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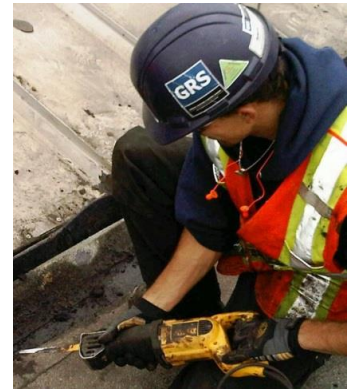
## General Roofing Expands Local Roof Repair and Local Online Content

*General Roofing Systems Canada (GRS) expands specialized roof repair division and local content websites and blogs for localized community engagement.*

**EDMONTON, Alberta Canada, March 25, 2015** -- General Roofing Systems Canada (GRS), Canada's leading [roofing repair contractor](#), is pleased to announce the expansion of a specialized repair division to each market served in Canada. The roll-out of a specialized repair division includes investment in local websites and blogs specifically intended to engage customers in each community.

"The importance of roof repair websites and especially local roof repair blogs in each community (that includes articles written by roofers working with and integrating with local customers) is geographically driven," said Tyler Sinclair VP of IT integration at General Roofing Systems Canada (GRS). "Each area of Canada represents different weather patterns, which in turn challenges home and business owners with different repair, maintenance, replacement, and roof life-cycle choices".

Roof replacement, repair, and maintenance decisions are influenced primarily by geography – or more specifically, the weather. Some examples would include: a home or business owner in Edmonton, Alberta will often request [roofing repairs](#) during winter months relating to roof snow and ice removal or condensation and ventilation. In Vancouver, British Columbia leaky roofs during winter months are more often rain related. In urban Toronto, consideration should be given to "green roof" alternatives to counter the "heat island effect" of urban cores. In areas of Canada where there are significant variations in temperature (such as Calgary, Alberta) there should be consideration toward flexible membranes - roof membranes for flat roofs that can expand and contract well. And in most areas of Canada (where there are more cold days than warm), it may be better to replace a flat roof with a black membrane vs. a reflective membrane – a confusing topic for home and business owners alike because the internet is flooded with US marketing information that contains recommendations for warmer climates.



"Our local roofing professional staff writing articles that represent local roofing repair content and engaging our local customers is one of our most productive uses of our expert resources," said Tyler Sinclair. "General Roofing employs Red Seal Journeyman Roofers that attend to repairs 24 hours a day on emergency call-outs. The advantage of employing expert journeyman roofers, and having a local content driven [roofing repair blog](#) for them to post articles to, is that customers become much more educated about choices in repair, maintenance and replacement more appropriate to their local climate".

**About General Roofing Systems Canada (GRS):**

General Roofing Systems Canada (GRS) is Canada's Leading Roof Repair Contractor. GRS serves roof repair customers in select communities from Vancouver to Toronto 24 hours a day. Contact online [www.GRSCanadaInc.com](http://www.GRSCanadaInc.com) , phone 1.877.497.3528 email [info@GRSCanadaInc.com](mailto:info@GRSCanadaInc.com).

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