



CRAIG GOUKER ROOFING

Teaching You How to Steer Clear of “Mirage Contractors”

There’s a reason why Craig Gouker Roofing has been in business for over 26 years, with two locations and a staff of trained employees who put in an honest day’s work for customers: INTEGRITY.

But, according to Gouker, there’s a growing crisis in the roofing industry stemming from tradesmen posing as something they’re not, leaving customers high and dry when it comes to the finished product. These “mirage roofers,” as he calls them, create a good-looking facade through flashy websites and false promises. The reality, when you get up close, is a lot less appealing.

“When you peel back the onion, they’re not who they say they are,” he explains. “They don’t have a permanent place of business, or staff that’s qualified to do the work. Homeowners are getting bamboozled. These guys are lying to their faces. By the time they realize it, it’s too late. I always tell people to do their homework and research.”

Gouker’s website provides a wealth of information on how to weed out mirage contractors, including these important questions homeowners should ask:

Does the roofer not only have a nice website, but one that is informative about the contractor, crew, equipment and location? Does it show you that the owner really knows the craft?

Beyond the website, does the roofer have a permanent location or could the contractor leave town in a blink and not be there when needed?

Does the contractor have its own well-maintained equipment needed to get the job done right, or is there a small pick-up truck with ladders tied to it?

Are the crewmembers employees or subcontractors? This is important because a contractor who hires subcontractors really doesn’t know the quality of the work and the experience of the workers. Roofers with their own crews will stand by the quality of their work.

Is the contractor licensed and insured? In the Commonwealth of PA you can look up the contractor’s license at the attorney general’s website, hicsearch.attorneygeneral.gov. An uninsured or under-insured roofer puts your home at risk. Contractors insurance protects you in case of injury on your property, damage to your home (or a neighbor’s) and more.

Does the contractor have reviews or referrals on reputable websites such as Google and the BBB? Sure, there may be customer quotes on its website, but third-party sites are unbiased and out of the contractor’s control.

Did the contractor come on time and provide a detailed estimate of the work to be done including materials to be used, specific aspects of the projects and potential problems that may occur?

Gouker specializes only in roofing and is an Owens Corning Platinum Preferred Installer (#202690). He carries its Duration line of shingles exclusively, which provides a lifetime warranty for as long

as you own your home, and can resist winds of up to 130 mph. The warranty also guarantees algae resistance for 10 years. The line comes in a variety of colors to match any home style or feel.

Gouker offers free estimates, financing options, and is fully insured with proper insurance classification — something not all roof installers may have.

In fact, Gouker’s safety record is excellent, with most of his employees having been safely with him for over 15 years. He has an excellent profile on Angie’s List and his record with the Better Business Bureau is spotless.

For more information on Craig Gouker Roofing, call 412.664.7679 or go to his website, craigougkeroofing.com, for more information, photos of his work, testimonials and more. He also has a new showroom located in The Millennium Shops, 4607 Library Road (15102), where you can see samples of materials and discuss your project with qualified, knowledgeable staff.

