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February 2015

COMMERCIAL

INDUSTRIAL

MULTI-FAMILY



More Bang for Your Buck with Value Engineering!

Are you getting the most out of your roof? How many years will this roof last? Did your roofing contractor give you different options and not just force you to do it one way? These are just a few questions you should be asking, when thinking about installing a new roof on your building. At Rayco, we use value engineering to determine the best roof for each job.

What is Value Engineering?

Value engineering is a way to gain the most value out of the roof, while reducing the cost. This is done through careful analysis of all aspects of roof installation to make sure the roof meets industry quality and safety standards. Every roof is different and value engineering is used to customize each project to meet the roofing needs.

Value Engineering at Rayco

Rayco construction carefully evaluates each roof that we install. Not every situation is the same, so we utilize our knowledge and years of experience to determine the best

FEATURED PROJECT



Visit our Facebook page for more All Furniture photos and view our gallery [here](#).

All Furniture Minneapolis, MN

Rayco Construction installed 60 mil TPO on a section of the roof at All Furniture, as well as installed two new skylights. We have had the pleasure to work with All

materials and installation method for each job. Our mission is to install the best roof for each customer and using value engineering helps us achieve this.



Rayco owner, Duane Nelson, walks the Burger King in Ham Lake roof to assist him in plan development.

Furniture multiple times over the past few years. To find out more about them, visit the All Furniture website by clicking [here](#).

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COMPLIMENTARY
ESTIMATE**

Challenges Commercial Roofing Contractor Face

Commercial roofing companies face an array of obstacles every day. From employee turnover to weather, finances to equipment; it can be a challenge to turn these obstacles into opportunities, but when done correctly it can be extremely rewarding. Two of the biggest challenges we face are money collections and the weather.

Payment Collections

Money is needed for a company to operate, so if they don't collect payment from customers it creates problems. While most customers make it a seamless transaction, there is always a few that do not go as smooth. We run into issues when we do not receive payment for months and sometimes over a year, after it is due. It is important to have open communication throughout the entire re-roof process, from the initial sale to collection of the final payment, to make sure the customer's expectations are exceeded and that the contractor receives payment on time.

Weather

Weather in Minnesota and Wisconsin is unpredictable and it directly impacts the roofing industry. Cold, harsh winters and stormy, rainy summers make dealing with weather a primary issue for any commercial roofing contractor.



Rayco battled the elements to re-roof Lincoln Place Apartments in Mahtomedi

- **Scheduling:** The unpredictability of weather makes it difficult to plan out a weekly and monthly schedule. Snow and cold in the Winter make it hard to do many jobs, while rain and storms in the Spring, Summer, and Fall can also mess with the schedule.
- **Materials/Equipment:** Roofing materials and equipment used in this climate need to be able to withstand different types of weather including snow, ice, high winds, and extreme heat and cold. Whereas, in other parts of the country different materials are used to deal with different climates.
- **Roof Design:** The roof design goes hand-in-hand with the materials. The roof needs to be able to drain water properly and withstand strong storms. The roofing material used is factored into the design of a new roof.



It is important for contractors to be proactive when dealing with weather. Planning ahead and making sure we have all the right equipment to handle different types of weather is what separates Rayco from our competition.

**ICE DAM
REMOVAL**



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COMPLIMENTARY ROOF INSPECTION**

**Quality Roofing Since 1978
612-781-6092**

Stay In Touch



Rayco Construction is a FULL SERVICE commercial roofing company that has been providing superior roofing solutions since 1978. Our team of professionals provides quality craftsmanship and a deep knowledge of the roofing industry.

We want your roof to stand the test of time. Therefore, Rayco Construction only uses the best time-proven products and materials. Our reputation depends on our strong attention to detail and dedication to quality.

Rayco Construction has excellent references, a BBB A+ rating, and recognition awards for being a leader in the roofing industry.

We would greatly appreciate the opportunity to service your commercial roofing needs.

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