

Second generation continues fathers' roofing legacy

By Tonya West
For Hometown News

"We've all been roofers our whole lives," said Rodney Powers, a second-generation roofer from Edgewater.

Rodney's father, Cecil, and uncle, Hershel, ran H&C Roofing in the area for 30 years. Today, Rodney, his three brothers, Marvin, Mitchell and Randy, and cousin, Rob, all continue the tradition alongside Buddy Smith, with whom they partnered in 1994 to form AWS Roofing.

"He's part of the family. That's just the way it is," Mr. Powers said of co-owner Buddy. The two have

been friends their whole lives and work as well together as the family has been known to all these years.

"My father and his brother worked well together," he said.

It's not every day that you see so many family members together in business.

"We worked for them as kids and learned how to work together from them. We've always been a close family growing up," Mr. Powers said.

Advice: Do Your Research

Mr. Powers and Mr.

Smith noted the increasing technical complexity of the roofing business. "Permitting and codes are more stringent," Mr. Powers said. "With coastal towns, wind uplift, the aggressive environment on beachside, the quality of products and installation has to be more stringent, too."

AWS is as adamant about protecting its employees as it is in providing quality service to its customers. "All our employees are covered by workers' compensation, general liability, a health insurance plan and a 401(k)," he said.

"We also want the homeowner to avoid liability issues when choosing a

roofing contractor," Mr. Smith said.

He emphasized, "A roof can be very expensive" and offered this advice when seeking a roofing company:

- Do your research to make sure the roofing company is in good standing with the city's building department, the Better Business Bureau and the state Department of Professional Regulation. You can also check customer reviews on Google and Angie's List.

- Ask the roofing company for its license and copies of its insurance.

- Be concerned when any roofing company asks for money up front.



Photo by Tonya West

From their showroom in Edgewater, Rodney Powers, left, and Buddy Smith of AWS Roofing emphasize the importance of quality materials backed by certification and warranty.

- Make sure the contractor is qualified and obtains a permit before starting the work.

Mr. Smith went on to say that "basically, you just need to check out their reputation. We strive everyday to treat our customers with honesty and integrity and are very proud of the reputation we have maintained over the years."

A well-stocked showroom brings ease to selection

From its showroom, homeowners are able to see a wide array of shingle, metal, concrete tile or flat roofing materials that meet the Florida Building Code.

Along with the selection of materials, the team at AWS walks homeowners through color selection and other aesthetic choices that might affect their bottom line. The knowledgeable staff helps customers also consider longevity of materials, warranty, environmental needs, value and energy efficiency.

"We try to be very open and address all concerns," said Sandy Slack, who's been with AWS for six years and works closely with homeowners beyond the estimation process.

"We're certified to give multiple warranties up to 30 years on multiple products," Mr. Smith said. "You have to be certified in a product in order to provide a warranty for it."

AWS is GAF MASTER certified, Owens Corning Preferred and Certainteed Gold Certified.

AWS has been recognized with numerous community and business awards, including three in 2012 and 2013 from Hometown News readers in New Smyrna Beach and Port Orange. Avid supporters of local athletics, the company is a fan of New Smyrna Beach High School Baracudas.

AWS Roofing is at 875 W. Park Ave., Edgewater.

Hours are 8 a.m. to 4 p.m., Monday through Friday.

Contact them for an estimate at (386) 423-3076 or at (800)-438-9102.



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