

# White Paper – How Homeowners Associations Can Benefit from the Authentic Advantages of Synthetic Roofing Materials

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## Background

There are over 370,000 homeowners associations in the U.S., representing more than 40 million households. Or, put another way, 58% of homeowners in the nation. That's a lot of homes and a lot of roofs. Every HOA is different, with its own set of regulations and guidelines. Roofing covers approximately 40% of a home's exterior and, in addition to providing aesthetic value, roofing plays a significant role in protecting a home against the elements. Ensuring a roof is up for the job is not only critical for the property's appearance, but it's equally important for protecting the home and valuables from outside forces such as extreme winds, hurricanes, hail, snow, rain, UV impact, and fire.

For these reasons and more, it is critical to consider looking beyond traditional roofing materials and taking a closer look at synthetics. A smart alternative, synthetic roofing materials have effectively revolutionized the world of exterior design by providing an eco-friendly option that delivers a whole new level of performance, durability, and longevity with excellent resistance to severe weather. In this white paper, we'll look at the effects of weather on roofing and how synthetic roofing tiles effectively respond to the challenge.

## Keeping Strength Top of Mind

Synthetic roofing materials typically contain impact modifiers to help withstand storm and weather damage. Extremely durable, they are certified for Class 4 impact resistance, which is the highest level roofing materials can achieve, and offer protection from hail, rain, ice, and debris. Made from a variety of composites, including rubber, plastic, polymers, fiberglass, and asphalt, synthetic roofing tiles provide the color, look, and texture of natural materials such as slate and wood, yet are proven to be stronger, fire-resistant, UV fade-resistant, and easier to maintain. They also boast a significantly longer life expectancy and can include a 50-year warranty.

## Standing Up to Mother Nature

When exposed to continual sunlight and UV rays, asphalt and natural wood tiles fade over time, losing their original color sharpness. However, synthetic tiles do not naturally degrade over time because UV protection is built into each tile. What's more, they are an eco-friendly solution because synthetic materials don't deplete natural resources, such as quarries for slate, or lumber for wood shakes. Synthetic roofing materials are a great option, not only for their green capabilities, but also because they can mirror the look of materials such as wood,

slate, concrete, terra-cotta, and more.

## Durability That Lasts

Synthetic roofing tiles are often less expensive than most traditional options and can cost less to install. There's nothing fake about the performance of synthetic roofing tiles, too. Because of the nature of the material, they are far more durable and guaranteed to arrive undamaged. Synthetic roofing tiles also require significantly less maintenance than their natural alternatives.

## Real Curb Appeal

A property's value increases with its appeal, durability, and overall longevity. For an HOA, this is especially important when attracting new residents. To that point, synthetic shingles bring better value for homes and greater curb appeal for HOAs by offering options that are just as aesthetically and architecturally pleasing as asphalt shingles, concrete tiles, slate, shake, and clay tiles. A special molding process is used to create tiles that meet the look of natural materials but are far stronger. Some manufacturers even match virtually any solid color or utilize an innovative multi-coloring process to blend Spanish tile, slate, or shake colors together to produce variation throughout the entire tile, matching the authentic look of their natural counterparts.

## Winds of Change

Every year, the U.S. endures numerous storms, including hurricanes, tornadoes, tropical cyclones, flooding, winter storms, and other extraordinary weather events. Even damaging hail is on the upswing. While scientists debate why these storms occur, no one argues that they cause extensive property damage. A lot of states are all too familiar with the costly effects of severe weather, including Florida, Oklahoma, and Texas. In the last 20 years, Florida alone has been hit by 79 hurricanes. As a result, building codes throughout Florida have undergone significant changes, particularly to High-Velocity Hurricane Zones (HVHZs), specifically in Miami-Dade and Broward counties. Many other states reference the requirements set in the Florida Building Codes (FBC) or have developed their own requirements.

## Calm in the Storm

Synthetic roofing tiles have been extensively tested and, in addition to being certified for Class 4 impact resistance, they also meet Miami-Dade County acceptance for high-velocity hurricane winds, proving that the roofing tiles can withstand hurricane-force winds. In fact,

independent laboratory testing has confirmed that some synthetic roofing tiles can exceed the 156 mph winds of a Category 5 hurricane.

## Unrivaled Performance When the Heat Is On

Dry weather mixed with strong winds is the perfect recipe for wildfires. According to Verisk's 2019 Wildfire Risk Analysis, some 4.5 million U.S. homes were identified at high or extreme risk of wildfire, with more than 2 million in California alone. Unfortunately, the prediction of extreme wildfires increasing happened shortly thereafter. For example, in September 2020, the governor of California declared an emergency proclamation for the counties of Napa, Sonoma, and Shasta due to the Glass and Zogg fires, which burned tens of thousands of acres, destroyed homes, and caused the evacuation of tens of thousands of residents. A month later, the Glass Fire in Napa County and Sonoma County burned about 67,500 acres and destroyed 1,555 structures; 70,000 residents of Sonoma and Napa counties were ordered to evacuate, including the entire city of Calistoga in Napa Valley.

With the occurrence of wildfires growing, it makes more sense than ever to help protect homes with synthetic roofing tiles that won't promote flame spread. Designed with high fire resistance, synthetic roof tiles can self-extinguish and create minimal heat transfer, preventing the spread of flames across the surface of the roof. As a result, the potential for wildfires in dry areas across the United States increases the value of a roof made of fire-resistant synthetic roofing tiles. Synthetic tiles are Class A Fire rated, which is the highest fire rating available for a roof. A roofing product that has Class A Fire rating must meet three requirements. These include the ability to resist spreading of flames on surface, ability to resist fire penetration from the exterior to the underside of the rock deck, and ability to resist recurring intermittent flame. In many cases, the only homeowners experiencing peace of mind are those who made the investment in Class A synthetic roofing tiles.

## Getting Approval from an HOA to Replace Roofing

While an HOA will not usually prevent homeowners from getting a new roof, they will have certain rules in place pertaining to the style, color options, and materials that can be used. To that point, homeowners need to familiarize themselves with their local HOA standards. If they fail to ask for approval before having a roof replaced, they may end up breaking HOA rules, and the board could force the homeowner to redo the work. Homeowners should start with getting a copy of the most up-to-date Covenants, Conditions and Restrictions (CC&Rs). Then, review the document and the specific guidelines for roofing material and colors before making any decisions regarding the new roof. Next, they should fill out any necessary forms due to their HOA before proceeding with any actions. Having a sample of the roofing material and plans from the contractor will help the HOA decide as well. The contractor should also be kept in the loop and know of any changes in timelines for approval and the start of the project.

## The Bottom Line on Synthetic Roofing

The ultimate shield to protect any home or building, synthetic roofing tiles are designed to meet the highest standards for wind, fire, and impact. They are beautiful, virtually maintenance-free, lightweight, sustainable, highly durable, and can also be affordable. Today's manufacturers of synthetic roofing tiles offer a wide variety of styles that fit nearly any house and style. For HOAs looking to maintain property values and keep homes looking great, it's time to consider synthetic roofing.