



Rebates Rebates Rebates

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As hard as the building owner might try, it's just not possible to ignore a roof. In the long run, the roof will always make its presence felt, sometimes in very inconvenient ways — just ask the hospital that had its surgical suite damaged by a leaky roof.

It can be hard to budget capital dollars for roofing even in the best of times. But roofs in bad shape simply cannot be ignored. If a roof is already a candidate for replacement, re-covering or re-coating, knowledgeable building owners should go the extra mile and consider cool roofing options.

There are plenty of reasons why. For one, some Florida utility providers offer incentives to spur users into purchasing cool roofing systems. The possibility of an incentive alone makes it worthwhile to look into cool roofing.

Of course, for facility executives in some areas, cool roofing may not even be optional anymore as local government bodies tighten up building codes to make buildings more energy efficient.

Whether a cool roof is mandated or not, a roof that's both reflective and emissive can provide a range of benefits for the entire organization. A cool roof can significantly cut heating and cooling loads. It can also act as a shot in the arm for public relations efforts. And with the federal government promising tighter efficiency standards for buildings and a system to cap carbon dioxide emissions,

cool roofs are one way facility executives can ready their organizations.

When it comes to justifying cool roofs in a tough economy, rebates from gas and electric utilities are among the surest bets. Generally speaking, the utilities pay back a dollar amount based on the square footage of conditioned space. This square footage does not include overhangs, drive thru's, or any portion of the roof that is not directly over either heated or cooled space.

Other qualifiers are that the new roof cannot have over a certain maximum R value in the total system. Also the membrane or coating must meet a minimum solar reflectance as rated by the Cool Roof Council or is Energy Star compliant. Each power provider's qualifications are slightly different so it is always best to check with an approved roofing contractor for the power provider in your area.

Florida Power and Light (FPL) has a rebate that is \$.45 per square foot for qualifying systems. Tampa Electric Company (TECO) has a \$.60 per square foot rebate, and Progress Energy's rebate is \$.10 per square foot. All of these rebates require documentation, inspections, and must be installed by approved contractors such as Service Works.

Utilities are looking for ways that they can reduce capacity. Rebates are a form of demand-side management, since cool roofing has been shown to push back peak-demand energy use.

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