

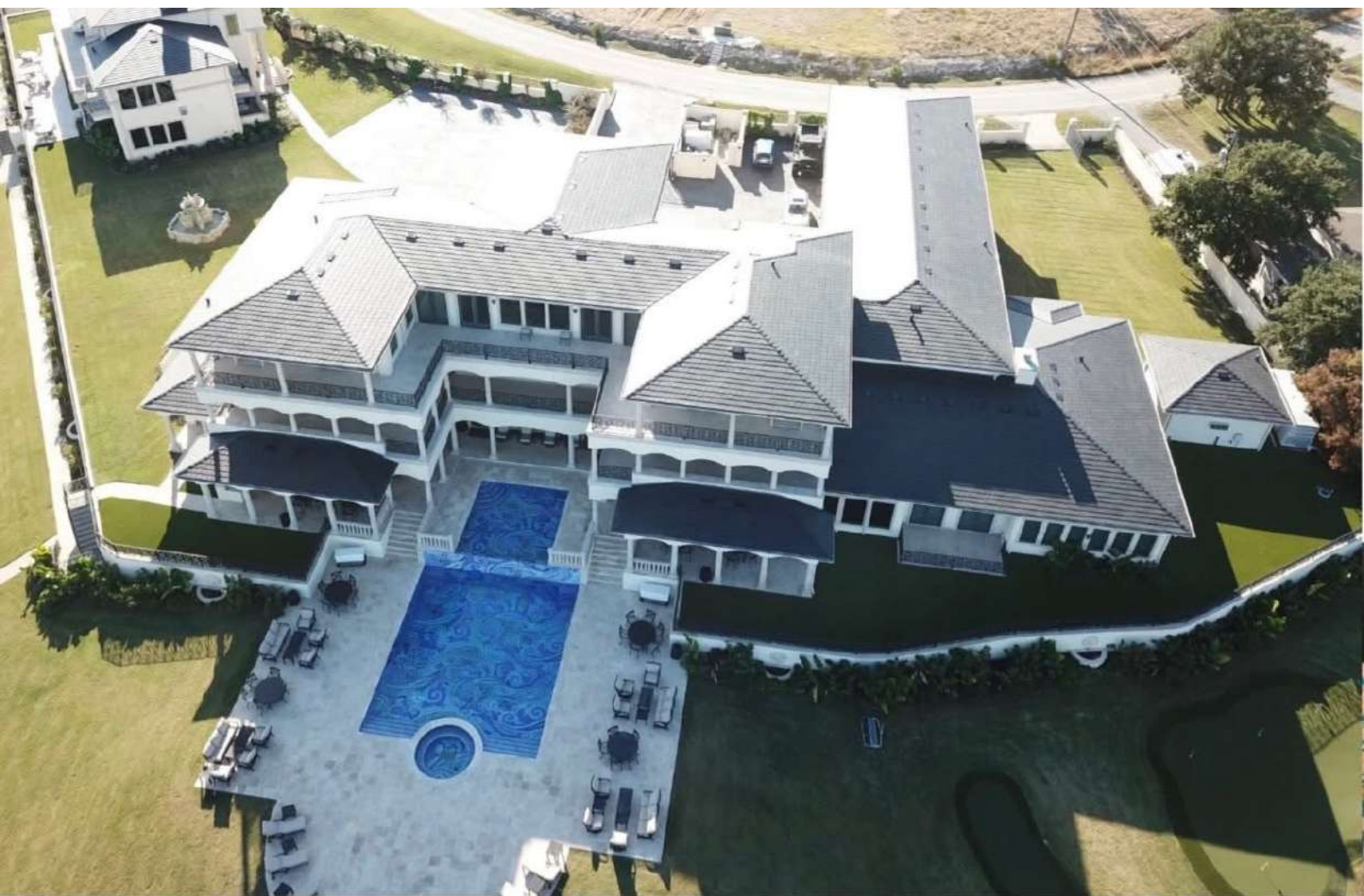
MYAUSTIN

MAGAZINE

COOL ROOFS
MORE THAN A ROOF: BUILDING A
BUSINESS WITH PURPOSE

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More Than a Roof: Building a Business with Purpose

By Leslie LaGuardia

When a storm damages a roof, the problem is rarely just the roof.

For a homeowner, a leak can bring uncertainty, financial stress and a long list of questions. Is the damage serious? Can it be repaired? Will insurance cover it? Who can be trusted to do the work correctly? In a moment when people often feel vulnerable, finding the right person to answer those questions can matter just as much as the roof itself.

That understanding is at the heart of Cool Roofs, founded in 2017 with a vision that extends well beyond installing shingles. For its founder, Colt Moncla, the company was born from years of experiences—some successful, others less so—that ultimately led to an opportunity to build something of his own. Having first

encountered the roofing industry while working in sales during college, he saw enormous potential in the business, but he also saw a need for something more: professionalism, education, leadership and, above all, integrity.

The goal was to build a company that would be there for the long haul.

“We don’t look at roofing as a money grab,” Moncla explains. “We look at it as a localized community effort.”

That philosophy has shaped the company’s approach from the beginning. Rather than viewing every customer as a sale, Cool Roofs sees every project as an opportunity to educate. The process begins by understanding the problem, explaining what is happening and then helping the customer determine the right solution.

Sometimes that means replacing a roof. Sometimes it means making a repair that can extend the life of an existing system.

The distinction matters.

“I’d rather earn someone’s trust for the next 10 or 20 years than sell them something today that they don’t actually need,” Colt Moncla states.

It is a simple philosophy, but one that reflects a larger belief: people make better decisions when they have the knowledge to make them confidently.

That commitment to education extends to the company’s own team. Employees are continually trained in roofing systems, manufacturer specifications, warranties, building requirements and installation practices. The objective is not

simply to teach people how to sell a roof, but to equip them to become trusted advisors.

That emphasis on trust is particularly meaningful in an industry where the barrier to entry can be low and severe Texas weather can create a sudden influx of contractors. Cool Roofs has responded by setting its own standards for training, certification, insurance, safety and professionalism.

But perhaps the most meaningful measure of the company's values can be found outside the jobsite.

including CertainTeed and SRS, ultimately gifted the family a complete roof replacement.

For the company's founder, the experience became a powerful reminder of what business can mean when success is measured in something more than revenue.

"Sometimes the best thing you can give someone isn't just a roof," Colt says. "It's the peace of mind of knowing that, when life gets difficult, somebody else has their back."

That sentiment captures the larger philosophy behind Cool Roofs. Philanthropy, he believes, is not simply about writing a

challenges itself to meet.

Ultimately, Colt Moncla says, legacy is the goal.

Years from now, people may not remember how many roofs Cool Roofs installed or how many markets it entered. But they may remember that the company showed up when they needed help. They may remember the careers it created, the families it supported, the customers it educated and the communities it served.

And perhaps that is the most meaningful definition of success: not simply building a company that grows, but building one



Through its relationship with the Best Day Ever Foundation, Cool Roofs discovered an opportunity to use its expertise to help a family facing circumstances far more difficult than a damaged roof.

Brittany Anderson and her son, Braxton, were already navigating the challenges of his hemophilia and frequent trips to St. Jude when a storm damaged their home. The family needed help, but the cost of repairing the roof was more than they could manage.

When Brittany reached out to Cool Roofs, she wasn't asking for a new roof. She simply hoped someone might help stop the water from coming into her home.

The response was different.

Cool Roofs, together with partners

check or putting a company logo on an event. It is about showing up—with time, expertise, relationships and resources.

It is also about recognizing that success creates responsibility.

As Cool Roofs grows, the vision is not simply to install more roofs or enter more markets. It is to create careers, develop leaders, support families and become a meaningful part of every community the company enters.

The company's core values are reflected in the acronym ACQUIRE: Appreciation, Commitment, Quality, Unity, Integrity, Relationships and Excellence. They represent more than words on a wall. They describe the culture the company hopes to build and the standard it continually

whose growth makes life better for the people around it.

For Cool Roofs, the mission is straightforward.

Build something exceptional. Take care of people. Keep learning. Give back.

And whenever possible, leave every person—and every community—a little better than you found them.

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