

# RSI Roofing & Solar

When you think Roofing...Think **RSI!**

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## Why Roofing & Solar installs should Coexist

VOLUME 9 ISSUE 2 2016

### RSI Roofing & Solar New Logo & Website!



RSI Roofing & Solar is pleased to announce its new logo and website!

[www.ThinkRSI.com](http://www.ThinkRSI.com)

RSI started its "Solar Solutions Division" on August 17, 2007. A lot has changed in the industry since then especially in affordability and ROI. More and more consumers are putting solar on their personal residence and building owners/property managers are also taking notice and installing solar to capture the savings and combating the SDG&E rate hikes.

According to Go Solar California's webpage, California leads the nation in total solar projects and megawatts installed. Because of our ideal weather conditions, Southern California is a big

reason why California remains on top of the list. Because of the demand, we are seeing an unprecedented amount of solar contractors entering the market.

*Read on page 2 why roofing and solar should coexist!*

In regards to the name change, new website and logo...

*"We rebranded and changed our name/website to educate our customers that we offer solar. We are seeing a huge demand right now to bundle the two together so we are giving our customers exactly what they want," James Adams-Director of Sales & Marketing, RSI Roofing & Solar.*

*"I really like how the new site came together. It's more user friendly and really showcases our products and services, making it easier for our clients and potential clients to navigate and contact us for their needs," David Susi -President, RSI Roofing & Solar.*

Read all about our new Solar Superintendent on Page 3!



Are you currently in the need of a Roofing or Roof Maintenance estimate? Click here and request one for free!  
[Click here](#)

### RSI's LATEST PRESS RELEASE:



RSI Roofing & Solar has contracted with AIMCO to re-roof the entire Hidden Cove Apartment Homes complex located in Escondido, CA. RSI is installing *Boral Villa Tile* over 32 buildings covering 200,000 square feet. *"We are extremely efficient in both bidding and working on large-scale \$1M+ projects such as this one. Hidden Cove has progressed on schedule with communication serving as the number one priority which has made the client and tenants happy with our performance,"* David Susi, President – RSI Roofing & Solar.



# Why Roofing & Solar installs should Coexist

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Installing solar on your home or building has become the latest trend and “boom” in Southern California. With the rebate extended and the ability to zero out your increasing energy bill, why wouldn't you consider solar right now? Solar contractors are arriving at dangerous speeds, taking full advantage of all of the business right now. Why wouldn't they? It's a very easy installation and process. Anyone with a license can sell solar to you with a list of references and a great price to make you feel good about the purchase.

## **What's constantly overlooked is the roof that you're putting those expensive solar panels on.**

Most solar contractors don't know about roofing. They don't have the license, experience or knowledge that is imperative before you penetrate the roof and install solar. Listed below are the potential dangers of hiring a solar contractor without consulting a roofing contractor first:

1. If you put solar on an old roof and your roof needs to be replaced...Prematurely taking off the solar to re-roof years down the road can void all of the financial benefits gained by installing solar in the first place!
2. Installing solar on your existing roof can void your roofing warranty.
3. Roofing and Solar warranties typically last 20-25 years and **should be installed at the same time.**
4. Improper roofing penetrations done by a solar contractor can lead to damage, potential leaks and decreased lifespan of your roof.
5. Solar contractors can hire “in-house” or unlicensed roofing contractors to perform the work, putting you at risk!

Roofing is a technical trade and most solar contractors are overlooking this. Their primary goal is to sell you solar and the idea of re-roofing your home first is a huge road block and potential “deal killer” for them- so most will avoid it at all costs. Don't fall into this trap. Make sure you have a licensed roofing contractor look at your roof before putting solar on it. Ideally, hire a licensed roofing & solar contractor to perform all of the work and take advantage of the large discounts associated with packaging the two together. Not only will this allow the manufacturers warranties to coincide but it will also allow the roofing and solar to be covered under the same contractors labor/workmanship warranties. Installing the roofing and solar together can possibly increase the amount of your tax benefits! Ultimately, it will give you peace of mind that the brand new solar system you just put on is on a proper roof, and that there isn't any financial pitfall waiting for you down the road...

# What's happening at RSI?



Sergio, 20 year employee!

It's been busy at **RSI Roofing & Solar!**

**RSI Roofing & Solar** is looking for laborers, journeyman and foreman to start immediately to meet the huge demand of workload. Here's an opportunity for someone to work for San Diego's roofing leader!

- Competitive Pay
- Steady Work
- Merit-based Bonuses
- Health Insurance
- Retirement Plan
- Paid Time Off
- Work where you are appreciated!

Contact us today for more details!

858-278-7200 [info@thinkrsi.com](mailto:info@thinkrsi.com).



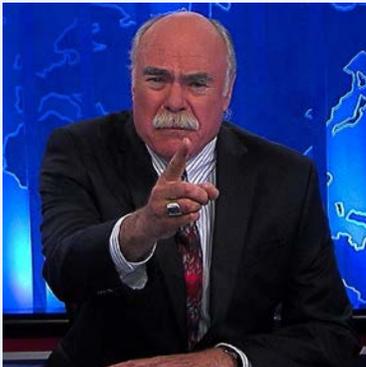
**RSI Roofing & Solar** is pleased to announce the hiring of RJ Baca as Solar Superintendent.

RJ comes from Solare Solar after serving four years as their top foreman installing PV, Solar pool heating and ground mount systems. Prior to Solare, RJ built and ran his own business, Cali Pool & Spa Service. RJ will be in charge of running **RSI's** solar division.

*"I'm fortunate to have the opportunity to work with **RSI**, truly a 1% type of company that shares the same values and attention to detail that I do,"* RJ Baca – Solar Superintendent, **RSI Roofing & Solar**.

RJ and his wife live in Lakeside with their daughter while enjoying hiking and going to the desert.

## The Dangers of hiring an unlicensed contractor



Turko Files: Roofless! 📺



Demand in San Diego for roofing is at an all-time high. With an aging work force, El Niño threats and a better-than average economy - qualified and licensed roofing contractors find themselves with a large back log of work and the challenge of getting to a job in a timely manner.

Waiting for a qualified contractor is well worth the wait! Check out KUSI Michael Turko's latest story on a woman who paid an unlicensed contractor to perform the work on her home and left her Roofless!

[LINK](#)

*"Unfortunately, we are seeing more and more of this in our world. A homeowner, building owner or property manager needs the roofing work done 'yesterday' so they go to desperate measures and end up getting burned. We're unique in that we have a special program that protects your roof while you wait for us to get to your job. Just another way we try to give our customers peace of mind during this high demand market,"* - David Susi, President – **RSI Roofing & Solar**.



CHECK OUT **RSI'S** NEW WEBSITE AT:  
[WWW.THINKRSI.COM](http://WWW.THINKRSI.COM).

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