



TURKMASTERS ROOFING
WHERE QUALITY MATTERS

BUFFALO • NEW YORK

The Replacement Guide

*A homeowner's
companion to the
work ahead.*

EDITION 2026

VOL. 01

PREPARED FOR

The Homeowner



*"Contractors you
can trust."*

— TURKMASTERS ROOFING

A NOTE FROM OUR TEAM

Thank you for considering us.

This guide walks you through everything that happens between your estimate and the day we hand you the keys to a finished roof.

At TurkMasters Roofing, we take great pride in our workmanship, our competitive pricing, and our ability to deliver outstanding results — every job, every time. Since our founding, we've worked hard to build and maintain a reputation as Buffalo's most trusted roofing company.

Replacing a roof is one of the largest investments you'll make in your home. We've written this guide so you know exactly what to expect — from the first knock on your door to the final nail.

— *The TurkMasters Team*

YOUR ROADMAP

What's inside.

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SECTION 01

Warning signs your roof is asking for help.

Most asphalt roofs in Western New York last 18 to 25 years. Watch for these signals that yours is reaching the end of its service life.



01

Curling or cupping shingles

Edges lifting away from the deck — a sign the shingle has lost its bond and weatherproofing.

02

Granules in the gutters

Black, sand-like grit means your shingles are shedding the protective layer that blocks UV damage.

03

Stains on interior ceilings

Water spots, especially near chimneys or vents, often point to flashing failures above.

04

A sagging ridge or deck

Visible dips in the roofline can indicate trapped moisture or structural fatigue underneath.

05

Daylight in the attic

If you can see light through the deck, water and pests can find their way in too.

06

Age past 20 years

If your roof was installed before the early 2000s, it is statistically due — even if it looks fine.

BY THE NUMBERS

95"

Average annual snowfall in Buffalo — among the highest of any major U.S. city.

70mph

Peak gusts during a typical lake-effect windstorm off Lake Erie.

130+

Days per year at or below freezing — the freeze-thaw cycle is your roof's hardest enemy.

SECTION 02

Western New York is a roof's hardest classroom.

Lake-effect snow

Heavy, wet bands off Lake Erie can dump two feet of snow in a single storm. Roof systems in WNY must be engineered for sustained snow load — not just a single event.

Ice damming

When attic heat melts snow that re-freezes at the eaves, water backs up under shingles. Proper underlayment and insulation are non-negotiable here — we install ice & water shield to a minimum of 6 feet up from every eave.

Freeze-thaw

Repeated cycling between 30°F and 40°F expands and contracts every fastener, sealant, and seam on your roof. The single biggest reason WNY roofs age faster than the national average.

Wind uplift

November "wind events" routinely exceed 60 mph. Every shingle we install meets a Class F (110 mph) wind rating or better.

SECTION 03

Your roof is a system, not a single layer.



A proper replacement rebuilds every layer — not just the shingles you can see from the curb.

- ① **Shingles**
Your weather surface and curb appeal — typically architectural asphalt.

- ② **Starter & ridge cap**
Dedicated pieces that seal the most wind-vulnerable edges of the roof.

- ③ **Underlayment**
A synthetic membrane under the shingles — your second line of defense.

- ④ **Ice & water shield**
Self-adhering rubberized membrane in the spots most prone to ice dams.

- ⑤ **Flashing & drip edge**
Metal pieces that direct water away from chimneys, walls, and edges.

- ⑥ **Decking**
The plywood or OSB beneath. We replace any rotted boards at no surprise cost.

- ⑦ **Ventilation**
Ridge and intake vents that keep the attic dry and protect everything above.

SECTION 04

Three families of roofing material.



OPTION A

3-Tab Asphalt

A clean, flat profile and the most economical option. A solid choice for rentals, flips, and budget-driven replacements.

Lifespan	15–20 yrs
Wind rating	60 mph
Cost	\$



OPTION B

Architectural Asphalt

Dimensional, multi-layer shingles with a richer shadow line. Our standard recommendation for almost every Buffalo home.

Lifespan	25–30 yrs
Wind rating	110–130 mph
Cost	\$\$



OPTION C

Standing-Seam Metal

A premium, modern profile that sheds snow effortlessly. Excellent for steep pitches and accent dormers.

Lifespan	40–60 yrs
Wind rating	140 mph+
Cost	\$\$\$\$

SECTION 05

A side-by-side look.

We help you weigh upfront cost against lifespan, curb appeal, and resale value — then you decide.



ATTRIBUTE	3-TAB	ARCHITECTURAL	METAL
Service life	15–20 yrs	25–30 yrs	40–60 yrs
Wind warranty	60 mph	110–130 mph	140 mph+
Snow shedding	AVERAGE	GOOD	EXCELLENT
Curb appeal	FLAT	DIMENSIONAL	MODERN
Color options	~10	30+	20+
Relative cost	\$	\$\$	\$\$\$\$
TurkMasters pick	—	MOST HOMES	LIFETIME HOME

SECTION 06

A short checklist before crew day.

Spending an hour on these items the weekend before installation makes the project smoother for everyone — and protects what matters to you.

FROM OUR CREW LEAD

"If a picture, mirror, or shelf is loose on a wall directly under the roof, take it down. Vibration travels."

- Move vehicles out of the driveway**
Park on the street so we can stage materials, dumpster, and our magnetic sweep at the end of each day.
- Cover items in the attic**
Old shingles release dust and debris. Drape sheets over anything stored beneath the roof deck.
- Take down loose wall décor**
Hammering can shake interior walls. Remove fragile items from upper floors.
- Trim overhanging branches**
Anything within four feet of the roof line; we can recommend a local tree service if needed.
- Walk the yard for kids' toys & pet items**
Anything left out can become a hazard or get covered with debris.
- Plan for noise during the day**
Pets and small children may want to spend the day elsewhere — it gets loud.

SECTION 07

A typical replacement, day by day.

Most single-family homes are replaced in one to two days. Larger homes, complex rooflines, or surprise deck repairs may extend the schedule.

DAY -1

Materials Drop

Shingles and underlayment are delivered the day before — usually staged on the driveway or front lawn. The dumpster typically arrives the same day.

DAY 1 · A.M.

Tear-Off

We arrive between 7 and 8 a.m., set tarps to protect landscaping, and remove the old shingles down to the deck. Expect the loudest noise in this window.

DAY 1 · P.M.

Deck & Underlayment

Decking is inspected; rotted boards are replaced. Ice & water shield is applied at eaves and valleys, then synthetic underlayment goes over the entire roof.

DAY 2

Shingle & Detail

Starter strip, field shingles, ridge caps, flashing, and ventilation. Final magnetic sweep of the yard. Walkthrough with you before we leave.

SECTION 08

What it actually looks & sounds like.

It will be loud.

Tear-off and nailing are unavoidable. Most of the noise is concentrated in roughly 4–5 hours.

There will be vibration inside.

Light fixtures may sway. This is normal and stops when we do.

Your yard is protected.

Tarps and plywood guard landscaping, AC units, and walkways from falling debris.

We sweep before we leave.

Industrial magnets pass over your driveway, lawn, and walkways at the end of every day.



DOUBLE COVERAGE

Two warranties. One handshake.

*Every TurkMasters
replacement is backed by
both the manufacturer's
product warranty and our
own workmanship guarantee.*

MANUFACTURER

30 yrs

Product warranty

Covers manufacturing defects in the shingle itself for up to 30 years, depending on the product line you select.

TURKMASTERS

10–20 yrs

Workmanship guarantee

If anything we install — flashing, ventilation, fasteners, ridge cap — fails because of how it was installed, we come back and fix it. No invoice, no debate.

Specific term length depends on the shingle line and project scope. Your contract will name the exact coverage in writing.

SECTION 10

Small habits, long roof life.

A little seasonal attention keeps your warranty intact and your shingles performing for the full term.

2x

We recommend a visual inspection twice a year — once after winter, once after fall leaves drop.

01 Keep the gutters flowing

Clogged gutters force water back under shingles and into fascia. Clean in late spring and after the leaves come down.

02 Trim back overhanging limbs

Branches scour granules from shingles in the wind. Keep at least four feet of clearance from the roof line.

03 Watch the attic, not just the roof

Stains, frost, or musty smells in the attic are your earliest warning signs of a ventilation or flashing issue.

04 Manage snow load thoughtfully

Don't climb up to shovel. If snow load is a concern after a major storm, call us — we use a roof rake from the ground.

05 Call after any major storm

A free post-storm inspection from us is faster — and better-documented — than waiting to see if a leak appears.

SECTION 11

If a storm did the damage, we'll help with the claim.

01 Free storm-damage inspection

We document hail, wind, and impact damage with photos and notes — the kind of evidence adjusters expect.

02 You file the claim

You're the policyholder, so the call to your carrier comes from you. We'll prep you with the right damage descriptions.

03 We meet your adjuster

One of our owners is on the roof with the adjuster to make sure no damage is missed.

04 We work from the scope

Once your claim is approved, we build the project to match what was authorized — and absorb the supplements when needed.

BUFFALO & WNY NOTE

Most local policies cover sudden storm damage — not gradual wear.

A roof that has aged out of its service life is a homeowner expense. A roof damaged in a single covered event is usually an insurance claim. We'll be honest with you about which one you have before any work begins.

QUESTIONS? • (716) 444-6543

SECTION 12

Flexible ways to pay.

A new roof shouldn't wait for a perfect month. We work with reputable lenders to fit a plan to your budget.

FLEXIBLE TERMS • MULTIPLE LENDER OPTIONS



OPTION A

Cash or check

Half due at material drop, balance due at completion walkthrough. No financing fees.

OPTION B

Credit card

All major cards accepted. A processing fee applies; we'll quote it on the contract.

OPTION C

MOST CHOSEN

Monthly financing

Terms from 24 to 120 months through trusted partners. Promotional 0% APR programs available on qualifying balances.

OPTION D

Insurance proceeds

Storm-damage claims are paid directly through carrier proceeds; you owe only your deductible.

SECTION 13

Frequently asked questions.

Do I need to be home during the work?

No. As long as we have driveway access and one accessible exterior outlet, you're free to come and go.

Will my satellite dish or solar still work?

We re-mount existing dishes. For solar, your solar provider should detach panels before tear-off and reinstall after — we coordinate the schedule.

Are you licensed and insured?

Yes — fully licensed for Erie and Niagara counties, with general liability and workers' comp on every crew. Certificates available on request.

How long does a typical replacement take?

Most single-family homes are torn off, dried-in, and finished in one to two working days. Larger or steeper roofs may run a third day.

What happens if it rains?

We never tear off more than we can dry-in the same day. If weather turns, the deck is sealed before crews leave.

Will my landscaping be protected?

Crews tarp shrubs, gardens, and AC units before tear-off, and we move patio furniture clear of the drip line. Anything fragile we'll flag with you on walkthrough.

Do you offer free estimates?

Yes — every estimate is free, on-site, and walks you through findings, photos, and material options before any pressure to sign.

What about cleanup and the magnetic sweep?

Crews tarp landscaping daily and finish each job with a full magnetic sweep of the driveway, lawn, and walkways to recover stray nails.

Buffalo, NY

Contractors you can trust.

We've worked hard since our founding to build & maintain a stellar reputation as the most trusted Buffalo roofing company. Every project is a chance to earn it again.

Local.

Buffalo-based, Buffalo-trained, and Buffalo-warrantied. We service every project we install.

Honest.

No high-pressure sales, no surprise fees. A clear contract and a fair price, every time.

Proven.

Thousands of WNY homes — and a stack of five-star reviews from neighbors you may already know.

READY WHEN YOU ARE

Let's get you covered.

Questions about anything in this guide? Call, email, or visit the site to schedule a free estimate or request a project update.

CONTACT

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EMAIL

info@turkmastersroofing.com

ONLINE

turkmastersroofing.com

SERVICE AREA

*All suburbs in Erie & Niagara County,
including:*

Buffalo · Amherst · Cheektowaga · West Seneca · Tonawanda · Kenmore ·
Williamsville · Clarence · Lancaster · Hamburg · Orchard Park · East
Aurora · Depew · Lackawanna · Grand Island · Niagara Falls · Lockport ·
North Tonawanda · Wheatfield

Thank you for trusting TurkMasters with your home.



Built right. Backed by our name. Engineered to outlast every Buffalo winter.

THAT'S THE TURKMASTERS STANDARD - AND OUR SIGNATURE ON EVERY JOB.

The TurkMasters Crew

OWNERS & CREW

PHONE

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SERVICE AREA

Erie & Niagara County

CREDENTIALS

Licensed · Fully Insured · Bonded in NYS

CERTAINTTEED CERTIFIED · CONSISTENTLY RATED AMONG BUFFALO'S MOST TRUSTED ROOFERS

TurkMasters Roofing

BUFFALO, NY · SINCE 2004

WARRANTY

30-Year Manufacturer · 10-20 Year Workmanship

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