

# NAILING IT!

## Meet the rising stars of the Midwest roofing industry

by Chris Walker (RoofPal.com) on February 9<sup>th</sup>, 2012

Situated in their brand new 4,000 square foot corporate office on Rahning Road in St. Louis, 2012 sales projections are being reviewed by Christian Larson, Brian Benson and Patrick McNichols for the local region as well as their satellite offices in Oklahoma City and Lee's Summit (which serves both the Kansas City, Missouri and Kansas markets). Based on the jobs in progress, bids awarded and sales forecasts, the future is looking bright for the owners of Innovative Construction & Roofing (ICR).

### Who is ICR?

Founded in 2008 with more than 50 years of collective hands-on industry experience, ICR has combined the latest roofing industry technology with the craftsmanship and expert knowledge of historic slate and tile roof restoration to become the premier provider of commercial and residential roofing, guttering and insurance restoration construction services in the Midwest.

After an impressive 2010 in which the company realized its highest earnings to date (\$6.15M), ICR was honored with the #85 overall ranking in Roofing Contractor Magazine's list of the Top 100 roofing contractors in America. That recognition was followed-up by more than doubling previous record earnings the next year (\$15.1M). Thousands of roofing projects have been completed by the ICR team in the St. Louis area alone (50 so far this year as of the date of this article, with several more in process), and they are projecting 2012 revenues to exceed \$25M.

ICR has access to a large, quality workforce which enables them not only to take on large projects but also to finish all projects more timely than the competition. They only use the highest quality materials, and provide a Lifetime Labor Warranty on all work – a major differentiator in the industry, as most only offer a 5-10 year limited labor warranty.

### Customer Satisfaction

A large percentage of ICR's business comes from referrals – both word-of-mouth as well as online reviews, which have been tremendous. On Yellow Pages' YP.com, in St. Louis there are currently 61 positive 5-star reviews (the most of any roofing contractor in the

area). In Overland Park, KS there are 47 positive 5-star reviews (again, the most of any roofing contractor in the area). And in Oklahoma City there are 13 positive 5-star reviews, placing ICR in the top five of all roofing contractors.

### Craftsmanship Meets Technology

ICR employs a combination of experienced craftsmanship, state of the art equipment, and cutting edge technology to ensure the best possible completion times as well as bottom-line cost to their customers. They utilize the industry's premium project management software, which is automatically linked to their online accounting software.



Additionally, ICR leverages remote satellite imagery tools to enable accurate, real-time roof measurements which speed up the inspection and report development process. Each owner and all salespersons have laptops and printers in their trucks to enable delivery of reports and proposals to the customers before they leave the property.

### Experts in Historic Roof Restoration

Residents in Shaw/Tower Grove, University City and South City are witnessing major transformations with 100+ year-old slate and tile roofs being fully replaced by insurance companies while maintaining their historical status thanks to the ICR team, who have already completed 30 jobs in these neighborhoods with an additional 50 in process, and several more planned throughout 2012.

### Contact ICR

Regardless of the size or complexity of your project, Innovative Construction & Roofing will tailor a solution to suit your needs and are experts dealing with insurance claims if needed.

To reach ICR, please call (314) 546-4047 and feel free to learn more about their Lifetime Labor Warranty, Better Business Bureau accreditation and so much more by visiting them online at [InnovativeRoofs.com](http://InnovativeRoofs.com). You can also connect with them on Facebook at [facebook.com/InnovativeRoofs](https://www.facebook.com/InnovativeRoofs). ■

*"I am very pleased with my experience with Innovative Construction & Roofing. We had our roof replaced this spring and the process took all of one and a half days. I first met with Christian Larson who kept me informed of each step of the process. The roofers were exceptionally courteous and extremely professional. The work was of high quality as were the materials used. All my landscaping was protected and the yard was kept clean and neat throughout the job. I would not hesitate to call them again for any future roofing projects." - yp.com review in St. Louis*

*"We have had the pleasure of working with Innovative twice in the past year and a half. Hail storms totaled our roof and then a tornado damaged our beautiful new roof. Innovative was on site making sure our roof was leak proof within 60 minutes of our call. Not only is their workmanship great but their crews and managers are a pleasure to work with. I recommend Innovative to all our friends and neighbors. They exceeded our expectations both times we have needed them." - St. Louis homeowner*

*"I would like to fully express my recommendation to anyone looking at roofing contractors, that Innovative Construction & Roofing is by far a first class organization. The entire project was efficiently setup, all safety issues were addressed, coordination and communication displayed was that of an extremely high quality company. It is clear that your organization is committed to excellence, and I will continue to recommend your company to anyone in need of any construction project." - Patrick Hanon (Building Owner/Restaurateur, Pujols 5 Westport Grill)*