

HINTS FOR HOMEOWNERS

Today's Housing Market Rewards 'Curb Appeal'

(NAPSA)—Real estate agents say that typically 40 percent or more of a home's "curb appeal"—that certain something that grabs the attention of potential buyers—comes from the roof.

And with *Realty Times* reporting that adding a new roof ranks among the best home improvements for helping sellers realize their house's full market value, even those planning on staying put for several more years would do well to consider the implications for their ultimate bottom line.

"Most homeowners don't realize how valuable a good-looking roof is to the whole appearance of the house," says Liz Pollock of Edelman Productions, which produces the HGTV show "Curb Appeal." "The whole idea of our show is to transform a home's exterior, and often that includes the roof."

Choosing A Roof

At one time, roofing shingles were pretty much the same: flat strips of asphalt whose main job was to protect your home from the elements. Today, homeowners can choose asphalt shingles that simulate the look of natural materials such as slate or cedar shake, and can transform the look of their home—and at a fraction of the cost of the real materials. Plus, the shingles are available in dozens of colors, including terra-cotta tile and emerald-green slate.

If you're having trouble choosing a style, you can check a Web site such as GAF's www.gaf.com to see how asphalt shingles might look on your home before you make a buying decision. Just click on the "Roof Selector" program.



The right roof can help boost a home's curb appeal and resale value.

After you choose a style, ask your contractor for full-size shingles of the colors you're interested in. Look at them in different light and next to any siding or wood trim that will influence the final decision.

Finding A Contractor

Be sure to choose a good contractor who installs quality materials. GAF Materials Corporation has a special program to help you find reputable roofing contractors who are factory certified. These professionals can present you with a plan in writing covering everything from pre-installation to the finished job. They use quality GAF materials backed by limited warranties that range from 20 years to a lifetime, as well as warranties that cover workmanship during the critical early years after installation. The warranty even provides for an inspection of your finished roof by factory inspectors.

You can also visit gaf.com to learn about roofing problems and solutions or to view a video on avoiding roofing disasters. Visit the site or call (888) LEAK-SOS for information.