

# — SPARKLE CLEAN TIMES —

## Ugly Roof Stains a Growing Problem

You don't have to travel far in central Ohio to see many homes with ugly black stains on roofs. They are practically everywhere and on most every home. Not only are these stains unsightly and diminish the outward appearance of homes, they are slowly but surely driving homeowners toward the expense of new roofs—long before they are needed.

These stains are actually black algae and are most commonly found growing on roofs in areas of reduced sunlight—usually on the north side of homes or in areas where trees shade roofs. If your home faces north, the problem is likely to be more pronounced and to develop quicker, something in the range of seven to 10 years of the roof being installed. However, it is not uncommon for roofs to become spotted and turn black within three or four years of installation.

***Sparkle Clean Roof, Ohio's first and most experienced roof restoration service, stands ready to help you prolong the life of your roof and maintain the elegance of your home by eliminating these stains that are caused by algae, moss, and fungus.***

Once this unsightly staining problem begins, the algae usually will spread to other areas of the roof—even to other homes in your neighborhood. At first you may notice only one spot, but additional spots will soon appear. These seemingly random spots are actually the algae taking advantage of nutrients left behind from bird waste and other wind-carried organic matter. As the spots multiply, they become streaks of biological activity as gravity and rainfall wash the algae growth down the roof.

Shingles are designed to last 25 years or more. With the right treatment they actually will. We are all taught to care for what we have—to be pro-active—if we expect to save money or to prolong the life of our possessions. We change the oil in our cars every three thousand miles for better performance and to help extend the life of its major and expensive components. We all understand very well the expense of replacing an engine.

***Sparkle Clean Roof is a Columbus-based company with 10 years experience in caring for roofs. We offer a restoration process and program that will safely return your roof to its original beauty and keep it looking new for years.***

While you might not think of your roof as something that needs this type of attention, the consequences of no maintenance can be just as serious and as expensive. The truth is that most roofs are simply ignored because they are out of reach, only getting attention when a leak develops or when hammered by high wind or hail.

Roof damage occurs in many forms once black algae emerge. The first notable damage is in the appearance of your home. Roofs are

designed to complement and protect the home. Black streaks on a roof most assuredly do not enhance a home's appeal, especially if you decide it's time to sell. If you are marketing your home, you clean and paint to give it a "Wow!" impact. You want your home to show well, but what is most often neglected is the one thing most people see first—your roof. The condition of the outside of the home often becomes the criterion for judging the condition and care for the inside.

*Whitehall City Schools saved thousands by cleaning their roof pictured below.*



before



after



# Sparkle Clean Roof®

- SERVICE
- EXPERIENCE
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# Save Money and Beautify Your Home

**Sparkle Clean Roof uses only time-tested chemicals and applications that are environmentally safe. We are fully insured, and our work is guaranteed.**

Prospective buyers may say, “We love your home, and we love the location, but the roof looks as if it needs to be replaced.” This “but” may well cost you thousands of dollars by forcing you to figure a new roof into the sale of the property, or by forcing you to reduce your asking price by a comparable amount. Either way, it’s going to cost you money.

The second area of damage occurs as the untreated algae begin to break down the composition of the shingles. Shingles are filled with volatile organic content (VOC), a petroleum based filler that binds the shingles. VOC is pressed into the fiberglass mat, the

base of the product that helps hold the shingles’ shape and the granules to the mat. Being petroleum based, the VOC is not water soluble. It is great for keeping water out, but it also attracts and harbors algae. This plant form is essentially a scavenger, thriving on any organic content it can find because it cannot make its own food.

The third area ripe for attack is your attic. Many homes have inadequate ventilation in the attic, making this a great hot and humid area for algae growth. Since algae are a wind-carried nuisance seeking shade, the attic offers a perfect location for them to burrow. Roof decking—the plywood



*An attic view of the center ridge of a roof with algae on the north side of the roof.*

to which shingles are attached—is easily digestible, and if contaminated by algae will lose its integrity in a few years. Left untreated, you may be facing the additional expense of replacing your decking as well as your shingles. If you have not checked your attic lately, now is the time to do so.



**Sparkle Clean Roof’s restoration package is but a fraction of the cost of roof replacement. Contact us today at (614) 402-5109 for a free consultation. It’s the first step in returning your roof to its original beauty and preserving it for years to come.**

You may have noticed many homeowner policies include restrictions on coverage from mold and fungus because of the damage they can cause, proving once again it pays to be pro-active.

While replacing an algae-stained roof does solve a current problem, it’s only a matter of time before it resurfaces. “Algae resistant shingles” aren’t a long-term solution. They may resist the algae, but these type of shingles won’t prevent its return. In most cases, the algae part of the warranty that accompanies shingles all expire after 10 years, or about the

time the problem begins for many homeowners. The reason for this limitation on the warranty is that shingle manufacturers have no control over home location, installation, or biological impact.

As a result, roof maintenance becomes a homeowner problem, but one that can be resolved with proper attention and protection. The really good news is that with a reasonable amount of attention and care the vast majority of modern shingle products bought and sold in the United States today will last as long as the manufacturers intended.

## Sparkle Clean Roof®

### Ohio’s First and Most Experienced Roof Restoration Service



*Call Today!* 614-402-5109