



Case Study 05...How YOU Are Wasting Money, Yes, YOU!

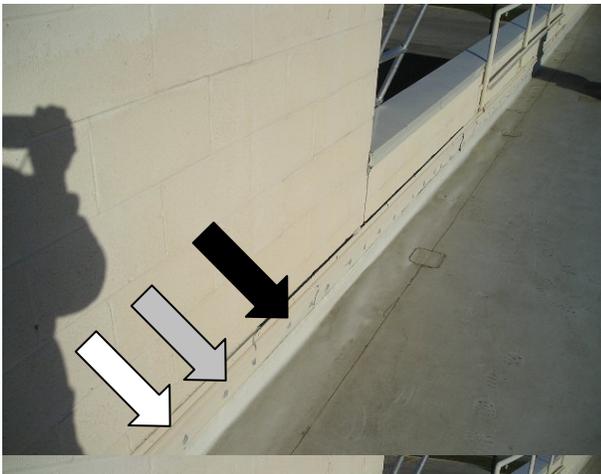
Introduction

Our “Case Study” reports are designed to illustrate various ways we have helped clients so that potential clients can begin to discover ways to utilize what we do. All names have been changed to protect confidentiality. But this case study is different, because it is about you. You have this problem.

“YOUR” Problem

We, of course, have not verified (well, at least not yet!) that you have had this problem on one of your buildings, but we see this problem so much that the odds are overwhelming that you have it or you will.

Do you see the problem?



The arrows, certainly are a big clue. The white arrow points to original caulk, the gray to another layer and the black points to a second repair. So, we have a leaking termination bar, don't we? NO! We do not. We are wasting money, however, because somebody keeps sending a roofer out to fix this problem. The problem, here is the masonry. The wall leaks. The second photograph, in the next column, is actually the other side of the same wall. As you can see, there is visible evidence of water damage on the wall. (This is often not the case.)

This problem is a reflection of poor management practice and improper training. While it is true that it sometimes takes a roofer more than one trip to find and repair a leak on some roofs, the roofs on both sides of this wall are fully exposed single ply roofs. It doesn't get



any easier to find a leak than on these. After the roofer makes a repair attempt and the leaks continue the manager of this building should immediately realize that the problem is probably not the roof. “Hmmm, lets see, the water is running down the wall, the roofer has caulked the termination bar and reports that the roof has no apparent holes. It probably isn't the roof.” Except that is not what happens. The roofer is again dispatched, another \$400 repair bill comes in (for the black caulking this time) and the next time it rains the leak continues.

Anytime you have an ongoing leak that leaks more than twice you assume that the problem is not the roof and begin to ask what else might be leaking. It could be the masonry, it could be copings, it could be windows above, it could be many other things, most of which are easy to check if you simply direct someone to look!

One of our primary roles with our clients is to help them save money. This is generally very easy to do. This particular property was a shopping center. We simply taught the management team how to decide whether they had a roof leak or some other problem simply based on the leak report from tenant. Then instead of spending \$500-800 dollars fixing stuff that wasn't leaking, they could dispatch the right contractor to address the work.

We can do the same for you.