

## ▪ **Straight Roofing**



Hello friend of a friend,

My name is Winston Abernethy, formerly manager of Bikes on Wheels and for the last nine years, working as a renovator in downtown Toronto.

Last year I accidentally worked for a big roofing company (long story) and, unexpectedly got hyped about roofing. Simultaneously, I developed grave reservations about the work practices I was witnessing (spotty service, haphazard property protection, questionable safety procedures and chemically unprepared personnel combined with unnecessarily high prices). Management showed no capacity to correct these shortcomings and I realized it would be easier to do it on my own than to change the company culture.

I am now offering to facilitate reroofing for people downtown. In the last year I organized the reroofing of countless roofs for many demanding customers including condominium associations and regional districts as well as individual residential customers. I learned that many larger roofing companies hate working in the core because of the many challenges that make them complicated. Thus they quote very high prices.

It's true there are challenges but I love a challenge.

If you need roof work done and are getting quotes, let me help you...

Sincerely,

Winston Abernethy

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