



HOMEOWNER'S GUIDE TO **GUTTER PROTECTION**

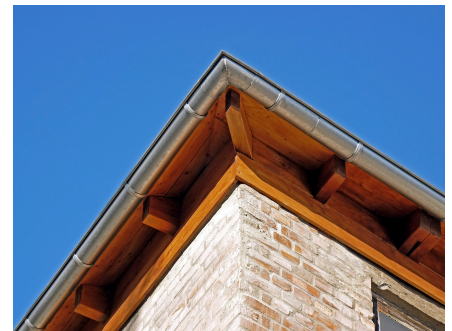
A Free Guide From **INTEGRITY HOME PRO**



Built on the **Golden** Rule
Inside & Outside Remodeling

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INTEGRITY
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Built on the **Golden** Rule
Inside & Outside Remodeling

What Every Home Owner Should Know About **REPLACEMENT GUTTERS**



YOUR GUTTERS ARE AN IMPORTANT PROTECTOR OF YOUR HOUSE

Most homeowners don't think about their gutters very much. Too often the first thought about them occurs after a moisture issue arises in their home costing them money and inconvenience.

Faulty or Clogged Gutters can Cause Directly or Indirectly the Following Problems:

- Basement Flooding and water damage.
- Increased allergens in air from moldy interior walls, and mildewed basements and the gutters themselves.
- Breeding pools for house mosquitoes, and other pests.
- Homeowner Ladder Falls (from do-it-yourself maintenance).

A COUPLE OF FACTS YOU MAY NOT KNOW:

- Two inches of rain can send 1,000 gallons of water down your drains and spouts.
- Rainwater runoff is the #1 cause of basement flooding.
- Downspouts should extend 6 ft. from your basement wall.
- Most homeowners insurance does not cover flood damage.
- The National Association of Certified Inspectors suggests the key to mold control is moisture control.
- A Virginia Tech study listed properly flowing gutter and downspouts as key tools to prevent moisture problems.
- The Illinois Department of Public Health suggests cleaning clogged gutters to control mosquito populations near your home.
- There are more than 164,000 ER-treated injuries from ladder falls in the US each year.

DEAR HOMEOWNER,

Are you a home owner with gutters that get clogged with leaves, birds nest, mold and other debris? Are you sick and tired of hauling the ladder out of the garage 2 or 3 times a year to muck out dirty slimy filth from your gutters? Do you have more mosquitoes and bugs now that you added gutters to your home than you did before and can't figure out why? Is your basement starting to mold on walls on parts of your house?

Hello, my name is Danny Peterson, owner of **Integrity Home Pro**. Now, before you start getting the wrong idea about the partiality of this report you need to know that I intend to be as un-biased as possible. Sounds hard to believe, I know. See, I started my home improvement company back in 2000. Back then you could trust people. You could trust products to do what they claimed they would do. Unfortunately, times have changed and it's tough to believe much of anything that you see or hear on TV or anywhere else about the performance of a product without actually seeing it perform in real life. As a result I understand that customers have become increasingly jaded as a result of products not living up to their claims. This trend towards customer and consumer jaded mentality led me to one conclusion – that if I truly believed I have the best product on the market today then it was my responsibility to share what I know with the nation. So that is exactly what I am going to do. This free informational report exposes the truths, the lies and the stuff everyone in this industry simply wants to keep under wraps. If you are even considering gutter protection of any kind – I challenge you to read this report and find out what the entire rest of the industry doesn't want you to know.



Sincerely,

Danny Peterson

OWNER

INTEGRITY HOME PRO

Why You Need GUTTER PROTECTION

One of the first things that we should expose about the gutter protection industry is that you can easily determine for yourself if you're a good candidate for lifetime gutter protection. There are a few things you need to look for – and of course if you feel that any of these could be a problem you should call a gutter protection professional. Of course, I recommend you get in touch with an authorized Gutter Cap dealer.

Purchasing gutter protection should be an easy and comfortable process, one that you as the buyer feel in control of. To do this I need to explain some of the most common reasons to look into the purchase of gutter protection.

What gutters do for you is control moisture around your home. Here is a brief overview of the problems most commonly associated with excess moisture - problems that can easily be avoided with a properly functioning gutter system.

The **FEMA National Flood Insurance Guide** lists keeping your gutters maintained and debris free as a leading option to reduce the risk of potential flood damage to your home.

HOW TO PREVENT FLOOD PROBLEMS CAUSED BY POOR OR CLOGGED GUTTERS.

1. Make sure that your home's downspouts are disconnected from the drain tiles, and land far away. Generally, a solid rule of thumb is that downspouts should extend 6 feet from your basement wall (depending on the grade of your property) to make sure that water doesn't drain back towards your home and basement walls.
2. Make sure that your downspouts are not connected to your home's sewer system.
3. Make sure that there is not any debris in your gutter causing the overflow.
4. If your gutters check out and they are clean, and you still have a problem, we suggest that you replace your gutters with larger gutters which can better handle the volume of water coming down from your house.

RAINWATER RUNOFF IS THE #1 CAUSE OF BASEMENT FLOODING.

Consider this story. A family, we'll call them the Johnsons, were away enjoying a vacation during their children's spring break in April. Remember about April showers? Well, while the Johnsons were gone it rained quite steadily. Upon returning to their home a few days after the storm, Mrs. Johnson went down to the basement to put some of the luggage away, and put some of the clothes in the laundry. She walked down the stairs, turned the light on, and was shocked to find the entire basement filled with about 3 inches of water. What could have caused this? Maybe the plumbing system, Mr. Johnson suggested, and he pulled out the yellow pages to call the plumber for the emergency call.

The plumber shortly arrived to the house and upon inspecting the pipes and seeing they were ok, he noticed that a basement window had broken. He'd seen this before. He turned to Mr. Johnson, and said what you have is not a plumbing problem, but a gutter and downspout problem. Rainwater runoff must have pooled next to your window and got through, and maybe moisture also seeped through the foundation walls as well.

After a few days of airing out the basement, throwing out waterlogged personal belongings, and spending more money than they spent on their vacation, the Johnsons were able to restore their basement.

The whole mess could have been easily avoided, if they knew a little more about how gutters protect your foundation and home.

A QUICK NOTE ABOUT FLOOD INSURANCE

According to the National Flood Insurance Program (NFIP), most homeowners insurance does not cover flood damage. Further, not all losses associated with basement flooding are covered by flood insurance. Flood insurance will cover your home's foundation elements and what they call "building elements", such as your furnace, hot water heater, and circuit breaker. Flood insurance won't cover your washer/dryers, freezers, and so on unless you make the additional coverage option of "contents coverage". The NFIP suggests that homeowners purchase both. You can contact the NFIP to see just how much you can pay in flood insurance premiums.

A Virginia Tech study, “How to Prevent and Remove Mildew In Relation to the House and Household Furnishings,” co-authored by Kathleen Parrot, Extension Housing Specialist, said the following about keeping moisture away from your house:

ON BASEMENTS

Dampness in the basement is often caused by condensation of warm, moist air on cooler interior wall and floor surfaces. . . . Runoff from gutters and downspouts should be directed away from the house.

ON EXTERIOR WALLS AND SIDING

Moisture, and therefore mildew, can be controlled to a degree by arranging landscaping so that natural breezes can flow near the house and dry the siding if it becomes wet from rain or dew. Keep shrubs away from the walls.

GUTTERS AND DOWNSPOUTS, AS WELL AS A MODERATE ROOF OVERHANG, WILL HELP.

Speaking in a 1997 article, Andrew Streifel, a hospital environment specialist at the University of Minnesota, commented on the health problems associated with mildew growth in homes:

“The body reacts to mold particles which are airborne, spread and breathed into our lungs.” Streifel went on to say that continued exposure to mold can put inhabitants at risk of numerous illnesses.

MOISTURE AND PHYSICAL INTEGRITY: FASCIA, SOFFIT AND WALL DESTRUCTION

The whole purpose of gutters and downspouts is to channel water away from the walls and roof. Getting water away from this area quickly and efficiently is the key. Consistent splashes of water can get behind the gutter and rot the fascia board. In extreme cases of clogged or malfunctioning gutters, water can splash down to the ground causing foundation settling, basements to flood, paint to peel, and wood/siding to rot.

Soffit (the underside of the roof at the edge) is the real culprit for clogged gutters, as they seem to rot from the inside out. Before you know it, water can gather and begin molding and rotting the soffit from inside causing hundreds if not thousands of dollars in damage to the exterior of your home. Usually by the time you see the damage, it's too late and must be repaired, but there are early signs

if you know what to look for, which I outline in the next section. Beyond structural damage, moisture in your walls can create health issues by providing a perfect growing environment for mold and mildew.

MOISTURE PROBLEMS AND YOU: THE HEALTH IMPLICATIONS MOLD AND MILDEW



Mold, it's nasty and it's persistent. Molds can cause a variety of health problems. In general, molds produce various irritants that cause allergic reactions such as hay-fever, asthmatic reactions, skin rashes, sneezing and so on. You should speak to your health professional to know your personal health risks from mold exposure.

Molds are not only bad for you, but they can gradually damage your home and furnishings – the things molds grow on.

According to the National Association of Certified Home Inspectors (NACHI), the key to mold control is moisture control.

The NACHI further suggests that if you have a mold problem that you should clean up the mold as soon as possible, AND fix the water problem that allows the moisture.

Consider your gutters for a moment, full of decaying leaves and mildew moist organic matter. This is a prime breeding spot for mold and often times it can migrate from the gutter to the walls, foundation or flooring. Once the mold gets into the walls, siding or insulation then repair and removal is often expensive and a huge hassle – if it can be achieved at all.

Molds can be expensive to clean, and even require special equipment and handling in extreme cases, because mold exposure is often greatest at removal. Therefore, mold removal may be best left to professional cleaning crews.

Bottom line here is that mold is a bad deal and the best way to avoid it is to make sure your gutters are functioning properly. This means unclogged, free of debris and flowing at a normal rate. gather and begin molding and rotting the soffit.

MOISTURE PROBLEMS AND YOU: THE HEALTH IMPLICATIONS 2 *DISEASE CARRYING MOSQUITOES*



One of the most common reasons folks look into gutter protection of any kind is bugs. Whether it's mosquitoes, ants, or roaches – clogged gutters provide a home to all. During cold winter months, most pests prefer the inside of a tree, or deep underground - away from the cold, wind, and noise and wait it out.

Then spring time arrives – and everything wakes up and gets moving. If you take just a few minutes to notice your yard in the spring, you will notice that the birds, butterflies, ants, termites and beetles are out in full force. Remember April showers? They don't only bring flowers. Take a look at your unprotected gutters. You will likely notice leaves, twigs, muck and slime, and that's what you can see.

Now imagine you are a bug of some kind for a second (roach, ant, slug, mosquito); would this not be the ideal home? Bugs are just like us in the way that they are always looking for the best living conditions; ideally, something safe from the elements with plenty of resources for raising a family that has a good outlook for future development (nests). Does this sound like your gutters? It does. Bugs love clogged gutters.

A 2004 Illinois Department of Public Health report on mosquitoes outlines two kinds of mosquitoes, in Illinois: the floodwater and the vector mosquito.

In 2003 over 9,000 people were infected during the West Nile Virus Epidemic, and 264 died. Soon after, the **CDC (Center for Disease Control)** in Atlanta stated that clogged gutters and downspouts contributed significantly to the West Nile Epidemic because stagnant water in a clogged gutter is ideal breeding ground for mosquito larvae.

Quoting the report: "Vector mosquitoes carry diseases and lay their eggs in stagnant ditches and sewage treatment ponds or water in tree holes, old tires, clogged gutters, old tin cans and anything damage to the exterior of your home. Usually by the time you see the damage, it's too late and must be repaired, but there are early else that will hold water. Eggs are laid on or just above the water surface, where they usually hatch within two to three days."

Two of the more common vector mosquitoes in Illinois are the Culex, or house mosquito, and the tree-hole mosquito. Neither migrates long distances (less than 200 feet)."

Bottom Line — Do you want to create a safe haven for these pests?



A 2004 **Illinois Department of Public Health** report on mosquitoes, recommended that checking clogged gutters and flat roofs for poor drainage is an important step to control mosquito populations in and around your home.



HEALTH CONCERNS MAINTAINING YOUR GUTTERS

We have already covered the importance of preventing gutter overflow, by keeping your gutters free of leaves, and debris. So you may be telling yourself, ok I'll make sure to clean them out. Yet nearly all over-the-counter gutter solutions require that you get out that ladder in the garage and climb up there with a hose to clean your gutter.

According to the **US Consumer Product Safety Commission**, there are more than 164,000 emergency room-treated injuries in the US relating to ladders each year.

SAFE GUTTER MAINTENANCES

Now consider your own situation for a moment. How many times every fall and spring do you climb up on some shaky ladder to muck out some grimy gutters? Have you ever missed a step and barely caught yourself? Ever lost your balance and felt your heart rate increase for just a minute?

With good gutter protection, you can leave the ladder in the garage where it belongs, or better yet never buy one in the first place. I will explain later how to tell good from bad when it comes to gutter protection but for now all you need to know is that any gutter protection that keeps you off ladders is a good thing.

ARE YOU SIMPLY TIRED OF CLEANING THE GUTTERS?

This is probably the single biggest reason for getting gutter protection. Most people just get fed up with cleaning their gutters 2 or 3 times every year. It's a dirty smelly job that can take as long as 4 hours for an average sized home and almost always means a pretty thorough shower afterwards.

With all the other required things that need attending to around the house, most homeowners turn to some form of gutter protection simply because they just don't want to mess with it anymore. Installing gutter protection means no more ladders, hoses, garbage bags, gloves and rakes. It means spending your Saturdays any way you want.

In early 2005 the **U.S. Consumer Product Safety Commission** released a study that shows that emergency room visits are up 73% by the elderly - primarily due to falls.

The second largest cause of falls listed was falls from step stool or ladder.

Most frightening of all is the fact that the leading cause of injury related death for both males and females over the age of 75 is falls.

Do You Have a **GUTTER PROBLEM?**

Two simple tests you can perform.



You can't always witness an overflow problem while it is occurring. Therefore, you should educate yourself on prevention of the problem, and that means learning how to look for tell signs of gutter problems and water overflow.

First you should look low. Is the landscaping around your house affected? After it rains do you see pools of water, or craters in flower beds? Does your siding have dirt or mulch clinging to it at about a foot off the ground that looks as if it was splashed up? If you see this, your gutters are most likely overflowing, and need maintenance or are beginning to fail.

Another quick test is to look up to the gutters on your house. Look for dirt water marks on the outside (see above). If your gutters look dirty, it's another sign that you have a gutter problem.

These water marks occur when dirty water overflows the gutter, and then the surface tension carries the dirty water down the outside of the gutter.

Finally, if you identify these problems you should take action sooner than later. In the next section, we will consider the options you have available to you to take care of your gutter problem.

TYPES OF GUTTER PROTECTION ON THE MARKET TODAY

Now that we've covered some of the most common reasons homeowners look into gutter protection; and how to detect if you have a present problem; let's now discuss what solutions you're most likely to find on the market today. Keep in mind as we go over these, that, of course I have some pretty strong feelings about some of these, but I am going to be as impartial as I can. Each of these options has pluses and minuses (well – except Gutter Cap) and I will try to accurately report the facts on each. simply because they just don't want to mess with it anymore. Installing gutter protection means no more ladders, hoses, garbage bags, gloves and rakes. It means spending your Saturdays any way you want.

VINYL GUTTER COVERS

Whatever the brand name, (of which there are almost 65 at last I counted) these are the generic knock offs of the original.

Typically, these knock offs cost much less than the more quality options on the market and if there is a warranty or guarantee it is covered at the manufacturer level. Meaning that should the local dealer go out of business in your area and you get a clog (very likely over a period of 2 years or so) you will have to try and track down the manufacturer.

Some other things to watch out for when evaluating the low-end vinyl product line would be sagging, fading and cracking. My experience shows that the reason these products cost so little is because the manufacturer skimps in the quality of construction and the over all design. Some fair better than others, but generally speaking you should only consider this as an option if you're okay with replacing them every 2-3 years and cleaning your gutters each time.

Bottom Line – Saves You Money In Short Run, Huge Risk If There Is a Problem (there will be a problem) And You Will Need to Replace Them in 2-3 Years.

SCREEN GUTTER COVERS

Simply put, gutter screens are typically metal or plastic coverings that are cut to fit and applied to the opening on top of your existing gutters. Again, this makes them another very inexpensive option. However, this type of cover usually lets in the most debris and material.

The real problem with screen gutters is that because of the design (sort of a concave lens) leaves can build up and basically clog up the screens in the same way as they would in a normal gutter. Cleaning the screens consists of hauling out the same ladder as you used before, pull the screen out, hose them down, - and hose down the gutters and downspouts and then replace the screens.

You should consider this type of gutter protection... well... the only reason I can really think of is if you are going to cut down your trees after one winter and not plant new ones. These are extremely short term solutions – but for a period of a month or so — work very well.

Bottom Line – Very Cheap Short Term Gutter Covers Are Prone to Causing Overflow, So They Will Need to Be Cleaned Frequently and Likely Replaced Altogether in 1 Year.

FILTER GUTTER COVERS

The entire logic behind filter gutter covers is to place a piece of foam or webbing in the actual hollow part of the gutter. This filter prevents (simply by occupying the space) any leaves or other debris from collecting in the trough of the gutter, but is supposed to allow water to flow through.

There are various brands and manufacturers coming on the market now with this type of gutter protection and each one has a slightly different spin on it. Some treat the filter with chemicals to prevent mold or discourage bugs from finding a permanent home in them or with UV protectant.

As you might imagine, these foam filters end up brittle dry and can even blow out of the gutter and down the street. After just one summer of baking in the hot sun in a literal oven (your gutters are 3 sided heat reflectors that can and often do reach temperatures of 165 degrees on the surface in direct sunlight) they often resemble old chalky Styrofoam.

The manufacturers claim that the fungicides and other chemicals will keep these foam inserts pliable and problem free for years. The truth is they often times don't last much more than 1 or 2 years and then they need full replacement. Most commonly, their tops get clogged with leaves that need to be brushed or washed off and underneath the filter is usually a black moldy mess.

Bottom Line – Decent Protection For A Year Or Two, Then You Will Need To Replace And Thoroughly Clean

BRUSH GUTTER COVERS

Brush gutter covers or protection are relatively new to the market and one of the most interesting and over-complicated ways of solving the problem. This type of protection looks like a big circular bristle brush that is just about the width of the gutter and has a metal or plastic rod running down the center to provide support.

This type of protection functions by the same means as the filter covers – in that instead of trying to keep debris and leaves out of the gutter, it simply occupies the space so the debris can't. The brush is fitted with hundreds of semi-flexible spines that are supposed to gently discourage leaves, burs, twigs, and other items from falling and making their way into the gutter.

Unfortunately, because of the spacing of the spines often times leaves get lodged in between the spines and can work their way underneath the brush over time. This can cause some of the very same problems this product is supposed to fix.

The solution to this problem is to get the ladder out, pull the brush out... (I think you can see where this is going) clean the gutters, clean the brush, replace the brush and put the ladder away. This can be an even bigger cleaning hassle than usual.

The bright side is that it seems as though this brush style space occupier lasts at least 2-5 years – even if it does a poor job of actually keeping leaves and other debris out.

Bottom Line – Better Than Nothing – And Appears To Last Longer Than Some Of The Other Stuff On The Market.

METAL DOME SYSTEMS

CHARACTERISTICS OF AN EFFECTIVE SYSTEM

Metal dome systems are the most effective systems available on the market. However, only a handful of systems work very well. Metal dome systems use the physical properties of water, specifically surface tension, so that water adheres to the dome of the cap and flows into your gutter. Some leaves and debris fall off during the rain, but the majority is blown off by the wind. Your existing gutters become a free-flowing roof drainage system, saving you the hassle and danger of cleaning gutters and saving you potentially thousand of dollars in damage each year.

Nose placement (rounded area of gutter cover mounted above lip of gutter) is a determining factor as to how well the system

will work. Nose-back systems mount with the nose equal with the inside lip of the gutter. Debris tends to blow off the gutter cover and then bounce into the gutter.

Nose-forward systems mount with the nose 1/8" to 1/4" past the outside lip of the gutter to prevent debris from bouncing into the gutter. Unfortunately, water tends to fly over on these designs and end up next to the foundation.

Nose-flush systems mount with the nose flush with the outside of the gutter and this is the best of both worlds. Debris doesn't bounce into gutter and you don't get rainwater flyover.

All metal systems use endcaps to keep birds and squirrels out of the gutter.

Some debris will become encapsulated in water and navigate the gutter cover. This is normal and is okay as long as debris can be flushed through the trough (area between the nose and gutter). The slots should be at least five inches or more. Most systems only have two inch slots and they eventually clog.

The effectiveness of a great design will be negated if the product is installed improperly. The better companies recognize this problem and will only allow companies to sell their products once their installers have been certified at their training facilities. A training facility should be a formal school in which every roof application can be mounted and the installers can practice for as long as it takes to become certified. You don't want your home to be somebody's learning curve as they go through training.

The warranty is the most important factor when choosing a gutter cover. A comprehensive warranty will cover performance, materials, and labor. Read the fine print. Many companies give value in regular print, and steal it back in the fine print. Ironically, some companies will guarantee that the gutters are free flowing, but don't cover clogs in the gutter cover. The investment for a gutter protection system should be just once, and should be guaranteed no maintenance. Many systems require routine maintenance, which is counter to the reason a homeowner would have bought these systems in the first place. The warranty is only as good as the amount of time that the product has been around. A lifetime warranty is nebulous if the manufacturer has only been around for a couple of years and doesn't have a proven track record.

Bottom Line – While the metal dome system is the best option, some metal dome systems work better than others.

"ALL IN ONE" GUTTER COVERS

There are two types of All in One Systems that combine gutters and gutter covers; one piece or two piece systems. The one piece is extruded gutter and gutter cover as a continuous piece of gutter. With a two piece, the gutter is extruded separately from the gutter cover, and is fastened together during installation. Some of them work okay in certain parts of the country, while others fail miserably due to a design flaw.

You have to replace the gutters even if your gutters are in good shape. This tends to make them a little pricey. They are mounted to the fascia board and they tend to stick out. This is a serious problem in northern climates. Ice backs up on top of the gutter cover and gets in between the fascia board and the gutter cover. Worse, it may back up under the first row of shingles and cause extensive damage to the roof. If a section is damaged from a tree limb, the whole section has to be replaced. The company doing the installation can run any coil stock they want through the extruder so you cannot be sure of consistency of this product. The finish is usually baked-on enamel, which being on the roof in the hot sun will bleach out within a few years and look unsightly on your home.

Bottom Line – There is less expensive options that will do a better job and maintain the curb appeal of your home.

BRACKET SYSTEMS

There are many systems available which use brackets to fasten the gutter cover to the roof and gutter. Some of these systems work well, while others fail miserably. The brackets are placed every two to five feet depending on the manufacturer. Nose placement is hard to do because adjustments are made at the brackets. Brackets are hard to work with. One manufacturer in particular is going on their fifth bracket system because the others were problematic. Other issues include thin aluminum construction. The panels tend to warp in the hot sun or are crushed under a heavy snow or ice load. The distortion of the panels allows spaces for birds and squirrels to build nests. Thick aluminum ones tend to create shadow lines on the seams and look unsightly. All bracket systems are high profile due to the brackets, hence they stick out more. The baked enamel finish on many of these systems will look two-tone on your roof within a few years. Can you imagine how these systems will look on your home?

Bottom Line – You are playing Russian-Roulette with a bracket system.

GUTTER CAP

GUTTER CAP IS A METAL DOME SYSTEM THAT CAN BE RETROFITTED TO YOUR EXISTING GUTTERS
(SEE PICTURES BELOW).

Gutter Cap comes in five foot sections and is made of heavy gauge aluminum alloy for extra durability. Gutter Cap is a low profile system, which means that it is mounted directly to the lip of your gutter without clips or brackets. The Kynar finish will ensure that the colors will not fade or chalk. The result is that Gutter Cap blends into your roofline to maintain the curb appeal of your home.

Gutter Cap uses only factory certified installers trained at their school in Naperville, Illinois. A great design needs quality craftsmanship to guarantee its effectiveness. Gutter Cap comes with a double lifetime warranty (transferable to a new homeowner) on performance, materials, and labor. Gutter Cap has been installing the product since 1993, so you can depend on the guarantees being honored.



WHO YOU CAN BUY GUTTER PROTECTION FROM

So far we have covered some of the most common reasons for looking into gutter protection as well as discussed the wide array of cover types and options available (the good, bad, and ugly). Now it's time to discuss who you should purchase from. This is a bigger part of the decision than most people think – It's actually quite critical. Again, I am going to be as impartial as I possibly can here, keeping in mind that I have been doing this a long time and have a pretty good view of how this industry works.

BIG NAME HOME IMPROVEMENT STORES

Your local retail location like Home Depot or Lowe's will likely sell gutter protection of some kind, usually screens or in rare cases generic vinyl covers. Pricing will be relatively cheap and so will the product. These products will be only for the extremely avid do-it-yourself'ers. There will likely be little or no instructions and certainly a limited (if any) warranty. Don't go looking for too much customer service or installation support either – typically what you will find is a few guys who have seen it installed or know a buddy who has it on his house. Not a good option for most people.

TRUCK AND LADDER CONTRACTOR

If you never listen to another word I ever say, please listen to this. Never, I repeat never take the advice of a Truck and Ladder

Contractor when it comes to gutter covers. There are many of these guys doing roofing and gutters, but don't have the first clue when it comes to keeping your gutters clean and debris free. These are the guys that work out of their truck and are contacted only by cell phone. All they care about is the up sell and quick buck that gutter protection can bring. Their guarantees are useless the moment you see the back of their truck drive away.

COMPETITOR PRODUCT DEALERS

I really need to be careful when speaking of the competition. Unfortunately for consumers, many of the 6 reasons you shouldn't buy from truck & ladder companies (listed on the next page) apply to most of our competitors. However the single biggest reason is of course that they don't sell the Gutter Cap gutter protection system. This is a significant reason, but not the only one. Other product dealers do 2 things that I think is just without reproach.

1. They bad mouth other dealer warranties and then don't show you their own until after you pay. And what they give you in the regular print; they take away in the fine print.
2. They don't expose the weakness in their own product, however small – making it appear that their product is perfect. This creates a false sense of hope in how the product will perform. No product is perfect – and to be touted as such is false advertising.

Here are **6 reasons** why you shouldn't buy gutter covers from a truck and ladder company

1. It isn't their normal line of business. I think this is pretty easy to see. Their day to day business is not making sure that you get the best solution for gutter protection, but rather patching roofs, or measuring and installing gutters. Don't be fooled – there is a big difference between installing gutters and installing gutter protection.
2. They have no product loyalty. They change brands and types as easily as you might change pain relievers. Generic, brand name, this type or those... they don't care.
3. They are out of business in a few years time. Statistically speaking, Truck and Ladder Guys have one of the highest turnovers in the home improvement industry. They don't have an office or infrastructure to support. It's very easy for them to close up and reopen under another name. In the meantime, what does that say for their guarantees?
4. No training in the installation of the product means they are basically "eyeballing, tacking and walking away". Forget any type of product support or explanation.
5. Since gutter protection is an additional product, or gravy product, it's usually not explained to the customer correctly. There is no 100% maintenance free gutter protection.
6. If there is a problem, try getting a quick response from these guys on the phone.



Gutter Cap Dealers

It's the little things that Gutter Cap Corporate provides its dealers like installation training and ongoing accreditation that make a big difference. The Corporate office is constantly looking for ways to improve its product. A good example of this is a few years back when they decided to make the product thicker and added a no fade, no chalk finish. Probably the best thing about dealing with a Gutter Cap dealer is the peace of mind of knowing that this product has a proven track record. Gutter Cap has been installing since 1993 and has thousands of still satisfied customers.

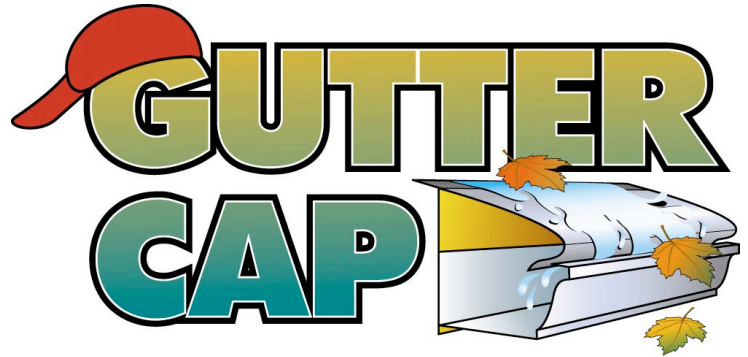
THE GUTTER CAP DOUBLE-LIFETIME WARRANTY

Gutter Cap's one page double-lifetime warranty is clear and forward to the point. You will never get up on a ladder again to clear your gutters or unclog the Gutter Cap system. You will not be required to ever perform routine maintenance nor pay service fees to have problems fixed. Unlike the majority of the gutter protection systems available, you will not find any "weasel clauses" rendering the warranty useless. The warranty is transferable to a new homeowner one time at no charge.

If you are for some reason considering a competitor product dealer, I would urge you first to get in touch with a Gutter Cap dealer and request a copy of their warranty, and take it with you. Then request a copy of the warranty from the competitor dealer and see what happens. ***You may be surprised.***

A word from **Gutter Cap** President:

"I'm proud of our gutter cap system. I'm proud of our network of dealers across the country. Our product comes with a lifetime warranty. We also manufacture the best materials and colors in the industry. I also stand behind our dealers and their workmanship. Your local dealer represents Gutter Cap's reputation, and that is our most important asset. Our quality and satisfaction is guaranteed. And that's my promise."



WHAT TO DO NEXT

By now you should have drawn the same conclusion that thousands of homeowners across the nation just like you have – Gutter Gap is probably going to be your best choice. Now, I won't say it's the only choice (because it's not) and I won't say it's the cheapest (because it's not that either) ... but I will say it is the choice that lasts longer, does the most complete job of keeping leaves and other debris out of your gutters. Whether you're trying to keep your foundation safe from shifting or moving, trying to keep pests or mold out of and away from your home, or some other reason – Gutter Cap does it all – and here is the best way for you to find out.



SIGN UP ONLINE AND GET AN INTERNET SPECIAL

Visit our web site **www.IntegrityHomePro.com** and request an in-home appointment. Buy 100 ft of Gutter Cap and receive free oversized downspouts on your treated area.



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