

Vacation Homeowners Fear Damage to Second Homes from Afar

Synthetic roofing materials less vulnerable to damage

LEXEXA, Kan. – (October 21, 2005) – The threat of Hurricane Wilma making landfall in Florida on Sunday is sending Floridians scurrying. But it's not just the residents of Florida who are worried. People across the country who own properties in Florida are also nervous about the possibility of a strike from powerful Wilma.

"I'm getting lots of phone calls from owners about their properties," said Judy Brown, manager at Indies West in Naples, Florida. "They are worried. The phone hasn't stopped ringing – owners are calling to make sure their hurricane shutters are down and that we are prepared for Wilma when, and if, it hits."

In the last 14 months, Florida has been hit by seven hurricanes, and damage to roofs has been heavy. Homeowners choosing roofing materials want a product that can weather these storms better, but they often get frustrated when forced to weigh cost and storm protection against character and beauty. Take slate, for example.

Natural slate is beautiful, durable and resistant to the elements, adding a timeless elegance to a home. However, slate shingles tend to be very expensive, heavy and difficult to work with. The cost to install them can be astronomical. As a result, many property owners are forced to compromise with less expensive roofing materials that lack the long-term performance and beauty of slate. Synthetic products give consumers that best of both worlds.

"You don't have to compromise the beauty of your home to gain maximum protection from roofing materials," said John Humphreys, president and CEO of DaVinci Roofscapes. "Our synthetic slate roofing product provides elegance and durability that was previously not offered with any other roofing shingle."

DaVinci designs and manufactures DaVinci Slate, synthetic slate shingles that offer the beauty, color-fastness, fire resistance and timeless performance of genuine roofing slate. The recipient of HGTV's Most Valuable Product (MVP) award in 2004, DaVinci Slate recently passed a series of required tests in order to become one of the selected brands to receive the all-important Florida Building Code (FBC) certifications including wind resistance, impact resistance and fire resistance.

For More Information:

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