

Entrepreneurial Services Spotlight

Austin Silsby is the entrepreneurial business owner of Four Corners Roofing. He's been working in the roofing industry since 2009. Four Corners Roofing is a veteran-owned and operated residential roofing business that specializes in architectural shingle (a composite asphalt shingle rates to varying wind speeds and hail) and metal roof installation. Silsby was in the Air Force from 2014 to 2021. Four Corners Roofing employs nine employees including Silsby. He employs one salesperson, one office manager, a foreman and five laborers. Austin informed us, "Our target market/demographic is homeowners aged 30+ and rental homeowners."

We started our discussion of Four Corners Roofing by talking about the business's core values and brand. Austin tells us, "We want to be known as thorough, attentive to the customers special concerns, and reliable. Integrity first and excellence in all that we do!" This comment led to a logical next question of how the company's services improve the life of its customers. Austin said, "Our roofs increase the property value of a home. When a customer is selling a home, a new roof can really increase the sales value. Also, a new roof improves the aesthetic appeal of any home." When asked about the problem Four Corners solves for its customers, Austin replied, "We are here to help our customers when they have a roof that is degranulating (wearing out), if they have an insurance claim from a leaking roof or from storm damage, and general inspections." Four Corners Roofing is rated A+ by the Better Business Bureau.

We then went on to talk about the benefits of the products and services Four Corners Roofing offers. Austin told us about many impressive benefits, "We use Tamko brand shingles because they are an amazing product with a great warranty. We often upgrade our customers to the 50-year, class three shingle with a prorated lifetime warranty for FREE! This shingle can reduce insurance premiums by 18% each month. If customers want to upgrade to the class four shingle, which is considered a lifetime shingle, they may get up to 26% reduction on insurance premiums each month. Most recently, our most successful product/service has been the upgrade to the lifetime shingle on insurance claim jobs." You can learn more about Tamko shingles at <https://www.tamko.com/>.

Competition is fierce in the roofing industry. We asked Austin what sets Four Corners Roofing apart from their competition. He told us, "Products are very similar across the board. So, it's really the service that sets a company apart from competitors. We offer a five-year workmanship warranty, which means we will come to fix any problem we caused during installation at no extra cost to our customers. Our roofers really care about their work and live the Four Corners core values. Also, many roofing companies will NOT do repair work. We DO offer repair work on roofs. No job is too large or too small for Four Corners Roofing. We offer perks to veterans and first responders as well." We then asked what the most asked questions are about Four Corners' services. Austin informed us, "People ask a lot of questions about shingle specifications. They also ask about how long it will take to put on a new roof. I'll tell you that is usually just one day. They also ask about the cost of our services."

“We have built a loyal customer base by taking care of our customers. We deliver on our promises and warranties without hesitation. Because of that and our quality work, we get lots of referrals from previous clients and other businesses – homeowners, realtors, insurance agencies, other construction contractors, and people who flip homes,” Austin explained. We realize that Four Corners gets many referrals. We asked if they market and advertise in any other ways. Austin relied, “We use Facebook and Instagram ads, yard sign in the yards of our current jobs, and of course, word-of-mouth advertising.”

Success is measured differently from business to business. When we asked Austin about how he measures success at Four Corners Roofing, he told us, “We measure success by the number of satisfied customers we have versus those who are unhappy with their service. We also take pride in the fact that the work our business does helps revitalize and add additional value within the communities we serve.”

As always, we asked Austin how the Wellsville community can best serve his business. He light-heartedly said, “Call me! Tell your friends and family about us. Shout it from the side of the street! 😊 Be sure to call us for a free quote for your next roof.”

If you have a roofing need and would like to connect with Four Corners Roofing, you can call or text at 785-418-2322, email Austin at austin@fourcornersks.com, check out the website at <https://www.fourcornersroofingks.com/> or find them on Facebook at Four Corners Roofing LLC.



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