

The terrifying truth behind terrible roofing contractors and their horrifying rip offs.

SHARKS



**LONG LIFE ROOF
MAINTANENCE**

**STORM
HAWKS**

**PERMANENT
LEAK REPAIR**

SHARKS

THE PEACEFUL CORPORATE COMMUNITY IS BEING TERRORIZED WHEN SHARKS (OTHERWISE KNOWN AS ROOFING CONTRACTORS) DECIDE TO MAKE BUSINESSES OF ALL KINDS THEIR PRIVATE FEEDING GROUNDS. AFTER MANY ATTEMPTS BY REGULATING ASSOCIATIONS, THESE SHARKS JUST WON'T GO AWAY AND NOW CASTRO ROOFING HAS DECIDED TO GO AFTER THE SHARKS AND GET RID OF THEM FOR GOOD.



...MAY BE TOO INTENSE FOR COMPANIES WHO DON'T CARE ABOUT THEIR ROOFS



"JAWS"

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Dear Victim,

When I was a young man I watched a movie that made an impact on me and still does to this day. After watching, I never felt it was "safe to go back in the water."

As a matter of fact, I still get nervous every time I put my feet into the ocean.

It's amazing what a movie like Jaws can do to your psyche.

This is why we chose the movie poster from one of the most famous movies of all time. The 1974 smash hit, Jaws, is our movie spoof to use in our marketing.

It illustrates perfectly what can happen to unsuspecting and innocent people. That feeling is similar when you get burned by a bad roofing contractor. We call them SHARKS.

SHARKS promise you a feeling of safety and calm. They will handle the roof repair and do a great job. They make promises that you have nothing to worry about.

And then... You hear that foreboding music. Dun unh... Dun unh... Dun unh Dun unh Dun unh Dun unh... then, the screams of horror.

You go numb. You realize that you have just been "bit" by a SHARK.

You paid for repairs but they aren't fixed. Plus, you probably paid out of your pocket for something that should have been covered by the insurance or the material manufacturer. You just don't realize it.

At Castro Roofing, we have the ability to eliminate the SHARKS from your life.

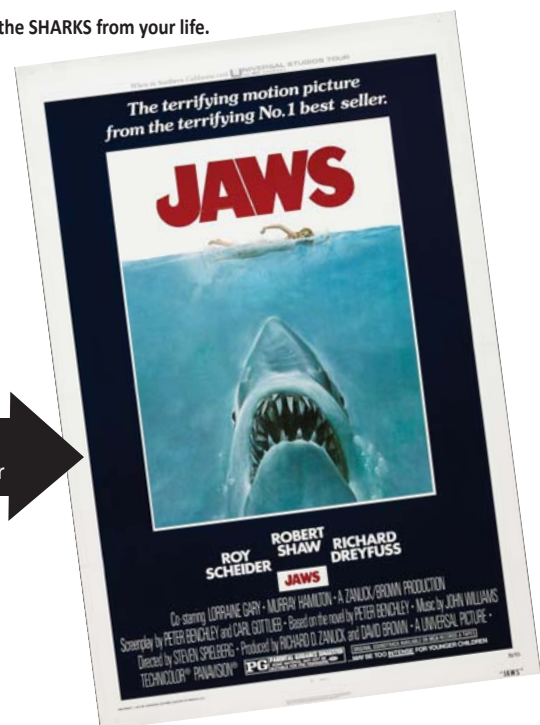
Our brands like Storm Hawks, LOOKOUT, LongLife, Permanent Roof Repair Warranty, and UltraSHIELD, just to name a few, are always protecting you from SHARKS.

With Castro Roofing... it is finally safe to go back into the water!

Enjoy,

Client WOW Experience Team

The Original
"JAWS" Movie Poster



"JAWS"