

# How Winter Impacts Your Roof's Lifespan

The Hidden Risks and How to Protect Your Investment

**T.A. HUGHES**  
COMPANY



# Winter's Damage Is a Cycle, Not a Single Event

Winter doesn't act like a hammer cracking a roof open; it works more like flexing a paperclip repeatedly. It won't break the first time, but after enough flexing the metal fails.



## Freeze-Thaw Cycles

Expands microscopic cracks from within.



## Heavy Snow & Ice Load

Adds consistent weight that stresses the underlying structure and decking.



## Ice Dams

Forces water underneath shingles where it doesn't belong.



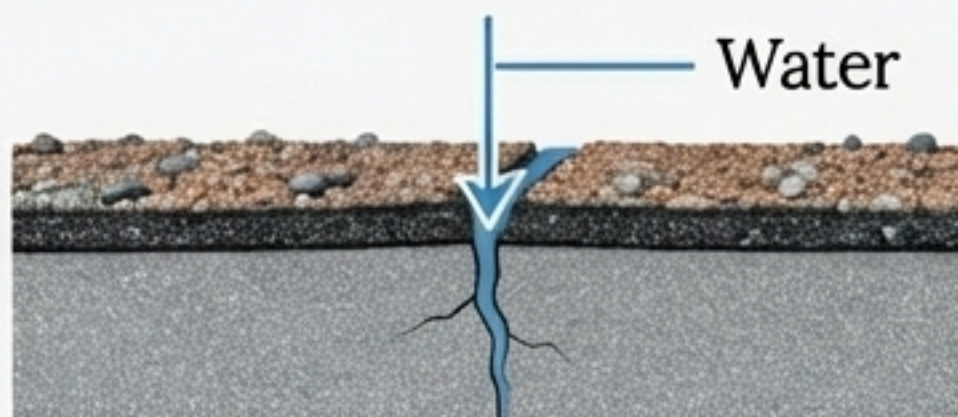
## Brittle Materials

Cold temperatures make shingles and sealants less flexible and more prone to cracking.



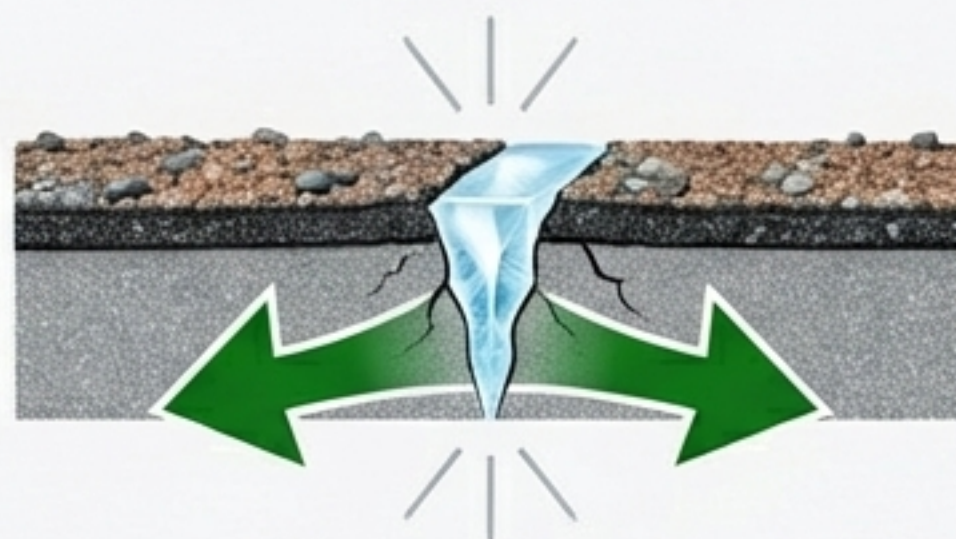
# The Freeze-Thaw Cycle: Your Roof's Unseen Enemy

Water expands when it freezes, turning tiny, harmless-looking cracks into significant vulnerabilities over the course of a single winter.



## 1. **\*\*Melt & Seep\***

Water from melting snow seeps into microscopic pores and cracks in roofing materials.



## 2. **\*\*Freeze & Expand**

As temperatures drop, the trapped water freezes and expands, acting like a tiny wedge that forces the crack slightly wider.



## 3. **\*\*Repeat & Weaken**

This cycle repeats dozens of times each winter, progressively weakening shingles, flashing, and seals until failure occurs.

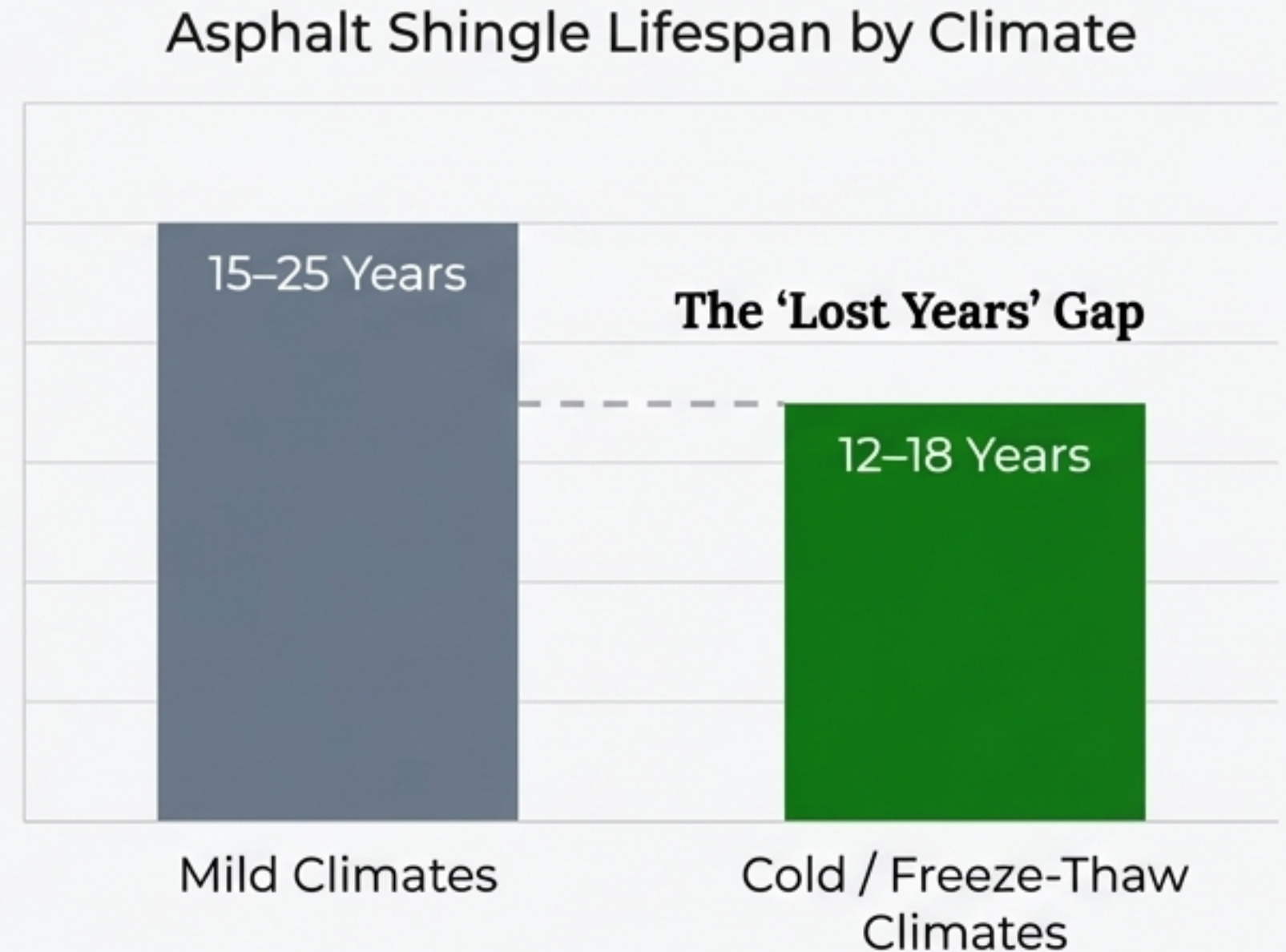


# Data Shows Winter Climates Measurably Shorten Roof Lifespans

Your Roof May Be Aging Faster Than You Think.

## Supporting Evidence:

One HAAG Engineering study showed a measurable trend in deterioration rates when annual freeze-thaw events exceed certain thresholds. This pattern repeats in New Jersey winters as well.





# Early Warning Signs of Winter Wear

The damage is often visible long before it becomes a catastrophe, if you know where to look. Spot the signs before they become expensive surprises.



Curling or cracked shingles



Sagging gutters filled with ice



Water staining on ceilings



Mold or mildew in attic spaces



Loose or degraded flashing around chimneys and vents

**Real-World Example:** A home in Burlington County showed only curling shingles in December. By March, after snow and melt cycles, the attic decking showed rot. Early detection could have saved thousands.



# The Insurance Gap: What Your Policy Likely Won't Cover

Insurance covers “sudden and accidental” events, not the gradual wear and tear caused by winter cycles.

## Typically Covered ✓

### Sudden & Accidental Events



Windstorm damage



Hail impact



Fallen limbs causing visible breaches

## ✗ Typically NOT Covered

### Gradual Wear & Tear



Freeze-thaw cracking



Ice dam wear



Material fatigue from age



Rot from trapped moisture

**Expert Quote:** “Claims for freeze-thaw damage are among the most frequently denied because they lack a specific event date, show progressive wear rather than acute loss, and are often considered maintenance issues.”



# Proactive Steps Can Dramatically Extend Your Roof's Life

## 40–60%

reduction in winter wear from preventive maintenance, according to roofing industry benchmarks.

- ✓ **Improve Attic Insulation & Ventilation** (to prevent ice dams)
- ✓ **Clear Gutters & Drains** Before Snowfall
- ✓ Promptly **Repair** Loose Shingles & Flashing
- ✓ **Trim** Overhanging Tree Branches
- ✓ Schedule a **Professional Pre-Winter Inspection**



# An Ounce of Prevention Is Worth a Ton of Repairs

## The Cost of Prevention

- Annual Inspection ✓
- Gutter Cleaning ✓
- Minor Sealant Repair ✓



## The Cost of Neglect


- ✗ Full Roof Replacement
- ✗ Attic Mold Remediation
- ✗ Interior Water Damage Repair
- ✗ Structural Decking Replacement

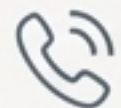


**Gain Clarity and Peace of Mind This Winter**

# **Schedule Your Winter Roof Evaluation Today**

Don't guess about your roof's condition. Find out exactly how it's handling winter and prevent costly surprises before they happen. Our certified experts provide a comprehensive, no-obligation assessment.

 [tahughes.com](https://tahughes.com)

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ROOFING

