

# LEAK PROOF

STOP ROOF FAILURES  
BEFORE THEY START



INTELLECTUAL PROPERTY OF WHITE TOP MARKETING

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Get clarity on your roof before problems get worse

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# THE REAL COST OF LEAKS

Most commercial roof failures don't begin with dramatic collapses.

They start quietly.

A small separation in a seam.

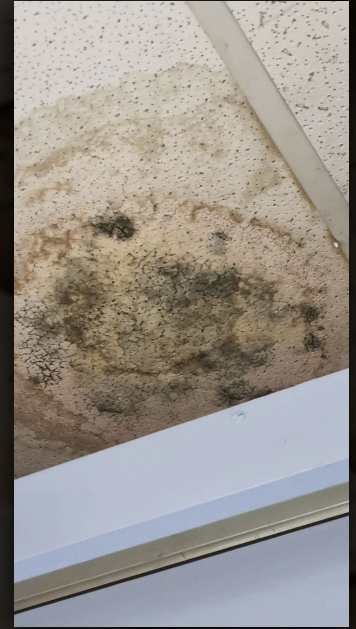
A puncture around rooftop equipment.

A flashing detail that slowly begins to fail.

Water enters the roofing system and begins spreading through the insulation layer beneath the membrane. Because insulation acts like a sponge, moisture can travel far beyond the original entry point, sometimes affecting thousands of square feet before a leak is visible inside the building.

By the time ceiling stains or dripping water appear, the damage beneath the surface is often already extensive.

What seems like a minor leak can quickly become a major financial problem.



## THE HIDDEN COST OF A SMALL LEAK

### Energy Loss

Wet insulation loses its R-value, forcing HVAC systems to work harder and increasing energy costs throughout the building.

### Interior Damage

Leaks can damage ceiling tiles, drywall, flooring, equipment, inventory, and tenant spaces.

### Mold Risk

Trapped moisture creates ideal conditions for mold growth, which can lead to air quality issues and potential liability.

### Structural Damage

Over time, moisture can weaken roof decking, corrode fasteners, and compromise structural components.

### Insurance Risk

Many insurance policies exclude damage caused by maintenance. Ignoring a small leak can result in denied claims later.

**THE BOTTOM LINE :** Roof leaks are not just maintenance issues. They are financial risks that grow over time.

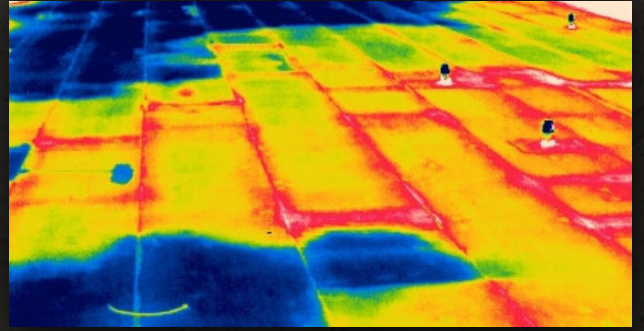
Identifying hidden moisture early is the key to preventing expensive repairs or premature roof replacement.



# THE PATH TO TOTAL ROOF FAILURE

## TRAPPED MOISTURE

Water enters through small openings and spreads unseen beneath the roof surface



## ENERGY LOSS

Wet insulation loses efficiency, forcing HVAC systems to work harder and increasing energy costs.



## MOLD GROWTH

Trapped moisture creates the perfect environment for mold, impacting air quality and safety.



## STRUCTURAL DAMAGE

Over time, moisture weakens decking, corrodes components, and compromises the roof structure.



**Hidden moisture spreads long before leaks become visible.**

Small leaks often go unnoticed while water spreads through insulation and roofing materials. By the time the damage becomes visible inside the building, the underlying problem may already be widespread.



# WHAT TYPE OF ROOF DO YOU HAVE?

Not all commercial roofs are built the same.

Different roofing systems use different materials, installation methods, and maintenance requirements. Understanding which type of roof you have is the first step toward diagnosing leaks and determining whether your system can be restored or requires replacement.

Each roof type also has common failure points that develop over time due to weather exposure, thermal movement, and aging materials.

Below are the most common commercial roofing systems found on flat and low-slope buildings.

## EPDM (Rubber Roofing)

A durable synthetic rubber membrane commonly used on commercial buildings.

### Common issues

- Seam separation over time
- Shrinkage around penetrations
- Cracking from UV exposure

### Typical leak areas

- Seams
- Flashings
- Rooftop equipment
- Edge details



## TPO (Thermoplastic Polyolefin)

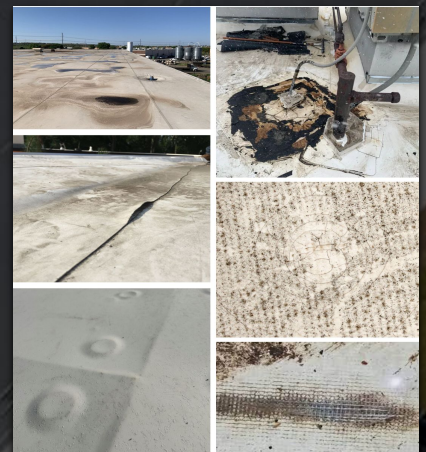
A heat-welded single-ply roofing system known for its reflective surface and energy efficiency.

### Common issues

- Weld failures from thermal movement
- Surface degradation on older systems
- Punctures from foot traffic

### Typical leak areas

- Heat-welded seams
- Drain areas
- Ponding sections



## Metal Roofing

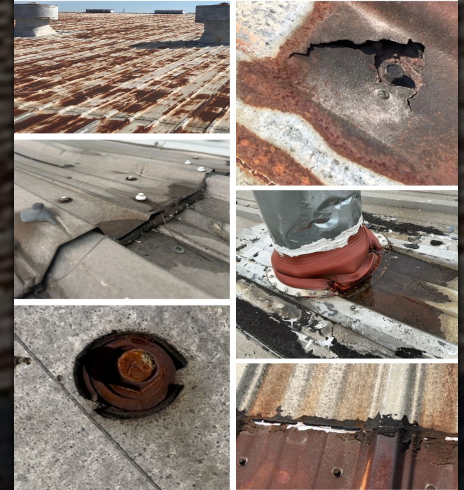
Metal roof panels installed with exposed or concealed fasteners.

### Common issues

- Fastener back-out
- Seam separation
- Rust and corrosion

### Typical leak areas

- Screw heads
- Ridge caps
- Panel laps



## Spray Polyurethane Foam (SPF)

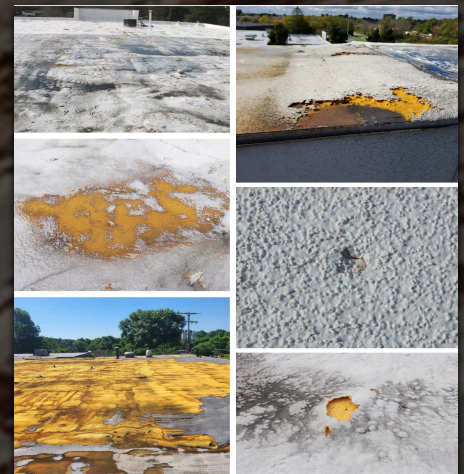
A seamless roofing system created by spraying foam insulation and coating it with a protective membrane.

### Common issues

- UV damage if coating wears down
- Surface punctures from foot traffic
- Cracks in protective coatings

### Typical leak areas

- Coating cracks
- Penetrations
- Edge transitions



## Modified Bitumen (Mod-Bit)

An asphalt-based roofing membrane reinforced with fiberglass or polyester.

### Common issues

- Blistering caused by trapped moisture
- Granule loss and UV exposure
- Surface cracking from temperature cycling

### Typical leak areas

- Lap seams
- Flashing details
- Roof drains



# SATURATED INSULATION: THE HIDDEN THREAT

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## WHY SATURATED INSULATION IS SO DANGEROUS

### Energy Loss

Wet insulation loses its ability to regulate temperature. This forces HVAC systems to run longer and harder, increasing energy costs throughout the building.

### Mold and Air Quality Issues

Moisture trapped within insulation can create ideal conditions for mold growth, which may lead to indoor air quality concerns and potential liability.

### Structural Damage

Long-term moisture exposure can weaken roof decking, corrode fasteners, and compromise the structural integrity of the roof system.

### System Failure

Installing coatings or new roofing materials over saturated insulation traps moisture inside the system. This can accelerate deterioration and may void manufacturer warranties.

### The Hidden Problem

Water rarely stays where the leak occurs.

Once it enters the roofing system, it can travel across the insulation layer, sometimes affecting thousands of square feet before the problem becomes visible.

This is why many commercial roofs appear to fail suddenly — when in reality the damage has been developing silently for months or even years.



Thermal imaging reveals temperature differences caused by moisture trapped beneath the roof membrane.



Saturated insulation spreads moisture across the roofing system and drastically reduces energy performance.

Over time, trapped moisture can deteriorate roof decking and structural components.



### Why This Matters

Surface repairs alone cannot solve hidden moisture problems.

Before applying a restoration system, the roof must be properly evaluated to determine:

- where moisture is present
- how far it has spread
- whether the insulation needs replacement or venting

Identifying these hidden issues is the key to preventing premature roof failure.



# DETECT HIDDEN MOISTURE BEFORE LEAKS APPEAR INSIDE THE BUILDING

Most commercial roof damage begins beneath the surface, long before a visible leak appears inside the building.

Small openings in seams, flashing details, or penetrations allow water to enter the roofing system. Once inside, moisture spreads through insulation layers, sometimes affecting large sections of the roof before any signs appear indoors.

Traditional roof inspections often rely on visual observations, which may identify obvious damage but fail to detect hidden moisture trapped beneath the roof membrane.

Modern commercial roofing inspections now use advanced diagnostic technology to locate moisture early — before it leads to costly repairs or premature roof replacement.

## Advanced Moisture Detection Technology

**Thermal Infrared Scanning** - Infrared cameras detect temperature differences across the roof surface. Areas containing trapped moisture often retain heat differently than dry areas, allowing inspectors to identify potential saturation zones.

**Drone Thermal Imaging** - Thermal-equipped drones allow large commercial roofs to be scanned quickly and accurately. This technology provides a comprehensive aerial view of temperature variations across the entire roofing system.

**Moisture Meter Testing** - Moisture meters are used to verify insulation saturation levels and confirm areas where water has infiltrated the roofing system.

**Roof MRI Moisture Detection** - Advanced scanning systems can map moisture inside insulation layers without damaging the roof, providing a detailed understanding of hidden conditions beneath the membrane.

## Why Moisture Scans Matter

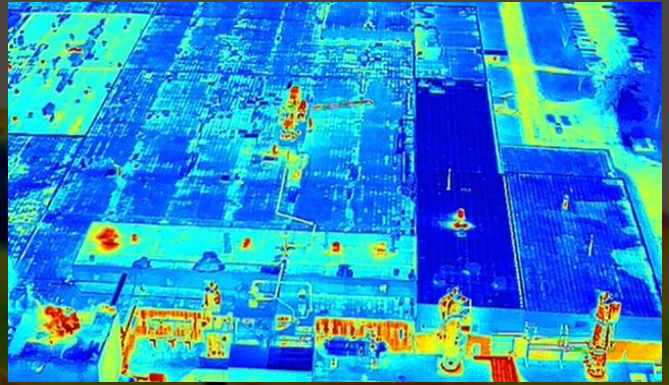
Identifying moisture early helps building owners:

- locate hidden roof leaks
- prevent insulation saturation
- avoid structural deterioration
- determine if restoration is possible
- reduce long-term repair costs





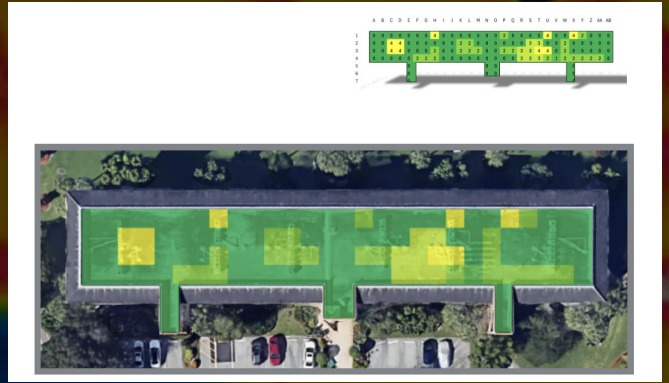
Infrared cameras detect heat differences that often signal moisture trapped within insulation layers.



Thermal drone imaging reveals temperature patterns that indicate hidden moisture beneath the roofing system.



Moisture meters confirm the presence of water inside roofing materials and insulation.



Detailed moisture mapping allows contractors to identify affected areas before restoration begins.

### Schedule a Professional Roof Moisture Scan

A certified roofing specialist will:

- inspect the roof system
- perform thermal moisture scanning
- identify hidden saturation
- determine if restoration is possible

Early detection allows many commercial roofs to be restored instead of replaced.

[CLICK HERE TO SCHEDULE YOUR MOISTURE INSPECTION](#)



# DON'T REPLACE YOUR ROOF, RESTORE IT

If your commercial roof is leaking or aging, it doesn't automatically mean you need a full replacement.

In many cases, the roof is still structurally sound and can be restored using modern coating systems — without the cost, disruption, or downtime of a tear-off.

## What Is a Roof Restoration System?

A restoration system is a **liquid-applied membrane** installed directly over your existing roof.

Once cured, it creates a seamless, fully adhered waterproof barrier that protects against:

- water intrusion
- UV exposure
- ponding water
- thermal movement

By eliminating seams and fasteners, it removes the most common sources of leaks.

## Types of Restoration Systems

### Silicone Coatings

Ideal for ponding water. Long-term waterproofing and UV resistance.

### Acrylic Coatings

Cost-effective with strong reflectivity and energy-saving benefits.

### Polyurea Systems

Highly durable and impact-resistant for demanding environments.

### Spray Foam (SPF)

Adds insulation while creating a seamless roofing surface.

## Why Many Roofs Are Replaced Too Soon

Most commercial roofs are replaced before it's necessary.

In many cases, less than **25% of the roof is actually damaged**.

Restoration allows you to:

- preserve the existing system
  - eliminate leaks
- extend roof life 10–20+ years
- avoid major capital expenses





# RESTORATION VS REPLACEMENT

## RESTORATION SYSTEM

- No tear-off required
  - Lower cost
- Minimal disruption
- Faster installation
- Energy savings

## REPLACEMENT

- Full tear-off required
  - Higher cost
- Business disruption
- Longer project timelines
- Higher labor and disposal costs



# A SIMPLE, PROVEN PROCESS

Restoring your commercial roof doesn't require a full replacement.

Our system is designed to eliminate leaks, protect your building, and extend the life of your roof — with a clean, efficient process.

## Step 1 — Surface Preparation

The roof is thoroughly cleaned and prepped to ensure proper adhesion.

This removes dirt, debris, and contaminants that can prevent the system from bonding correctly.

## Step 2 — Reinforce Seams & Fasteners

All seams, penetrations, and fasteners are sealed and reinforced.

This eliminates the most common sources of roof leaks and creates a solid foundation for the system.

## Step 3 — Seal the Entire Roof

A liquid-applied coating is installed across the entire surface.

This creates a seamless, fully waterproof barrier that protects against:

- water intrusion
- UV exposure
- thermal movement

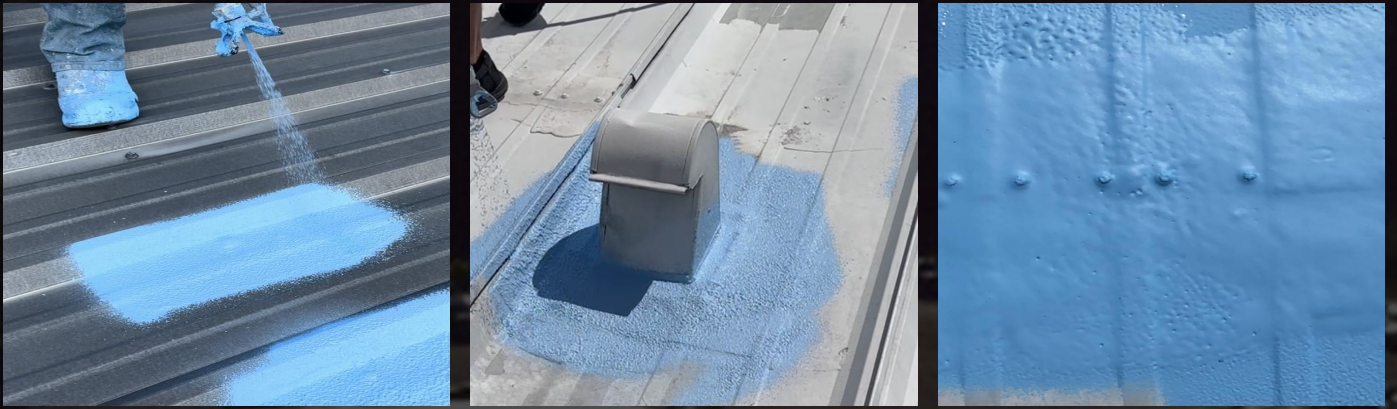
## The Result

A roof that is:

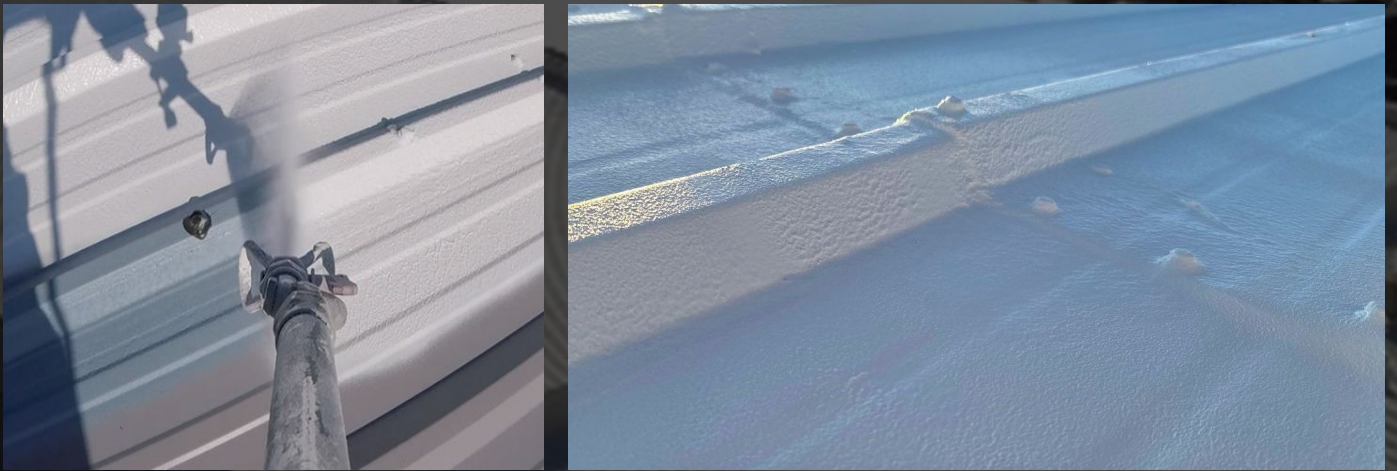
- completely sealed
- leak-resistant
- energy-efficient
- built to last

[CLICK HERE TO SEE THE PROCESS IN ACTION](#)





All seams, penetrations and potential leak entry points are sealed before top coating is applied - This ensures optimal waterproofing.



Once roof is reinforced and sealed, a high quality commercial grade top coating is applied over the entire roof. This gives your roof a 100% seamless monolithic membrane.



The high reflectivity of the coating has an instant impact, because it dramatically reduces the surface temperatures on the roof.



# WHY SMART BUILDING OWNERS CHOOSE RESTORATION

Restoration isn't just a repair

— it's a smarter way to protect your building, control costs, and extend the life of your roof.

## Stop Leaks at the Source

Seams, fasteners, and penetrations are sealed, eliminating the most common causes of recurring leaks.

## Extend Roof Life 10–20+ Years

Avoid premature replacement and get more life out of your existing system.

## Reduce Energy Costs

Reflective coatings lower roof temperatures and reduce HVAC demand.

## No Tear-Off Required

No messy demolition. No exposing your building to weather.

## No Business Disruption

Your building stays fully operational during the process.

## Lower Total Cost

Restoration typically costs significantly less than full replacement.

## A Smarter Alternative to Replacement

Many roofs that appear to be failing can be restored  
— saving time, money, and disruption.

[CLICK HERE TO GET STARTED](#)



# GET A CLEAR PICTURE OF YOUR ROOF

Before making any major decision, the first step is understanding the true condition of your roof.

## Schedule Your Roof Assessment

A certified roofing specialist will:

- inspect your roof system
- identify problem areas
- determine if restoration is possible
- provide clear next steps

## What You'll Get

- a detailed roof evaluation
- clear recommendations
- restoration vs replacement options
- no pressure, no guesswork

## See If Your Roof Qualifies

**Presented By**

Royalty Roofing Systems

“The bridge between commercial building owners & qualified applicators”

## Stop Leaks Before They Cost You Thousands

Get clarity on your roof before small problems turn into major expenses.

[Click Here to Get Your No-Cost Roof Assessment](#)



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