



Stains are visible across the rooftop.



House Shampoo was able to safely restore the roof to like-new.

## Keeping Your Property in Mint Condition

BARRINGTON AREA HOMEOWNERS are no different than anyone else. They take pride in their property and routinely clean their cars, boats, yards, and the interior of their homes to maintain the best performance and appearance. So why is roofing often left off that list? The answer may stem from the old adage, “Out of sight—out of mind!” For those who are aware that their roof has black stains, they know it looks unsightly, but it’s often forgotten, or homeowners don’t realize it can be corrected.

It may come as a surprise that the cause of dark streaks and color changes on roofing (and just about everything else) is a thriving algae colony. These growing spores increase as they subsist on a food source, limestone, in the asphalt shingle material. The negative effects aren’t limited to discoloration and lousy curb appeal, but can actually result in the loss of up to 50 percent of the roof’s lifespan—an avoidable expense that can run into the thousands. Algae, lichens, moss, and mold also embed themselves in other types of roofing material and exterior features such as siding, gutters, fencing, pavers, concrete, and even lawn

furniture. If you have allergies, consider what happens every time you walk over green sidewalks and track that material into the house.

In our world today, factors such as climate change, heavy use of fertilizers and sprinkler systems, and living in the woods or near water impacts our lives and properties in subtle and obvious ways. In the past, cleaning exteriors relied heavily on the trusty power-washer. As we’ve learned, this equipment is not only dangerous in the wrong hands, but is also time-consuming and ineffective in creating results that last. After all, when trying to remove stains, why force them deeper into the surface? Anyone who has hired a power-washing contractor, or used this equipment themselves, probably owns a permanent record of the work, as highlighted by random wand streaks or irreversible structural damage. That’s not to diminish the role of pressure washing. It’s an important tool when used in conjunction with the right solutions.

A new means for cleaning and restoring your property exteriors is necessary, and now available. An innovation in this field is a smart, low-pressure

solution treatment process that is customized to clean specific conditions on individual features. This is the only effective means in the market today to thoroughly kill, clean, and sanitize exterior components, restoring the property to as “nearly new” as possible, applied with no more pressure than that of a garden hose. In addition, this process does not void the manufacturer’s material warranty like power-washing does—it’s a safe choice.

Finding valuable services in the marketplace can be a challenge. Hire an expert contractor that relies on a proven process, and enjoy more than just beautiful results—save big money in the long haul. U

.....  
*Monica M. Zylinski is president and owner of House Shampoo, Inc. and is an experienced business development consultant and manager with more than 25 years in the trades. House Shampoo, Inc. is in its fourth year as a roof and exterior cleaning and restoration contractor serving Barrington, Chicago, and Southeastern Wisconsin. To learn more, visit [www.houseshampoo.com](http://www.houseshampoo.com), email: [info@houseshampoo.com](mailto:info@houseshampoo.com), or call 815-585-4745.*