey is conducted by the GoTech Roofing to assess the state of any moisture in the insulation beneath the roof. Employing an Infrared Moisture Survey provides an excellent means to visually evaluate the insulation's overall



## Roof Repairs

If your roof has saturated polyiso insulation, these will have to be removed and replaced before new silicone is applied. In addition, we will need to identify if water has been ponding anywhere on the roof. Ponding water means the roof needs to be re-sloped correctly with tapered insulation boards or Pro Slope Ponding Water Eliminator silicone.



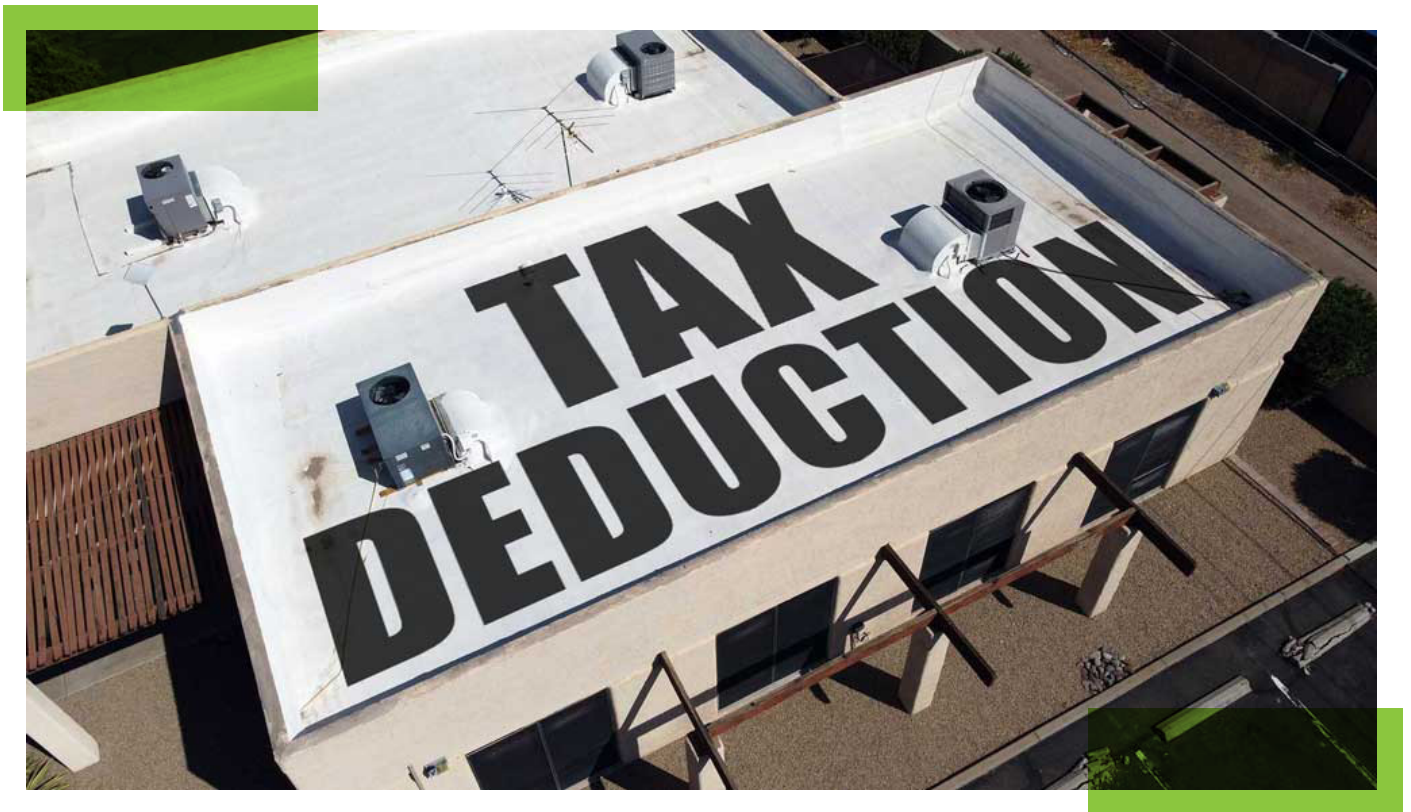
## Surface Prep - Washing

We will use a hot water power washer to clean the surface of the roof. Cleaning chemicals are used to remove years of grime and dirt. Then we will dry the roof surface with powerful air dryers. It's important to thoroughly clean the roof surface from debris and dirt so that the silicone will adhere properly.



## Reinforce Existing Roof

We will reinforce all of the existing seams, flashings, fasteners, and penetrations across your existing roof before spraying the silicone membrane. This reinforcement adds a layer of coated fiber mesh to further prevent future leaks with the more vulnerable seam, flashings, fasteners, and penetrations areas of the roof.



## Section 179 Commercial Roof Tax Deduction

Prior to the Tax Cuts and Jobs Act of 2017, commercial roofs were not eligible for Section 179 deductions. However, the Act expanded the definition of qualified real property eligible for Section 179 to include improvements to non-residential roofs. These include replacing, repairing, or improving existing roofs. Section 179 allows businesses to deduct the full purchase price of qualifying roof repairs or roof replacement purchased or financed during the tax year. This tax deduction is only for non-residential properties. Understanding how this deduction works can help you make better financial decisions for your business.

Section 179 can only be used if you acquired your non-residential property by purchase for use in the active conduct of a trade or business or your rental activities qualify as a business for tax purposes. You can't use it if your rental activity is an investment, not a business.

Owning rental property qualifies as a business if you do it to earn a profit and work at it regularly, systematically, and continuously—either by yourself or with the help of a manager, agent, or others. Rental ownership, on the other hand, is an investment, not a business, if you do it to earn a profit but don't work at it regularly, systematically, and continuously.

In Revenue Procedure 2019-7, the IRS established a safe harbor allowing certain rental activities to qualify as a Section 162 trade or business for tax purposes. To meet this standard, the following criteria must be satisfied:

### **Regularly**

Involves frequent and ongoing involvement in the rental activity. Activities such as advertising for tenants, screening applicants, collecting rent, handling repairs, and monitoring the property must occur throughout the year, not sporadically or occasionally.

### **Systematically**

The activity must be organized and managed in a structured way. Keeping records, maintaining a clear process for tenant interactions, and systematically handling maintenance and financial aspects of the property indicate business-like operations.

### **Continuously**

The activity must persist over time, not just during isolated periods (e.g., filling a vacancy or handling an occasional issue). The taxpayer must show they are consistently involved in managing or overseeing the property on an ongoing basis.

The Section 179 deduction can be a potent tool for businesses making significant investments in their commercial roofs. However, understanding how it works and the potential implications and limitations is critical to maximizing its benefits. As always, working with a tax professional can help you navigate these complexities and make the best decisions for your business's financial future.

# Benefits of Silicone

Silicone as a roofing membrane has been around for the past 30+ years. It is a time-proven approach to roof renewal and cost savings.



## Cost Savings

One of the top benefits of a Silicone Restoration Membrane is **cost savings**. As long as the existing roof substrate is dry and stable, no roof removal is required. In this case, we make preventative repairs to the current system and install a brand-new silicone coating that is a new waterproof roof system.



## Extended Life

If your roof is in relatively good condition, you can **extend the life of your commercial roof by 20+ years** by protecting it from the elements. Since the silicone is applied as a liquid, it completely fills in any seams, cracks, or other vulnerable areas of your roof.



## Reduced Energy

Silicone roof coatings are often referred to as “**cool roofs**” due to their ability to keep facilities cool. The bright white color reflects UV rays, saving buildings up to **35% in energy costs**. Utilizing a bright white coating application reduces energy costs as part of the energy star cool roof solution.

# Expected Energy Savings

According to the EPA, you can expect net annual savings of just under 50 cents per square foot of roof.

## How Much is Reflected?

So what percentage of UV rays are reflected when you have a reflective roof on your building? Based on several EPA studies, roughly 88% of UV rays are reflected off a white silicone roof. Compare that with a 17% average for non-reflective roofs, and that’s a huge improvement. That can be the difference of about 60 degrees in roof temperature. Depending on the insulation in your building, that can be between 20 and 30 degree difference below the roof. What a difference!



## Expected Energy Savings

Reflectivity, however, is not the only goal of a reflective roof. Reflectivity for reflectivity’s sake is pointless. **What matters is energy savings and dollar savings**. So, how much of those can you expect from a reflective roof? According to the EPA, you can expect net annual savings of just under 50 cents per square foot of roof. For a system that generally costs between \$4-\$6 per square foot, you can see that it won’t take long to recoup your costs through energy savings.





The Owner of this building knew this was a big decision and was very involved in the decision-making.



# Case Study

## Silicone Restoration System on Ballasted EPDM (Black Rubber with Pea Gravel on It) Roof Membrane Gives Building Owner a Cost-Effective Solution

You can't ignore a leaking, aging roof, but the high price tag that comes with installing a whole new roof can be daunting. A commercial building owner in Washington DC faced this very dilemma when his aging ballasted EPDM roof started to leak. Many contractors do not have multiple options for bal-

lasted roofs. We were able to give the building owner options by offering an cost saving restorative Silicone Roof Coating system at 60% of the cost of a full roof replacement. Not only were the cost savings of choosing a coating over a full roof replacement very beneficial, there was no disruption to occupants

of the building since there was no roof tear-off removal.

This project involved moving rock ballast into rows to prevent roof membrane wind uplift. Next, we swept and blew excess dirt off the roof. The roof was inspected for tears, rips, and open seams, which were repaired. Then, the existing EPDM membrane was power washed twice with GacoWash cleaner. All seams and penetrations were sealed with GacoFlex SeamSeal, and the surface was primed with GacoFlex E5320 (an epoxy primer). We then installed Gaco S42 silicone coating on the roof surface to the proper thickness to comply with the 20-year warranty specifications.

To finish, an approved protective barrier was installed over the silicone roof coating, and the rock ballast was moved back on top of the completed areas.



This was one of the first existing ballasted roofs to receive a Gaco Silicone Roof Coating application in DC.

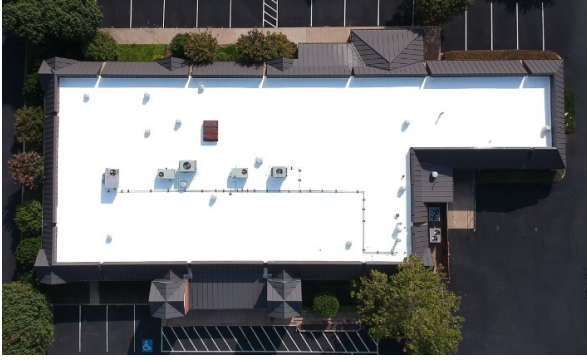




## RENEWABLE

Once the silicone roof reaches the length of the original warranty, the roof can be “renewed” by cleaning the roof and adding another layer of silicone coating. Now, you have extended your roof for another 20+ years.





At GoTech Roofing, we have been installing silicone coating systems for decades and have helped numerous building Owners stay leak-free while avoiding a costly tear-off.

## Has a Silicone Roof Coating Ever Not Lasted Its Intended Lifetime?

No, if it ever failed to last for its intended warranty duration, the cause would likely be a mistake in contractor installation procedures. Examples of such application errors could be:

### 1.) COATING IS TOO THIN

For a 20-year warranty, 60 mils of coating needs to be applied. If less than 60 mils of coating are applied, then the product may not last the entire 20 years.

### 2.) COATING IS TOO THICK

If the coating is applied too thick (more than 60 mils for a 20-year warranty), then it's simply an added cost for the

roofing contractor and great for the customer. This roof will perform great for more than 20 years.

### 3.) POOR SUBSTRATE PREPARATION

Preparation is King! Analogous to painting the walls of your house, the presence of dirt or dust on the walls inhibits the paint's performance and adherence. Similarly, a roofing contractor must thoroughly clean and dry your current roof substrate prior to the

coating application. If this step is not performed properly, the coating will not stick correctly and will fall short of its intended performance. The golden rule to remember is: it must be clean, dry, and sound. Ensuring a spotlessly clean roof is crucial for appropriate adhesion and optimal performance.

### 4.) APPLYING BEFORE A RAINSTORM

You don't want to trap any moisture below the silicone coating.

## Can a Silicone Roof Coating Last Longer Than Its Intended Lifetime?

Indeed, and it's quite common. It's not unusual to see a roof with a 20-year warranty still in excellent condition even after the warranty period has lapsed.

It's crucial to highlight that the lifespan of silicone roof coatings can be significantly extended with regular annual maintenance and roof inspections, particularly following severe weather events like intense thunderstorms and hailstorms.





**WHAT NEXT?**

**BOOK A NO-COST ROOF ASSESSMENT WITH US**

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