

Rooflink Editor with founder
and CEO Charles Antis and
Marketing Manager
Cori Vernam

ANTIS
ROOFING & WATERPROOFING

25TH
ANNIVERSARY
1989
2014



PROFILE

Philanthropy at the heart of this Southern California roofing company

By Editor, Jenny Bain

Charles Antis, founded Antis Roofing and Waterproofing in 1989 and this year the Southern California company was awarded the Association for Corporate Growth's Corporate Responsibility Award. I visited Charles at his Irvine headquarters to encounter the Antis philosophy of giving back to the community while ensuring employees love their work and rate their job the best in their careers.

With 80 employees (25 in the office), Antis Roofing & Waterproofing is involved in roofing maintenance and repair, re-roofing, leak detection and waterproofing, decking system installation and maintenance and dry rot replacement of fascia and wood trim. Its geographic reach is Los Angeles, Orange and San Bernardino Counties where it works with more than 1000 multi-tenant housing communities and homeowner associations (HOAs). The city of Irvine is noted for its highly regulated residential

neighbourhoods. Interestingly new community developments are not in the Antis mix – "I haven't been on that bandwagon with so much regulation involved" – says company founder Charles.

Thirty percent of the operation is low-slope roofing (PVC single ply, TPO single ply, built up roofing membranes and energy efficient roof coatings). Steep slope comprises asphalt shingles, concrete and clay tiles, metal and synthetic roofing. By far the dominant material on steep slope is concrete tiles.

Climate is the dominant factor influencing what roofing material will be used and California is facing its fifth year of drought on a historic scale. With no rain (precipitation) Charles has charted a new direction implementing measures to ensure the survival of the US\$12m company, offering a wide range of services using advanced technology and high quality workmanship.

To assist the home owner, a 24 hour (24/7/365) emergency service is in place along with an annual maintenance plan for home owners and a special service addressing leak-prone areas of the roof. Antis offers a pre-approved reduced cost emergency maintenance and tarping service for customers. Regular maintenance can extend the life of the roof by 50% – Antis clears dammed up valleys and keyways, clogged gutters and drains plus cleaning of the roof twice a year. "We've become really good at fixing leaks", says Charles "and gravel guard joints are the No 1 leak saver to get our attention."

Workforce problems may plague the wider roofing industry in the US – anti-immigration issues being stirred up through the presidential campaign are not helping – but Antis Roofing and Waterproofing has embraced its commitment to social responsibility, offering its people the best opportunities to develop their



Charles' wall of affirmations. Example – Rule 1 of awesomeness Show up – no matter what
 Below: House in Kilkarney, Lake Forest – not a gutter or downpipe in sight



potential in a high energy environment.

The Roof God campaign was launched in 2008 and a re-branding exercise in 2014 coincided with the company's 25th anniversary campaign with emphasis on social responsibility.

"Our competitors now respect us but when we launched the re-brand there was criticism from them. However in the fifth year of the worst drought ever we were determined to promote corporate responsibility values while looking after our bottom line.

"Being generous is a good thing and while trying to run a profitable business I always put my employees first, most of whom have permanent work all year round in spite of the challenges imposed by the Californian climate".

Few roofing companies are into customer care but Antis has made it a priority. Roof replacement, maintenance and repair is all on the menu, building the Roof God brand on the basis of honesty, transparency, quality workmanship and customer service. The business has one of the most comprehensive photo-documenting systems in the industry acquiring years of experience and skill in the area of leak detection and repair. "We have a rule that every job we do is photographed and meticulously documented – we're downloading 7000 images a day", says Charles.

The safety of every roof installer technician is a top priority – Antis conducts weekly classes focussed on fall prevention as well as emphasis on all OSHA requirements and standards. Lifting the profile of the roofing trade and actively trying to improve their training journey (on the job training as in NZ) employees are eligible for scholarship training through NRCA which is partially funded by the company. Material suppliers – one of the main ones being Eagle Roofing Products – also provides training for the Antis team.

Around Lake Forest, an adjoining city to Irvine, where I stayed, gutters were non-existent on housing so on the rare occasions of intense, heavy rain – should it come any time soon – Antis can expect to be plenty busy after many lean years. Gutters are more of a want than a need with Southern California having less than eight inches of rain on average annually. What you do see are massive culverts which cater for the rain – when it comes tends to be more of a deluge. Roofing has been one of the last trades to recover the margins achieved ten years ago before the GFC so the company has revitalised itself introducing a new model of business with emphasis on marketing, corporate responsibility and building on reputation.



A helping hand from day one

It was a chance encounter with a single mother living with seven children under a leaking roof that shaped what the company has become. Upon entering the house, Charles was over whelmed by the smell of mildew; four mattresses on the floor had mouldy bedding. The family could not afford a new roof. Although Charles had just started his company he was able to scrape together some low cost materials and six volunteers the following weekend to provide a new roof for the family at no charge.

Philanthropy is at the heart of what makes Antis one of the most respected roofing businesses in

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Philanthropy at the heart of this Southern California roofing company

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southern California. Being generous is a better way to run a business, says Charles who believes the highest professional reward is harnessing the skills and experience of his employees to help others. Since 2009 every roofing installation for Habitat for Humanity in Orange County has been donated by Antis Roofing & Waterproofing – half a million dollars-worth. Antis’ executives and employees also contribute time and financial resources to international humanitarian efforts and a number of local charitable causes.

Charles is a member of the NRCA’s Business Leadership and Consumer Outreach committees and his company is a member of The Roof Industry Alliance for Progress which commits to technology, sustainability and philanthropy. In Orange County he serves on the Community Associations Institute Education Committee, teaching board members and community managers about roof maintenance. He talks to local businesses to help them better understand how to sell corporate social responsibility while also looking after their bottom line. He sits on the board of directors for Habitat for Humanity of Orange County and has also lead a Habitat for Humanity Global Village Build in Mongolia where 20 houses were built within a week. I met his recently appointed President, Karen Inman, who comes from an engineering, construction and HOA background to further drive the company’s strategic growth, continuing the Antis mission of corporate responsibility.

The main office of Antis is an open plan with a range of work settings for the 25 staff who can attend a weekly yoga class in the generous central space. I met some of the team including their President & COO, Business Operations Manager, Financial Controller, Director of Sales, Marketing Manager, Estimator, Sales Coordinator, Production Assistant, Field Operations Manager and one of the Leak Technicians.

Like many small companies, Antis Roofing & Waterproofing competes for top talent so the company has effectively aligned its giving and volunteering programmes with its business strategies and the interests and values of its employees. The staff are listened to and fully engaged in the culture of community service. Antis is involved in a gift card programme within Orange County whereby stakeholders can



Antis main open plan office – more inspiration

Extract from the Antis Roofing & Waterproofing media kit:

Exposing the Dark Side of Endless Sunshine

Owning a home or property has historically been considered the biggest purchase and simultaneously the best investment one can make, even during periods of economic instability. With proper care and preventive maintenance, the chances of the property holding or increasing in value improve exponentially over time. Conversely there’s nothing like neglect to turn that investment into a liability, particularly when something in need of repair is out of sight and out of mind.

An old, sun-damaged roof in drought-stricken California, for example isn’t likely to command much attention – until of course, it rains. In fact, a lack of rainfall is influencing millions of California home and property owners to put off critical exterior maintenance and repairs – particularly on roofs, gutters and wood decks – simply because there is no immediate need. That’s why Antis works diligently with its partners to develop and implement custom installation and maintenance plans that help clients secure their investments – in times of drought or deluges of rain – by keeping their properties in the best condition possible.

choose a charity to benefit when the Antis branded cards are awarded. My gift card donation went to Alzheimers Orange County.

Millennials changing the face of business

A topic Charles is determined to promote, if businesses are to survive in the future, is recognition of the millennial generation – in his words they are the smartest generation in history. Millennials are big on giving and businesses that recognise their traits and embrace them will benefit the most. Charles estimates that millennials make up 53% of the US workforce and 51% of the Antis workforce and putting people first and embracing their culture has paid dividends in spades. Millennials have grown up during a period of rapid change so their priorities and expectations are different. They are great networkers and have a huge capacity to “give back” – a fact long recognised by Antis Roofing & Waterproofing. Millennials are willing to purchase a product or service to support a cause they believe in – even if it means paying more. This, in Charles’ view, is the way of the future.

Passionate about his company, effervescent with enthusiasm for what he is striving to achieve, Charles has five children ranging in age from two to 32, including two year old twins with wife Dawn. He enjoys fishing and photographing birds of prey such as hawks, vultures and eagles in action. Dedicated to lifting the professionalism of the roofing trade – an objective of RANZ since the association was founded – Charles would like to eventually have every Habitat for Humanity building project in the US receive a donated roof system. His unalloyed passion for giving back is commendable.



SEE PAGE 37 FOR RANZ MEMBER’S RE-ROOF FOR HABITAT FOR HUMANITY’S CENTRAL NORTH ISLAND PROJECT