



Golden Standard Checklist

Guide for Ranking Roofing Companies

1. Is this company licensed and insured?

- ☐ Yes, this company confirms they are licensed and insured on their website
- ☐ No, this company does not mention license or insurance on their website
- ☐ **Unsure**—ask this company for proof of license and roof-specific insurance coverage

2. Does this company hold one of the following certifications:

- ☐ [Platinum Preferred Contractor](#)
- ☐ [Master Elite® Contractor](#)
- ☐ [Select ShingleMaster™ \(SSM\)](#)
- ☐ [Craftsman Premier Contractor](#)
- ☐ [TAMKO Pro Certified Contractor Program](#)
- ☐ [Atlas PRO+™ Platinum Level Contractor](#)
- ☐ No, this company does not hold any of the above certifications
- ☐ **Unsure**—ask this company what certifications they hold and confirm this through the manufacturer's website, linked above.

3. Does this company have a 4.8 rating or higher on Google, with a minimum of 100 reviews?

- ☐ Yes, this company has a 4.8 or higher rating on Google and at least 100 reviews
- ☐ **No**—research the reviews available, starting from the lowest rated first. Pay close attention to how the company responds to negative reviews. Look for professionalism and accountability.

4. Does this company offer warranties and workmanship guarantees?

- ☐ Yes, their warranties and workmanship guarantees are advertised on their website
- ☐ No, they do not mention warranties or workmanship guarantees on their website
- ☐ **Unsure**—confirm with the company that they register warranties on the homeowner's behalf, and if they offer a workmanship guarantee.

5. Does this company have an established business location and marked vehicles?

- ☐ Yes, there is online proof of their office and marked vehicles
- ☐ No, they do not have a commercial office and/or any photos featuring marked vehicles
- ☐ **Unsure**—confirm by viewing the property on Google Maps or visit your [county's local assessor's website](#) to use their property search tool. Check if the address is listed as commercial or residential under zoning information.



Why do These Standards Matter?

The criteria below are the foundation for a top-grade roofing company:

License and Insurance

Your roofer should be licensed and have insurance for general liability, workers' compensation for roofing staff, and auto insurance for all company vehicles.

Warning: Some policies do not cover roofing. Homeowners should ask to review their policy if they are uncertain about a company's insurance coverage.

Certified Top Contractor

Top roofing companies can earn high-level status with manufacturers. This certification can be withdrawn if a company fails to uphold its standards. Certified top contractors are an excellent indicator of high-quality service.

5 Star Google Rating (100+ reviews)

This includes companies that hold a minimum of 4.8 rating and greater on Google. There should be public reviews on a third-party website. This ensures you aren't only being shown "the best" reviews, and can have an honest overview of their public image.

Multiple locations are considered in this rating, as new locations will often have fewer reviews starting out.

Warranties and workmanship guarantees

Trustworthy contractors should register product warranties on behalf of the client. They should also back their work with a workmanship guarantee.

Avoid vague or misleading language like "limited lifetime warranty" without substance. Your warranties should be thoroughly explained before you sign.

Established business location and marked vehicles

Roofing companies need a professional office you can visit. They should also have vehicles marked with their logos. This is as much for your safety as for your peace of mind.

The more a company invests in its business, the higher the chance it will remain in operation. [Over half of roofing companies fail within the first 3 years.](#) A 10-year workmanship guarantee is worthless if the company shuts down before it ends!