

HAPPY NEW YEAR

ISSUE 1

VOLUME 2

2008

NEW YEARS RESOLUTIONS

Believe it or not, 2009 has arrived and along with the New Years celebration come new resolutions. Most people find new ways to slim down, resist, cut back or start doing for the new year. RSI would like to share a few things for you to keep in mind in 2009. Incorporate them and you'll soon find out that managing your properties has never been easier!

"I resolve to call RSI yearly to perform preventative roof maintenance on all of my properties."

[Click here](#)

"I resolve to call RSI prior to the acquisition of properties."

"I resolve to not take the lowest bid without being sure they are apples to apples."

"I will change my eating habits by letting RSI take me out to healthy lunches where we can discuss roofing for my properties."
(Ok, that one was a stretch)

"I will reduce the amount of electricity I use per month by learning about energy efficient roofing systems from RSI."

[Click here](#)

"I will save water by purchasing RSI's Eco-Rain Barrels for my properties."

[Click here](#)

"I will rely on RSI to provide my properties with all of my roofing, roof maintenance, rain gutter and solar needs."

"I will lose weight by letting RSI be my roofing asset manager and take this load off my shoulders."

"I resolve to partner with RSI Roofing so that I can be invited to their 10th Annual Customer Appreciation Golf Tournament this coming summer!!"

"I will start today by requesting a free estimate from RSI."

[Click here](#)



Are you currently in the need of a roofing bid or estimate?
Click here and request one.

[Click here](#)

RSI's newly acquired customers:

The West Group
Summerhill HOA
Centre HOA
San Diego Opera
The Keating House
Northrup Grumman
Sunroad Auto
San Diego Job Corps
Pacific West Management

FOR IMMEDIATE PRESS RELEASE:

RSI Rain Gutters signed a contract with the San Diego Opera to install 640 feet of RSI's Galvalume Inlay Custom made rain gutters on the Scenic Studio building. The job entails tearing down the old gutters, installing the newly painted gutters while dealing with the challenges that come with a building that is four stories high. "Being a division of the largest roofing company in San Diego allows us to take on larger projects such as this one. We have the resources, the manpower and the insurance to complete these larger jobs safely and effectively," Nick Rogers, RSI Rain Gutter Manager.

A message from the President, David Susi



In my 31 years in the roofing industry in San Diego, I have seen this scenario play out over and over again:

The economy takes a down turn, different business segments dry up, contractors start working in markets outside their area of expertise, other contractors drift in from L.A. and Orange counties, and the local market gets down priced by desperate, unqualified contractors looking to survive.



New construction contractors start taking projects on existing, occupied buildings, and have no idea what the expectations of the owner, manager or tenants are historically. Residential contractors jump into the commercial market, and contractors with B class licenses start taking jobs in the artisan sector.

Well, better make sure your legal retainer is paid up, because this can be the recipe for poor workmanship, non-compliance to contract terms and specifications, and overall dissatisfaction with the final product, if not outright fraud. Sometimes even despite the contractor's best intentions, a project goes utterly and horribly wrong.

You can end up with a contractor unfamiliar with certain job conditions such as: Not being able to visibly identify the telltale signs of asbestos containing materials and getting it checked before proceeding. Or not recognizing that a change in specification needs an additional component to prevent mold growth. Many of these contractors do not realize that their liability insurance policy (if they have one) is not covering them for the work they do- this is especially note worthy in Condominium work even extending to commercial PUD's.

This is the time to bear down and do your due diligence with even more care and detail than ever before. Check the contractors license online (<http://www.cslb.ca.gov/>) and see when it was issued and in what categories they are allowed to work.



Ask for a copy of their entire Liability Insurance Policy, including the exclusions page and have your attorney or insurance broker check it out. You might also find the insurance company is not properly rated for your risk management requirements.

Take the time to go and visit the contractor's facility. You may be surprised to find there is none in San Diego; even though they show a San Diego address on their letterhead, and that all workers have to travel from L.A. How well will that serve you if there is a problem in the future?

As we all know, it is much cheaper to do anything right the first time, While it may be tempting in tough financial times to take the cheaper, easier way, the cost of re-doing it, possibly after a protracted legal proceeding and cost to re-do, can take all the fun out of cheap...

Be sure to check out all of
RSI's Newsletters at:
<http://www.roofrsi.com/newsletters.html>



What's happening at RSI?



Northrop Grumman Corp. is a global security company with over 120,000 employees serving customers worldwide.

RSI Roofing of San Diego has signed a contract with Northrup Grumman to re-roof their 60,000 square foot building located just under the Coronado Bridge in San Diego. **RSI** will be installing a **Firestone** Single-ply 60-mil TPO System and also be installing a section of cold-process coating on another building. To ensure the roof is properly maintained, a **Preventative Maintenance** contract was also signed to prolong the life of the roof. *"More and more of our customers are seeing the value of purchasing our Preventative Maintenance Program. It protects their investment and adds value to their building."*-David Susi, president of **RSI Roofing**.



RSI Roofing is pleased to announce the hiring of Jess Susi. Son of **RSI's** owner, David Susi; Jess comes to **RSI** as a Project Manager with a diverse background of over 20 years of experience in sales. In his first month he sold over \$75,000 in roofing projects and has already developed multiple relationships within the industry.

*"I'm excited to be working for **RSI** and I'm looking forward to contributing to the team and being part of the **RSI** family."*



RSI Roofing participates in its 3rd year at Project Mercy – Baja Challenge in Tijuana

[See more pictures here](#)



The Navarez family poses with **RSI** & their new home

RSI couldn't have done it without its sponsors

RSI built the only home with a 30 year roof

Over 30 homes were built for families in need in eastern Tijuana this last year. The San Diego Building industries motto is *"With our success comes the responsibility to give back to the community."* This is why **RSI** participates every year and the rewards are always there in the end. There are five members in the Navarez family and although this would be considered a tiny home to San Diego's standards, it meant the world to the family and their faces showed it once the home was completed. *"We couldn't have done it without our partners and sponsors. Whether they donated their time or money, they helped make this happen,"* Sid Scott, Sales Manager at **RSI Roofing**. **RSI's** home included a 30 year shingle roof which was donated by [Structural Materials](#). Signage was donated by [IMS](#) and other sponsors included [Blue Horizon Insurance](#), [Thunderbird Roof Drains](#) along with labor support from Schenck Building Co. Thank you to everyone involved!



CHECK OUT **RSI'S** WEBSITE AT: WWW.THINKRSI.COM

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