

FIDELITY ROOF & SOLAR presents...

FROM THE ROOFTOP

**COMMERCIAL ROOFING... SOLAR & GREEN ROOFS... METAL ROOFING
RESIDENTIAL ROOFING... WATER PROOFING... ROOF MAINTENANCE**



Welcome to Fidelity Roof & Solar Company's first quarterly newsletter, *From The Rooftop*. For well over half a century, we at Fidelity have been committed to providing you, our customers, with the most accurate, up-to-date information on roofing issues that we believe could save you or your clients money while at the same time protecting your existing roof investment. In the past, we've done this through face-to-face meetings or phone calls. Well, I guess it's about time we move into the 21st century. With the availability of "instant communication", we now can keep you informed about the latest in roofing and solar innovations almost as soon as they happen. We hope *From The Rooftop* will be another way for us to express our on-going commitment to customer service in an enjoyable, valuable and informative way.

We know your time is valuable so we'll try our best to keep it short and sweet while also providing you with the resources to get more detailed information about those specific subjects you might be interested in. And if our newsletter isn't for you, just let us know by hitting the "unsubscribe" icon and we promise not to include you in the future.

COMMERCIAL ROOFING

When the roof of your commercial building starts to show the wear and tear of both time and weather, there's a lot to think about before doing a roof replacement. *From The Rooftop* will do our best to give you're the answers to some of the key questions you need to ask yourself before deciding how to proceed.

With Title 24 now law in California, there are new considerations and requirements that can have a major impact on your roof replacement decision making.

What exactly is Title 24 and what does it mean to me? The California Energy commission answers some of your questions. Q and A on COOL ROOFS.



Research shows solar-reflective roof coatings reduce utility bills. St. Louis Dispatch (NRCA 4/7/10)



SOLAR & GREEN ROOFS

Many of us might feel a bit overwhelmed by the local, national and international media telling us that solar and green is "the only way to go". Some even say that anyone who doesn't install a solar energy system or green roof is either not very bright or doesn't care about the environment. Believe me, we know it's not that simple. *From The Rooftop* we'll do our best to answer your questions about solar and green roofs.

Energy-efficiency tax credits are different for home owners and business owners. professionalroofing.net (March 2010)

Going "green" makes good financial sense. San Diego Metropolitan Magazine (NRCA 4/12/10)

Green roofs are more energy efficient than white roofs. Environmental Leader (NRCA 5/6/10)



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