

# SPOTLIGHT ON BUSINESS

## Consistent, excellent work keeps Griffith Roofing in the business of 'exceeding expectations'

By Penny Rathbun

"Expect golf ball to baseball-sized hail during tonight's storm" is weather report phrase that can strike terror in the hearts of North Texas homeowners.

Drive through any neighborhood the morning after a major hail storm and people can be seen wandering around their yards checking the hail damage to their homes.

Mark Griffith, owner of Griffith Roofing, is used to people not quite knowing what the next step is when they wake up and realize they may have roof damage. Often his phone will start ringing during a storm. It will be his customers who have had him replace their roofs before. They know he does good work and they want to get a head start on the process.

Mark started Griffith Roofing in 1999. He

learned the roofing business from his father in Dallas while working for him throughout school and over the summers.

Since it began 12 years ago, Griffith Roofing has gained such an excellent business reputation that readers of the "Southlake Times" have voted the business the best roofer in Southlake for four years in a row. For the first year, readers of the "Coppell Gazette" have also voted Griffith Roofing the best roofer in a readers' poll.

That kind of reputation is not earned overnight. It comes from consistently doing excellent work year after year. The company motto is "Here long before the storm...here long after the storm."

If you hire Mark's company to replace your roof, a Griffith Roofing crew doesn't just show up one day to start walking around and pounding on your roof.



Mark Griffith

Mark makes sure you understand the process of what is going to occur.

"I paint a picture of what's going to happen. We're going to contact your insurance company and they're going to send out an adjuster. He's

going to write you a check and give you the paperwork. I literally walk them through it. I explain to them how long it's going to take to do the roof. I tell them how many days it will take and explain they're going to have to park on the street for this many nights," Mark said.

Griffith Roofing will also handle non-roof damage to a home by hiring other contractors they work with for those damages. That way the homeowner only has to deal with one contractor.

He requires no payment until the job is completely finished.

All the work is planned two to three weeks in advance and he makes

sure the crew is scrupulous about cleaning up the work site afterward.

Mark himself checks every job when the crew chief tells him the job is finished to make sure the job has been done to the standards he has put in place for Griffith Roofing.

Many of his repeat customers now hire Griffith Roofing to do roof replacement while they go on vacation. Mark and his crews take great pride in that. He wants the customer to come home after vacation and the house will look as if the crew had never been there, except that the roof has been replaced.

"I always want to exceed the customer's

expectations," Mark said.

One of the ways he does that is by the 24-hour rule. A customer calls needing a roof replaced. Whether it is a new customer or a repeat customer, Mark has a crew there within 24 hours.

He believes strongly in exceeding his customer's expectations.

"I have had this strong belief from day one if I did that one rule that everything else will take care of itself. I've been right so far. We've had success and won awards, however, I still get the same excitement level finishing each job as I did 2,000 roofs ago," Mark said.

