

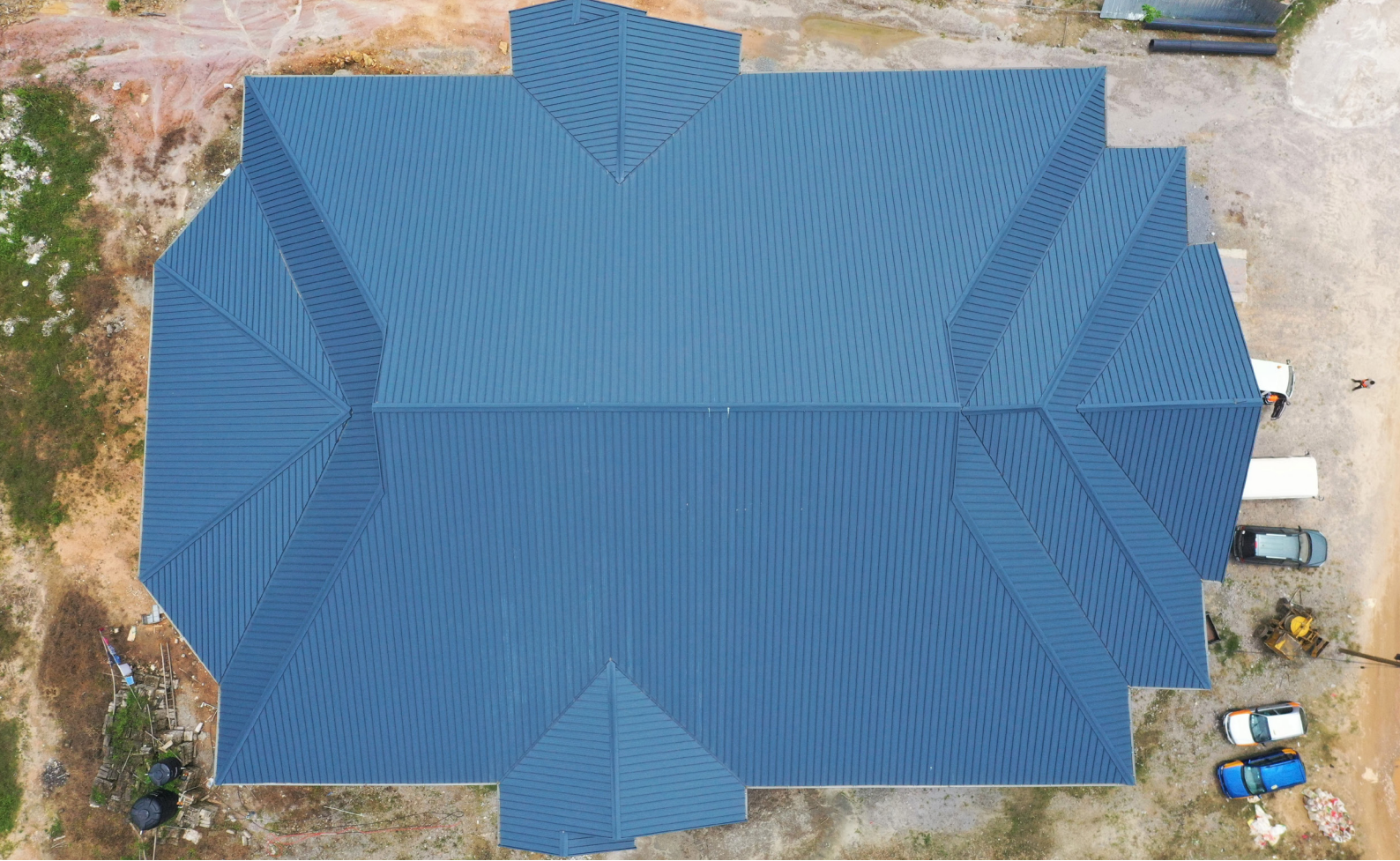


FOR DEVELOPERS, CONTRACTORS & ASSET OWNERS

THE 20-YEAR COST OF A WRONG ROOFING DECISION



What the upfront price does not show you



THE DECISION MOST PEOPLE GET WRONG

Roofing is not a purchase. It is a 20-year financial commitment.

Most commercial roofing decisions are made by comparing quotes. That is understandable - procurement processes are structured around cost, and cost is visible. What is not visible at the quotation stage is the long-term financial exposure that a cheaper specification creates.

This guide lays out what actually happens over a 20-year asset life when the wrong roofing decision is made - and what the real cost difference looks like once you account for the full picture.

THE 20-YEAR COMPARISON

Year	Economy Choice	Raincoat Premium
0–2 Early years	Roof installed. Minor punch-list items emerge. Some sealant failures around ridge detail. Initial colour looks acceptable. No major concerns raised.	Roof installed to full specification. Post-installation inspection completed. No defects identified. Colour consistent and stable.
3–5 Mid-early	Colour begins to fade noticeably on west-facing slopes. First signs of surface corrosion appear at cut edges and around fasteners. One or two minor leaks reported following heavy rainfall.	Colour retention strong. Material performing as specified. Minimal maintenance required. No structural concerns.
6–9 Visible decline	Corrosion now visible across multiple panel sections. Leak incidents increasing - typically around flashings and penetrations. Resealing and partial replacement work begins. Maintenance budget under pressure.	Regular inspection confirms roof performing within warranty parameters. Surface shows normal weathering. No water infiltration.
10–12 Decision point	Significant sections require replacement. Structural truss inspection recommended. Leaks now affecting internal finishes - ceiling damage, electrical concerns. Building management flagging the roof as a liability.	Mid-life inspection completed. Roof still performing. No structural concerns. Colour stable. No unplanned expenditure.
13–16 Major cost	Partial or full re-roofing required on worst-affected sections. Costs now substantially exceed the original saving. Operational disruption during works. Asset value perception affected.	Continued stable performance. Any maintenance work is minor and planned. Total unplanned expenditure to date: minimal.
17–20 Full exposure	Second roofing cycle underway. Cumulative spend - including repairs, partial replacements, and lost operational time - now significantly exceeds the cost of the correct specification at the outset.	Roof approaching end of its warranty period with integrity intact and minimal maintenance cost.

The saving at year zero often costs three to four times that amount by year twelve.

This is not a theoretical projection. It is the consistent outcome of under-specified roofing installations across commercial buildings in Ghana's climate.

THE FACTORS THAT DRIVE THIS

Three variables determine where a building lands on this curve.

Material specification.

AM150 aluminium-zinc-magnesium coatings perform substantially better in Ghana's conditions than standard AZ150 or lower-grade alternatives. The coating is not a visible feature - but it is doing the most important work on your building, every day, in every rainy season.

Colour system quality.

COLORBOND colour technology is engineered for long-term stability in high-UV, high-humidity environments. Economy paint systems are not. A faded commercial roof is a visible signal to every stakeholder that the asset is not being well maintained - regardless of the reason.

Installation accountability.

Even the best material fails if fixed incorrectly. Fastener depth, lap sealing, flashing details, and ridge finishing are not variables - they are requirements. An in-house, trained installation team with post-installation accountability is the difference between a roof that performs and one that becomes a recurring problem.

The right question is not: which provider is cheapest?

It is: which provider is accountable for the performance of this asset for the next 20 years? Those are very different questions - and they lead to very different outcomes.

WHAT RAINCOAT ROOFING PROVIDES

Raincoat Roofing operates at the premium end of Ghana's commercial roofing market - not because premium means expensive, but because it means accountable. Every commercial installation includes: full material specification in writing before any commitment; AM150 and COLORBOND-grade systems proven in Ghana's climate; Enduroframe steel trusses engineered for your specific structure; in-house installation teams trained to manufacturer standards; and post-installation inspection with documented sign-off.

We have completed large-scale commercial installations across Ghana and West Africa - including developments, mining infrastructure, institutional buildings, and government projects. We are not the cheapest option. We are the one you will not need to call back.



BOOK A COMMERCIAL SITE ASSESSMENT

We will assess your project, advise on the right specification, and provide a clear quote with full documentation. No pressure. No shortcuts.

Call us: **0531024820**