

Sanderson Roofing's Ethical Standards

At Sanderson Roofing we maintain high ethical standards in dealing with our customers:

1. Our estimators are paid on salary, not commission, so there is no pressure to sell a customer a new roof, if a repair will do. Nor is there pressure to upsell to a more expensive product than is necessary.
2. We do not require any payment prior to the completion of the job.
3. Once an estimate is given, we do not contact the customer again, unless they request it, thus the customer feels no pressure to select our firm.
4. The customer may cancel the job at any time without penalty, up until 24 hours before the job commences, even if we have a signed contract.
5. All work is done on a firm fixed price basis with all items included (except taxes) so the customer know exactly how much they must pay. Any extras such as rotten lumber are priced, described and approved by the customer prior to commencement of the repair.
6. We have no loss leaders, no phony discounts, and no hidden charges.
7. All estimates are free, there is no charge to the customer even if the problem turns out to be a problem not related to roofing and there is no benefit to us.
8. The customer is always right even if they are not!
9. If a customer has a warranty claim, it is dealt with fairly and quickly.
10. Our policies are communicated to our employees through an initial orientation, an employee handbook, and monitoring and reinforcement by supervisors.
11. Our goals are three: Quality (do it right the first time); Value (sell the customer what they want and need and only what they want and need); and Service (should, on a rare occasion, something go wrong – we apologize and make it right, fast!).