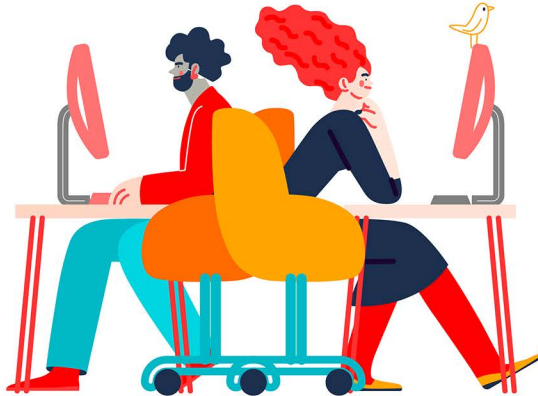




# Garrett Construction & Roofing Marketing Report AUG 2023





# Social Media Analytics

## AUG 2023

**ALL POSTS THIS MONTH**

**7**

**ALL FANS & FOLLOWERS**

**1,547**

**NEW FANS & FOLLOWERS THIS MONTH**

**3**

**PAGE PROFILE IMPRESSIONS**

**2,241**

[The number of times any content from or about your Pages or accounts was displayed on a person's screen.]

**PAGE PROFILE / POST REACH**

**1,853**

[The number of people who have seen any content from or about your Pages or accounts.]

**POST IMPRESSIONS**

**1,975**

[The number of times your Facebook account appeared on someone's screen.]



## BLOG POSTED 08/01/23

### At Some Point, Every Homeowner Needs a New Roof



Whether you're planning to stay in your current home for life or just the average eight years most homeowners remain in one place, the odds you'll need a new roof at some point are pretty high. More than one-third of houses in the United States are over 30 years old. As of 2022, about 10.5...

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<https://garrettroofingknoxville.com/at-some-point-every-homeowner-needs-a-new-roof/>

## At Some Point, Every Homeowner Needs a New Roof

Posted on July 27, 2023



### WHETHER YOU'RE PLANNING TO STAY IN YOUR CURRENT HOME FOR LIFE OR JUST THE AVERAGE EIGHT YEARS MOST HOMEOWNERS REMAIN IN ONE PLACE, THE ODDS YOU'LL NEED A NEW ROOF AT SOME POINT ARE PRETTY HIGH.

More than one-third of houses in the United States are over 30 years old. As of 2022, about 10.5 million homes were between 20 and 31 years old. Sheds, typically last around 20 years, so whether you're a long-time resident in your current home or moved into an older home more recently, inspecting the roof is a good idea. You may be in that 20-year range and ready for a new roof.

Here are some signs that will help you determine if it's time.

First, missing shingles are a tell-tale sign. This happens when the shingle itself weakens, and the adhesive holding the bottom in place starts separating. At that point, all it takes is a strong gust of wind for a shingle to fall off.

You can also look for cupping, curling or clawing. Cupping and curling look very similar, with the ends of the shingles peeling away and beginning to point upward. Clawing occurs when the center of the shingle lifts while the ends stay in contact with the roof. Neither condition is a good sign. This type of damage can result from extreme temperatures, improper installation, poor ventilation or age.

Then there's the presence of loose grit and granules from asphalt shingles. These granules create a barrier between the sun and the shingle. It's normal for a bit of grit to loosen up and fall off (especially when the roof is new). But if more and more granules are collecting in the gutters every fall, there might be a problem. Without the grit, the sun will bake the shingles and cause them to warp, cup or deteriorate. A roof replacement may be in order.

Be aware of what may look like cracks in grooves of shingles. These are likely seams resulting from prolonged thermal expansion and contraction cycles. As the sun heats the roof, the shingles expand. As the temperatures dip, they contract. Over time, these tiles tear and become the prime location for leaks and structural damage.

Finally, notice whether the roof is sagging. This may be the most revealing sign that your roof needs replacing. Sagging occurs when there is a structural issue below the shingles, such as severe water damage or a broken rafter. In either case, you need a roofing pro to remove the shingles and plywood sheathing to get to the heart of the problem.

At Garrett Construction and Roofing, roofs are our specialty. Under the experienced leadership of [Matt Garrett](#), our experienced crews stand ready to handle all of your roofing needs. Serving East Tennessee since 2005, we are a licensed General Contractor and our general services range from full residential and commercial construction projects to remodeling, painting, drywall, roofing and gutters. Call us for a free consultation.

[CONTACT GARRETT CONSTRUCTION AND ROOFING TODAY | KNOXVILLE'S ROOFING EXPERTS](#)



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**Garrett Construction Inc**

Just now



Think you've got missing, cracked, or curled shingles? Don't wait to find out. Contact us for a FREE roof inspection and estimate: (865) 454-7531 <https://ow.ly/xi0350Pn9LT>



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**8/01/23**  
**SOCIAL MEDIA POSTS**



8/08/23



## POST VIDEO VIEWS

43

[The number of times your post video was watched.]

 Facebook



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You're dealing with roofing experts when you contact Garrett Roofing. Matt and his team get it done right! Contact us for a FREE estimate. (865) 454-7531 or <https://ow.ly/mURh50Pn7CJ>



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8/15/23

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Odds are you'll need a new roof at some point. Don't gamble on missing or cracked shingles. Contact the pros at Garrett Roofing for a FREE inspection and estimate: (865) 454-7531 or <https://ow.ly/Zkpe50Pn9p2>



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**8/22/23**  
**SOCIAL MEDIA POST**



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Just now

...

Driving back from vacation and hoping your roof didn't leak while you were gone? Stop worrying and contact Matt and his team for a **FREE** inspection and estimate. (865) 454-7531 or <https://ow.ly/82sF50Pna77>



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Is it time to get your roof replaced or repaired? Get it done with Garrett. Contact Matt and his team for a FREE inspection and estimate at (865) 454-7531 or <https://ow.ly/5xZx50Pnb4C>



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**8/29/23**

**SOCIAL MEDIA POST**





## | Garrett Construction & Roofing 2023 BLOG / SOCIAL MEDIA MARKETING PROGRAM



**Thank you** for choosing our Team to manage your social media marketing. This report includes all of the social media and blogging activities that we performed for you during the month. It serves as a great marketing history for Garrett Construction & Roofing.

We look forward to next month's marketing!

**creative**  
services