



April Fools!

We know, we're early, but you're no fool and we want you to stay that way. Even though it's not quite April 1st yet, the recent extreme winds and bad weather in Minnesota and other parts of the Midwest have reminded us of some very important information that we need to share with you.

You work hard to put a roof over your head and heads of your loved ones. The last thing you want to do is to put that roof in jeopardy. But that's exactly what some fools (there are other words we'd like to call them, but...) are doing by scamming unsuspecting people around the country.

That's right, storm chasing roofing scammers are out there and there's a good chance that you or someone you know could have them knocking at your door this time of year.

How to identify roofing scammers

If someone leaves leaflets at your house or shows up at your door unannounced offering a free house or roof inspection after a storm or strong winds, then there's an increased chance that they could be a scammer. There are legitimate businesses that do this, so you may not want to dismiss them immediately, especially if you have a roof that's in need of repair.

This is where some key questions and research comes in. You'll want to ask them:

- 1.) Where their business is based (Beware of an out of state address or PO box).
- 2.) To provide contact information such as their business card so you can follow up.
- 3.) If they are insured and by who - don't be afraid to ask for proof of insurance.
- 4.) If they have a current license with local building department or licensing agency.

Follow up and trust your instincts

After they leave, it's time to follow up. Search online for the name of their business. Make sure to confirm any details they provided and look for reviews. Big red flags should go up if you can't find them online (no website or social media accounts), or they don't have any reviews or testimonials.

If they DO have a website, Facebook account, other social media accounts that are up-to-date, people have written reviews about them, and they are based in Minnesota, then those are good signs. Checking for them on www.bbb.org (the Better Business Bureau) is also a good idea.

Last but not least - don't ignore your gut. If they didn't seem professional, were pushy, or something just didn't feel right, then walk away (and you won't have to walk far since it's your house).

Americana has your back

Tom says it best, "Our clients like to do business with us because we are a local insurance agency and someone they can find when there is an issue. This is no different when working with contractors - find someone local who you can trust and you know you'll be able to go to them if there are issues later on."

Don't forget

Call us when you have any damage to your property. It's our job to work hard for you and help you through the claim process.

We pity any roofing fools* who try to put one over on you!
- The "A" team

**PS - I'm SORRY, I promised the team that we wouldn't make any Mr. T jokes when we decided on the new tag line, but I couldn't resist. - Tom*



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