

HOW TO ADD A 6 FIGURE ROOF COATING SERVICE WITHOUT CHANGING A THING



SHINGLE SHIELD MAX DEALER

OPPORTUNITY GUIDE

*"Protect Roofing. Secure Success.
Grow with Shingle Shield Max."*

SECTION 1: Introduction

The Instant Revenue Booster



Why You're Here — and Why This Could Change Your Business Forever

If you work on roofs — whether you're replacing them, cleaning them, or inspecting them — you know one thing is true:

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**Most roofs don't need to be replaced...
They need to be protected.**

But here's the problem — until now, **you didn't have a simple, high-value way to do that.** You might be stuck in a cycle of repairs, trying to upsell customers on full replacements they can't afford, or offering basic cleanings that bring in one-time revenue and not much else.



We understand.

This was our inspiration to develop a solution. Since 2010, Shingle Shield has transformed roof maintenance by offering a cost-effective alternative to replacement. Applied to thousands of rooftops, it rejuvenates aging shingles, extends roof life, and enhances weather resistance. Homeowners value its affordability and durability, making it a trusted solution for maximizing roof longevity with ease.

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A high-margin, easy-to-apply roof coating system that extends roof life, improves appearance, and gives customers peace of mind — *without the cost of a replacement*

Vital Coat now offers a professional-grade upgrade to the original Shingle Shield. Enhanced to provide superior protection, it features resistance to hail damage and a flex-enhanced formula that minimizes bending damage. With fast-curing technology, it ensures quicker, more successful installations, setting a new standard in roof protection and longevity.

That product is **Shingle Shield Max.**



This isn't just another product. — It is a business opportunity. Perfect for businesses like yours! Seize the opportunity to lead your market by offering a top-tier roofing solution. Partner with us and discover the benefits of becoming a Shingle Shield Max Dealer today! In this guide, I'm going to show you:

- What Shingle Shield Max is and how it works
- Why it's a **6-figure add-on** that requires no changes to your business
- How to become an authorized dealer
- What kind of revenue potential you're looking at
- How to get started quickly and easily

This isn't a course. It's a shortcut.
A way to boost your revenue without adding employees, equipment, or headaches.



let's GO

SECTION 2: The Myths

What You've Been Told About Roofs Is Outdated

There are some dangerous myths floating around in the roofing industry — and believing them is costing you money.





✗ Myth #1: Old Roof = Replacement

Most contractors and homeowners believe that once a roof is 15–20 years old, it's only a matter of time before it needs to be replaced. But with the right protection, **asphalt shingles can last years longer** — saving customers thousands and opening up a **new income stream** for you.

✗ Myth #2: Roof Coatings Are a Gimmick

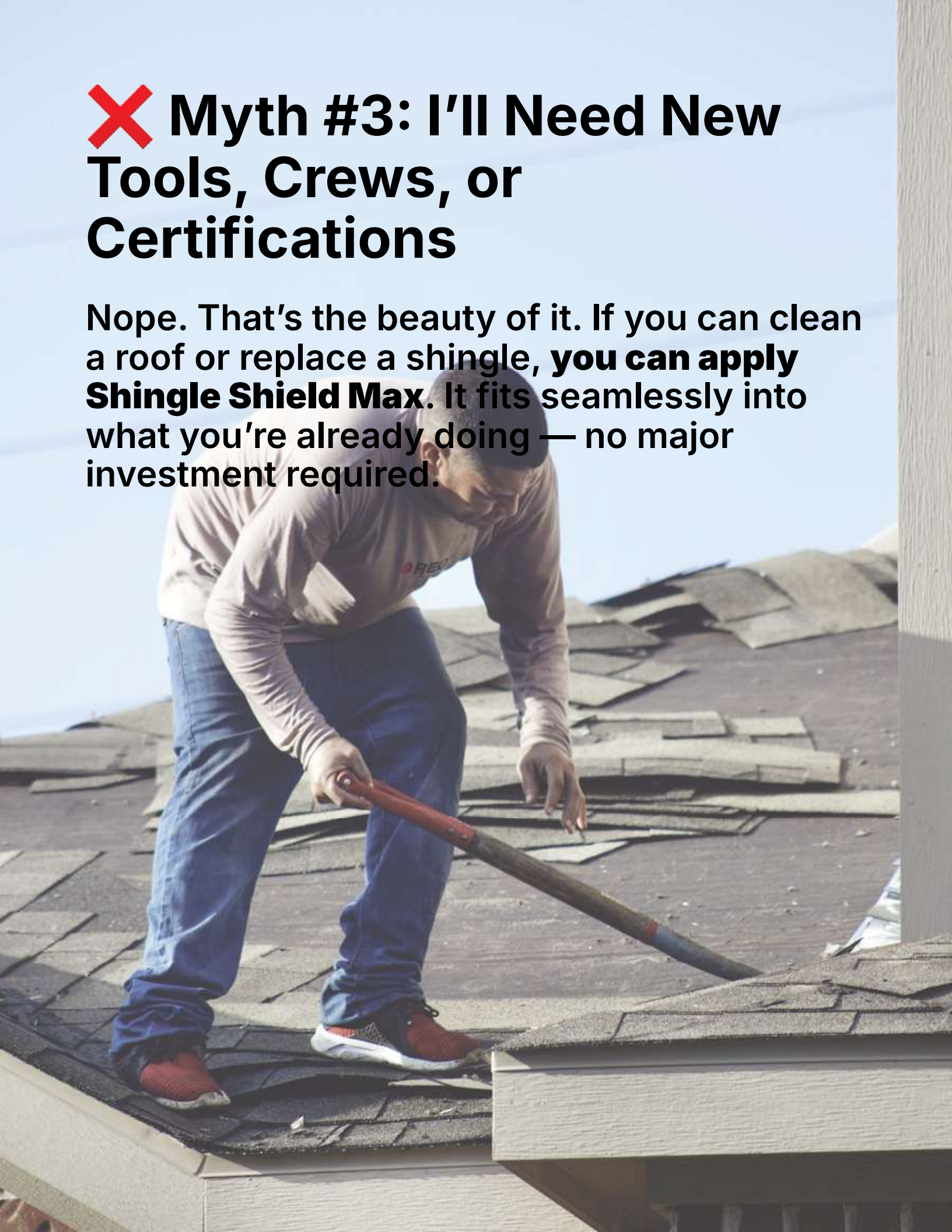
A lot of roof coatings out there *are* gimmicks. But **Shingle Shield Max is different**. It's been lab-tested, UV-resistant, water-repelling, improved impact resistant and protects against algae and mold. It's a **premium, proven formula** made specifically for asphalt shingles — and it works.



2" Steel Ball Drop from 20' High - Granules Stay Bonded to Shingle

✗ Myth #3: I'll Need New Tools, Crews, or Certifications

Nope. That's the beauty of it. If you can clean a roof or replace a shingle, **you can apply Shingle Shield Max.** It fits seamlessly into what you're already doing — no major investment required.





✖ Myth #4: Customers Only Want Full Replacements

Not true. Most customers **can't afford** full replacements or are looking for a way to preserve what they have. Give them a smart, budget-friendly option and they'll choose **you** over the competition.

It's time to stop thinking like a traditional contractor and start thinking like a **6-figure service provider**.

SECTION 3: The Mechanics



How Shingle Shield Max Works — and How You Make Money

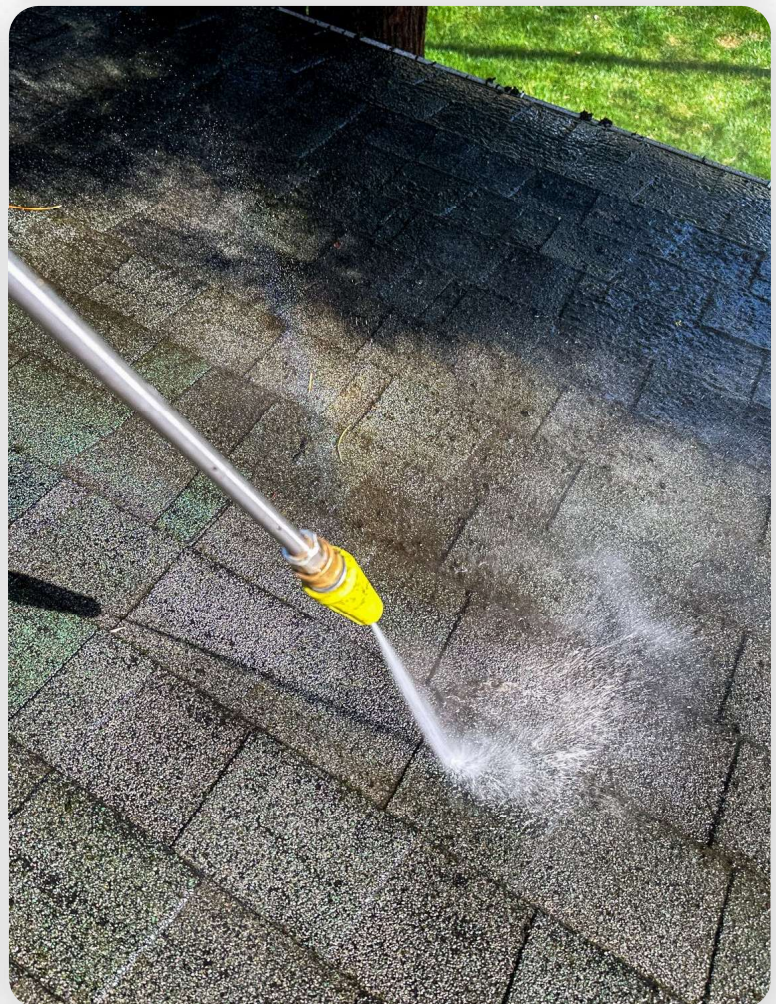
Let's break this down step-by-step.

Step 1: Clean the Roof

Opportunity:
Charge for the
cleaning or
bundle it with
your coating
service.

Before applying
Shingle Shield Max,
the roof needs to be
cleaned. That can be
soft-washed or gently
pressure-washed.

This can either be a
service you provide or
you can outsource it.





Step 2: Apply Shingle Shield Max

Using a standard sprayer, backpack sprayer or diaphragm pump sprayer, apply the coating to the entire surface. It dries quickly, bonds to the shingles, and starts protecting immediately.

What It Does:

- Creates a protective coating over the existing shingles
- Adds water-resistance
- Reduces granule loss over time
- Protects against algae, mold, and UV damage
- Improves impact damage caused by hail
- Extends the lifespan of the roof by **5–15 years with recoat.**



✓ Step 3: Educate the Customer

Let your customer know what they've just received — and why this coating is protecting their investment. Many dealers schedule **yearly inspections** and upsell maintenance cleanings.





Step 4: Reap the Revenue

You charge for:

- **Inspection/Repairs**
- **The cleaning (if needed)**
- **The Shingle Shield Max System**
- **Maintenance Plans**

Most dealers charge **\$2.00–\$3.00 per SF per job**, depending on roof size and scope. A single technician can coat multiple homes a week, creating **\$12K–\$18K in weekly revenue** — with **minimal product cost** and high profit margins.





Tools You'll Need:

- Sprayer (we recommend models — listed in dealer kit)
- Masking tape, protective covering & edge guards
- Basic safety gear (gloves, mask, ladder)
- Enclosed trailer or Van

No new licenses, no specialized training. We provide **full support and demo videos** inside the dealer portal.

SECTION 4: Maintenance



How to Keep It Simple, Scalable, and Profitable

Here's what you might be wondering: "What happens after I do a few jobs? Can I keep this going?"

Yes — and here's how:



Offer Follow-Up Inspections

Every 12 months,
offer a simple roof
check. Build
relationships and
stay top-of-mind.



💡 Upsell Additional Services

Many dealers also provide:

- Gutter cleaning
- Soft washing
- Minor roof repairs

Once you've earned trust, **customers want YOU**, not someone new.

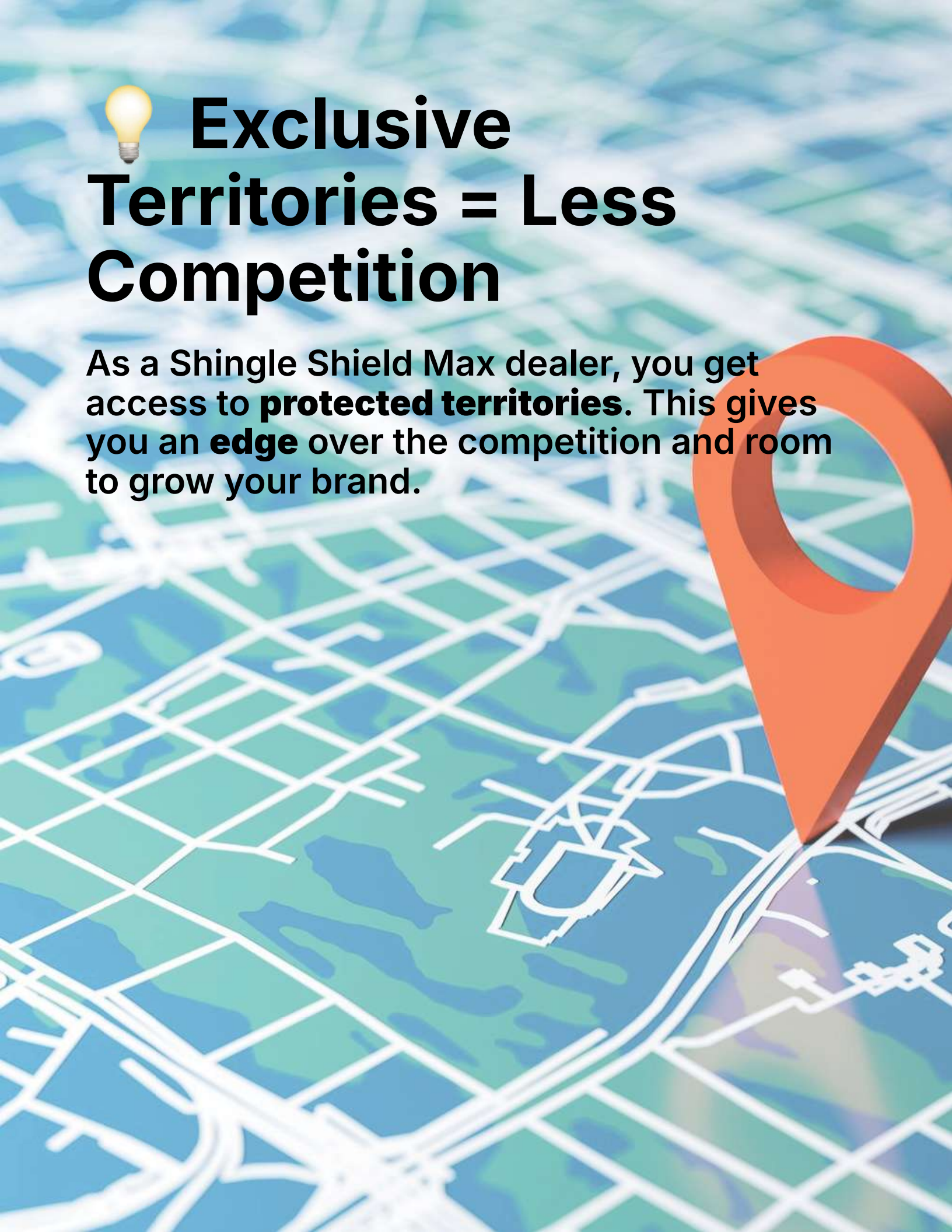




Build Referral Engines

Every happy homeowner knows 5 others. Incentivize referrals with:

- Gift cards
- Free touch-ups
- Discounts on future services

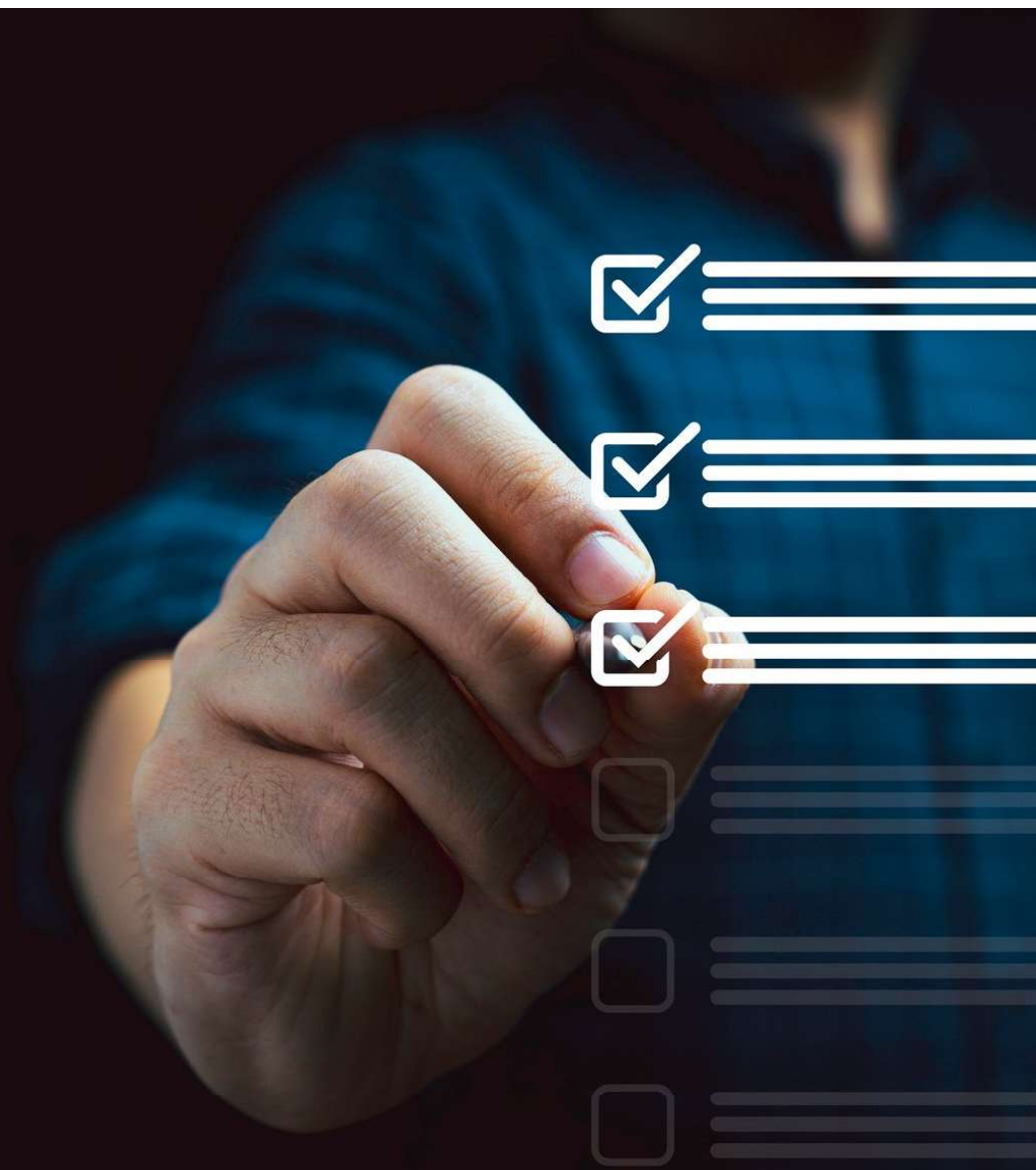


Exclusive Territories = Less Competition

As a Shingle Shield Max dealer, you get access to **protected territories**. This gives you an **edge** over the competition and room to grow your brand.

SECTION 5:

Troubleshooting



Your Questions — Answered

Q: What kind of roofs does this work on?

A: Asphalt shingles. This is NOT for metal, tile, or rubber.

Q: What if I'm not experienced in coatings?

A: No problem. If you can spray paint a fence, you can apply Shingle Shield Max. We provide training.

Q: How long does it last?

A: One application can extend roof life by **up to 15 years** depending on conditions

Q: Will customers actually pay for this?

A: Absolutely. It's cheaper than a replacement, more effective than a cleaning, and adds visible value. It's a no-brainer offer.

Q: How much can I make?

A: Dealers report a wide range adding **\$10,000–\$20,000/month** in profit depending on how often they offer it.



SECTION 6: Conclusion



The Next 6 Figures Could Be Right Above Your Head

- You already work on roofs.
- You already have the customers.
- You don't need to change your business.
- You just need the right product — and the right opportunity.

That's what **Shingle Shield Max** is.

With minimal effort and risk, you can start **turning old roofs into recurring income**. You'll deliver more value to your customers, protect their homes, and finally have a **service that grows your bottom line**.



**This isn't just a coating — it's a
shift.
A smarter way to work. A better
way to earn.
And it's ready for you right now.**

👉 Click below to request dealer info or schedule a call.
Let's put more money on your schedule — **without
changing a thing.**

