

■ FREE HOMEOWNER ALERT GUIDE

The \$5,000 Roof Problem Most Homeowners Never See Coming

*What's quietly destroying your roof right now —
and how catching it early saves you thousands.*

Presented by SkySure Inspections | skysureinspections.com

\$12,400	\$450	3–5 yrs
Average late-stage roof repair cost	Average annual monitoring cost	Typical gap before damage is discovered

The Danger You Can't See From the Ground

Right now, your roof may be hiding damage that's growing more expensive by the month. Cracked flashing. Granule loss. Lifted shingles. Pooling moisture. None of it is visible from the street — and most homeowners don't find out until they see water stains on the ceiling, or worse, receive a contractor's estimate that makes their stomach drop.

The hard truth: most roof damage is caught far too late. By the time you notice the problem, what could have been a \$400 repair has quietly become a \$10,000 replacement. This guide shows you exactly how that happens — and what you can do about it today.

The 3 Stages of Roof Damage (And What Each One Costs You)

Roof damage doesn't happen overnight. It progresses through predictable stages — and the difference between catching it at Stage 1 vs. Stage 3 can be \$10,000 or more.

STAGE	WHAT'S HAPPENING	REPAIR COST	VISIBLE FROM GROUND?
Stage 1 ■ Catch it here	Minor granule loss, small lifted shingles, early flashing wear	\$300 – \$1,500	■ Rarely
Stage 2 ■ Getting costly	Damaged flashing, multiple shingle failures, early moisture penetration	\$2,000 – \$6,000	■ Unlikely
Stage 3 ■ Too late	Widespread shingle failure, active leaks, structural deck damage, mold risk	\$8,000 – \$20,000+	Sometimes

5 Warning Signs Already Hiding on Your Roof

These are the most common — and most missed — early warning signs. None of them are obvious from your driveway.

1

Granule Loss in Gutters

Asphalt shingles shed granules as they age and fail. You'll find them in your gutters long before you'll see bare spots on the roof. Left unchecked, exposed shingles crack, curl, and allow water in — fast.

2

Lifted or Separated Flashing

Flashing seals the joints around chimneys, vents, and skylights. When it pulls away — even slightly — water finds the gap immediately. This is the #1 source of hidden leaks in homes over 10 years old.

3

Moss, Algae & Organic Growth

That green or black streaking isn't just cosmetic. Moss and algae trap moisture against the surface of your shingles 24/7, accelerating breakdown. A small patch becomes a large problem within two seasons if ignored.

4

Soft Spots & Sagging Sections

Sagging — even subtle sagging — signals moisture has already reached the decking beneath your shingles. This is Stage 2 or 3 territory. At this point you're looking at structural repairs, not just a shingle replacement.

5

Cracked Caulking Around Penetrations

Every pipe, vent, and fixture that penetrates your roof is a potential entry point. The caulk sealing these areas degrades every few years. Once it cracks, water tracks along the pipe and pools inside your attic — invisibly, for months.

Why Traditional Inspections Miss What Drones Catch

METHOD	COVERAGE	ACCURACY	SAFETY RISK
Walking the roof	Partial — limited reach	Moderate	High
Binoculars from ground	Surface only	Low	None
Drone Inspection ■	100% of every surface	High-resolution detail	None

The Math Is Simple. The Decision Shouldn't Be Hard.

Annual Roof Monitoring: ~\$300–\$450/year

One Caught Problem at Stage 1: \$300–\$1,500 repair

Same Problem at Stage 3: \$8,000–\$20,000 replacement

One annual inspection pays for itself the moment
it catches a single problem early.

Don't Wait for the Water Stain

By the time you see a leak, the damage has been growing for months — sometimes years. A SkySure Roof Condition Report gives you complete aerial visibility of your entire roof, documented with high-resolution drone imagery and a detailed condition assessment. No pressure. No guessing. Just clarity.

■ Schedule Your Roof Condition Report Today

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