

CONSTRUCTION BUSINESS **Review**

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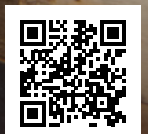
Landon Wrinkle,
Co-owner



Lee McCoy,
Co-owner

McCoy Roofing

BUILDING TRUST,
ONE ROOF AT A TIME



ISSN 2835-9429



McCoy Roofing



Certificate



McCoy Roofing

This award is in recognition of **McCoy Roofing's** stellar reputation and trust among customers and industry peers, evident in the numerous nominations we received from our subscribers. **McCoy Roofing** emerged as a **Top Company** after an exhaustive evaluation by an expert panel of C-level executives, industry thought leaders, and our editorial board.

Awarded By

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COVER STORY

McCoy Roofing

BUILDING TRUST, ONE ROOF AT A TIME



Landon Wrinkle,
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Lee McCoy,
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Success isn't a stroke of luck but the result of putting the right people together. This is the guiding principle for McCoy Roofing. A trusted name in the roofing industry, McCoy Roofing earned its reputation on a foundation of quality workmanship and dedication. It hires and partners with the absolute best and has cultivated a team committed to delivering outstanding results.

"A company where every promise is honored, every handshake counts, and values are more than just words—that's us at McCoy Roofing. For nearly two decades, we've built our reputation on these principles," says Lee McCoy, co-owner.

Specializing in both residential and commercial roofing, McCoy Roofing offers a comprehensive range of services, such as

roof repairs and replacements, with a primary focus on insurance restoration. This includes repairing and restoring roofs affected by storm damage. Its expertise extends to sloped roofing systems, including shingled and tiled.

The Omaha, Nebraska-based company serves clients across a broad region. It has offices in Lincoln, Des Moines, and Sioux Falls with services extending to Kentucky.

Elevating Industry Standards with a Family Legacy of Integrity

At the heart of McCoy Roofing's success are its co-owners, Lee McCoy and Landon Wrinkle. Founded in 2007 by Lee's parents, its growth in the industry is driven by a vision of excellence and trust. As a family-owned business, it operates with high standards and integrity to elevate its own practices and the industry as a whole.



**WE DO BUSINESS THE OLD-FASHIONED WAY—
OUR WORD IS OUR WORTH, AND OUR WORTH
IS OUR WORD**



“We do business the old-fashioned way—our word is our worth, and our worth is our word,” says Landon.

This hands-on management style ensures that each new hire upholds the same standards. Within the office, a culture of professionalism and respect fosters a supportive environment.

McCoy Roofing’s commitment to these principles extends beyond its internal culture. It sets an example, prompting competitors to embrace the same level of integrity and professionalism to transform this industry’s lackluster reputation into one defined by excellence and reliability.



OUR PROJECT MANAGERS DON’T JUST HIT THE GROUND RUNNING—THEY UNDERGO A RIGOROUS VETTING PROCESS, EXTENSIVE TRAINING, AND ONGOING MENTORSHIP TO ENSURE THEY’RE FULLY PREPARED FOR ANY CHALLENGE

A Hands-Off Roofing Restoration Experience for Homeowners

Residential re-roofing is the core of McCoy Roofing’s business, but it also handles larger projects, including churches, apartment complexes, and retirement homes. Homeowners and property managers often reach out to the company for its service and support.

Leveraging its expert team, McCoy Roofing provides its clients with a hands-off roofing restoration experience. This is particularly evident in its approach to insurance restoration, where the team works diligently to ensure transparent, efficient, and reliable service. Typically, when a homeowner reports a leak or storm damage, McCoy Roofing offers free inspections.

It assesses the roof, documents the findings, and provides a detailed report. If storm damage is identified, McCoy Roofing assists with the insurance claim, coordinating with the adjuster to manage the claim process.

In cases where product defects are discovered, McCoy Roofing handles replacements with the manufacturer. Its team works directly with the manufacturer to address issues, ensuring that defective materials are replaced or repaired under warranty. In all cases, clients receive a smooth, hands-off experience.

A prime example is their work with the First Presbyterian Church of Wahoo, Nebraska. After a severe hailstorm battered the church, McCoy Roofing stepped in to manage the repairs. Project managers Dillon and Travis led the charge, working closely with the church’s Trustees and their insurance carrier to craft a meticulous repair plan.

The team undertook the challenging task of removing and replacing the expansive 18,000 sq ft roof without interrupting the church’s weekly activities. The roof’s 16/12 pitch required special safety measures, including tie-offs and pitch boards. Despite these challenges, the team completed the roof installation on time, maintaining the high standards of quality and safety that McCoy Roofing is known for.



During the inspection, McCoy Roofing also discovered additional damage to the church’s copper-wrapped steeple. The team enlisted a specialized copper smith, used a specialty lift, and restored the steeple’s historic charm. McCoy Roofing managed all repairs and the insurance claim process, ensuring the church received comprehensive service without financial burden.

Another instance involves a homeowner who reported a leak and suspected storm damage. The roof was installed three years ago, and McCoy Roofing figured out a manufacturing defect was the problem. They worked with the manufacturer and secured a new roof for the customer, demonstrating their dedication to support and client care.

A COMPANY WHERE EVERY PROMISE IS HONORED, EVERY HANDSHAKE COUNTS, AND VALUES ARE MORE THAN JUST WORDS—THAT’S US AT MCCOY ROOFING. FOR NEARLY TWO DECADES, WE’VE BUILT OUR REPUTATION ON THESE PRINCIPLES

Ensuring Quality through Expert Oversight

For McCoy Roofing, true success is measured not just by the number of completed projects but by the care and result it delivers. Each project, whether a single home or a large multi-family building, receives the same level of attention.

A manager oversees every project, ensuring a smooth and efficient process from start to finish. These managers, along with subcontractors who have been with the company for years, are well-versed in McCoy Roofing’s high standards. Clear and consistent communication ensures that clients receive regular updates, keeping them informed and confident throughout the process.

“Our project managers don’t just hit the ground running—they undergo a rigorous vetting process, extensive training, and ongoing mentorship to ensure they’re fully prepared for any challenge,” says Darrell Webb, chief financial officer.

The company maintains these standards throughout, ensuring that only those who consistently perform at their best and demonstrate strong character are retained. This approach guarantees that McCoy Roofing’s commitment to integrity and quality is upheld in every project.

Premium Partnerships for Extended Warranties

McCoy Roofing has forged strong partnerships in the industry, including with GAF, a top shingle manufacturer. As a Master Elite contractor—a prestigious designation held by less than two percent of roofing professionals—McCoy Roofing offers warranties of up to 25 years. These warranties cover everything from materials and labor to wind damage, ensuring continued support and

peace of mind for property owners. McCoy Roofing has also achieved a distinguished position in GAF’s President’s Club, a testament to its exceptional performance and dedication to quality. It is excited about GAF’s upcoming solar shingles and aims to be a leading provider in the Midwest.



It employs a multifaceted strategy to stand out in the industry. Its strong community connections with insurance agents, real estate professionals, and property inspectors have established it as a top referral for roofing needs. Local media outlets have consistently highlighted McCoy Roofing’s exceptional work ethic and reliability, praising the company for its commitment to integrity and customer satisfaction.

Going forward, the company also plans to expand its sales team and enhance its operations in existing locations. Its goal is to double annual revenue by focusing on growth within current markets and investing in a talented team.

McCoy Roofing isn’t just about roofing—it’s about creating lasting impacts and building strong, reliable connections that stand the test of time. By holding itself to the highest standards and nurturing a team that embodies integrity and care, the company is setting a new benchmark for the roofing industry. 