



## EXCELLENCE IN SINGLE-PLY

### What is ESP?

Established in 1998 as a means to recognize Carlisle SynTec Systems' most loyal and dedicated Authorized Applicators, the ESP Award has become one of the most recognizable and prestigious achievements in the commercial roofing industry. Inclusion in ESP is an acknowledgment that an applicator is an industry leader. As membership in this exclusive group has grown throughout the years, one thing has remained the same – the bond between Carlisle and all of its ESP applicators is solidified by a mutual commitment to roofing excellence.



### How has receiving this award impacted your business?

The ESP status has solidified our relationship with Carlisle and other ESP applicators across the country. It has provided close contact with Carlisle employees at all levels, which has been an essential resource to our success. Achieving this award over the years has shown our commitment to Carlisle's products and warranties while demonstrating Carlisle's commitment and backing of our success. We have also been able to grow alongside the country's best roofing companies, as we all act as a resource to one another and stay up-to-date on trends and changes in the industry. It has impacted our business by bolstering our reputation for quality and expertise in single-ply roofing. We proudly advertise our ESP status to new customers, architects, and suppliers who recognize the distinction.

### How has receiving this award impacted your loyalty to Carlisle SynTec Systems?

Over the 26 years we have achieved ESP, we have tried many, if not most, of the new products that Carlisle released. Through the relationship we have established with Carlisle we are made aware of changes in the industry including new products, installation methods, and roofing systems. We've been able to capitalize on these innovations to offer more diverse and improved options. Some examples of this include FleeceBACK® and Flexible FAST™, RhinoBond® TPO, and green roofing, to name a few. We had early exposure to all of these as Carlisle rolled out new products because of our close relationships developed through ESP. When Carlisle releases new products and initiatives, they often reveal them and explain their utility at the ESP trips. Our management team returns to the field with full confidence in the new product and eagerness to test out what Carlisle has developed on the roof. We have become fully devoted to Carlisle and exclusively stock, bid, and install their products knowing there is quality, experience, and knowledge behind its manufacturing.

## Could you describe how achieving ESP status has contributed to the success of your roofing business in both the short term and the long term?

In the **short term**, achieving ESP provides an advertising boost to our firm. Each year we order branded merchandise with the ESP logo such as hats, shirts, jackets, notepads, and marketing materials. This shows potential clients that we have earned one of the industry's leading awards year after year. Our employees also recognize the award as a badge of honor for the work we have done over the years and are motivated to achieve this again and again. In the **long term**, ESP differentiates us as a lasting and established company who can be trusted by customers. Many roofing companies grow quickly and fail just as fast. Achieving ESP for 26 years demonstrates to our customers and employees that we are successful and will remain strong in the future. We are able to attract quality roofers and estimators who see this long duration of excellence as assurance of the quality and integrity of our firm.

## Have you noticed any specific improvements in your ability to earn projects or win bids as a result?

When customers value quality over price is when the ESP award becomes more beneficial. It is even more important when we're bidding work to customers who are familiar with what ESP stands for, such as roof consultants, architects, and engineers. Some of these groups only select bidders who are experienced roofers with a long history of quality and our ESP standing is a clear demonstration of our credentials. Also, we receive many leads through Carlisle's network of sales reps who regularly recommend Kunsman Roofing to potential clients and know of our long history.

## Can you share some highlights from your overall Carlisle Experience?

One of the most valuable aspects of our partnership with Carlisle is the personal friendships we have built along the way. Our industry is heavily reliant on trust and relationships, and it is the people we align ourselves with who dictate our success. Aligning our business with Carlisle and its vast network has ensured we have built a strong community among those with the most experience and knowledge of roofing anywhere with a shared passion for what we do. These relationships span decades and we have shared many milestones and memories, both personal and professional, with Carlisle employees, reps, and fellow applicators over the years.

*Another highlight in our relationship with Carlisle has been reaching 2,000 Perfect 10 installations and being included in the Carlisle Hall of Fame. We are excited and working hard to reach 2,500 Perfect 10s by the end of 2024 and enjoy looking back at projects and satisfied customers that these 2,000+ roofs represent. It is a privilege knowing there are thousands of satisfied customers and millions of squares of roofing installed by our firm in large part due to our relationship with Carlisle.*

## As a long-time recipient of the ESP award, what advice would you give to the future generation of roofers who aspire to achieve such recognition and success in the commercial roofing industry?

Our recommendation is to never cut corners. The Kunsman Roofing mindset has always been to install the highest quality roof possible for our customers. This includes installing single-source material, installed per the manufacturer's specifications, and with the industry's leading warranty every time. We also highly recommend investing in training for existing and new employees. Carlisle's new training facility and classes offer roofing companies the opportunity to ensure their roofers have the skills and knowledge needed to do the job correctly. Lastly, we always recommend using the best products and adopting new trends in the industry. Offering your customers high-quality products such as SecurShield® cover boards, thicker membranes, FleeceBACK, vapor barriers, and various 30-year roof systems, as well as knowing when these enhancements are called for, will ensure your customers return and recommend your firm. Customers often come looking for the least expensive roof and roofers often are too willing to sacrifice quality to provide a cheaper roof. Our recommendation is to resist this tendency and bid projects with the roof you would choose if you owned the building. These tips will all help build a company that has satisfied customers and a reputation for quality and knowledge and will give your company exposure to innovations and changes in the industry.

