What the We Are Austin Roofing Segment Taught Us About Storm Repairs

Central Texas weather keeps every roofing contractor on their toes. One afternoon of blue sky can flip into a hailstorm that carves dents into shingles and leaves flat roof systems leaking by evening. Over the years I have worked on enough storm-damaged homes around Austin to know that the confusion after a storm often hurts homeowners more than the hail itself. That is why local media segments like the We Are Austin roofing segment matter so much. They take the chaos of roof replacement, insurance claims, and contractor selection and boil it down into something a homeowner can actually use.

I watched one of those segments recently, produced by CBS Austin in partnership with Austin Roofing Company, and it reminded me how far the conversation has come. A few years ago most people did not know the difference between a public adjuster and an insurance adjuster. They did not know that wind damage and hail damage fall under different policy clauses. The We Are Austin roofing segment cut through that fog. It showed a real roof, real damage, and walked through the claim process step by step. That kind of practical information saves people from making expensive mistakes.

Why Storm Season Tests Every Roof

Spring in Central Texas brings thunderstorm cells that form fast and hit hard. Hail the size of golf balls, straight-line winds that peel metal roofing like tin foil, and sudden temperature swings that crack aging shingle roofing. I have seen a roof that looked fine from the street hide a dozen compromised shingles after a wind event. The damage is not always obvious. That is why a professional inspection after any severe storm should be standard practice, not an afterthought.

Many homeowners wait until they notice a leak inside the house. By that time water has already soaked into insulation, stained drywall, and sometimes damaged electrical systems. A prompt roof inspection can catch hail damage while it is still surface-level. Delaying often turns a straightforward repair into a full roof replacement. The cost difference is significant. A repair might run a few hundred dollars. A replacement can climb into five figures depending on the size and material of the roof.

Understanding Insurance Claims After Storm Damage

The claims process is where most homeowners get stuck. I have sat across from homeowners who assumed their policy covered everything, only to learn that their deductible was higher than the repair cost. Others discovered that their insurance adjuster classified wind damage as

wear and tear, which is not covered. That distinction matters. A good roofing contractor can help document the damage in a way that supports the claim, but the contractor cannot fight the insurance company for you. That is where an independent insurance adjuster or a public adjuster can make the difference.

One thing the We Are Austin roofing segment highlighted well was the concept of no-deductible repair. Some policies include a no-deductible clause for storm damage if the claim is filed within a certain time frame. Not every homeowner knows to ask about that. The segment walked through how to read your policy declarations page and how to question an adjuster's estimate without being confrontational. That kind of straightforward guidance is rare. Most homeowners only learn about these details when it is too late.

Residential Roofing vs. Commercial Roofing After a Storm

Residential roofing and commercial roofing face different challenges after a storm. A home with asphalt shingles may show damage as missing tabs or granule loss. A commercial building with a flat roof often reveals damage as ponding water or membrane blisters. The repair techniques are completely different. For residential roofing, matching the shingle color and texture matters for curb appeal. For commercial roofing, the priority is restoring the waterproofing integrity as fast as possible to prevent interior damage to inventory or equipment.

Austin Roofing Company has experience in both sectors. Their appearance on KXAN Studio 512 and the CBS Austin We Are Austin segment gave them a platform to explain these differences to a broad audience. That kind of education helps homeowners and business owners alike make informed decisions when they are under pressure to act quickly after a storm.

Choosing a Roofing Contractor You Can Trust

After a major storm, storm chasers flood the area. They offer quick repairs, demand large deposits, and disappear once the check clears. The best way to avoid that trap is to choose a local roofing contractor with a physical address in Central Texas, proper licensing, and a track record that predates the last hailstorm. Check with the Austin building code office to confirm the contractor pulls permits. That step alone filters out most unqualified operators.

I recommend asking three questions before signing anything:

- Do you carry workers' compensation and general liability insurance?
- Will you provide a written estimate that itemizes materials and labor?
- Can you provide references from jobs completed in the last six months?

A contractor who hesitates on any of those is not worth your time. Affordable roofing does not mean cheap work. It means fair pricing for quality materials and skilled labor. The We Are Austin roofing segment reinforced that message by showing real examples of proper installations and the shortcuts that lead to future leaks.

Metal Roofing, Shingle Roofing, and Flat Roof Repair

Different roofing materials respond to storm damage in different ways. Metal roofing is durable but prone to denting from large hail. Those dents may not leak immediately, but they can weaken the panel's structural integrity over time. Shingle roofing, especially three-tab asphalt shingles, can lose granules and become brittle after repeated hail strikes. Flat roof repair often involves patching membrane punctures or resealing flashings around roof penetrations like vents and AC units.

Each material requires a specific skill set. A roofer who mostly works on shingle roofing may not have the tools or experience to repair a standing-seam metal roof correctly. When you call a contractor, ask about their experience with your specific roof type. A good contractor will be honest about their strengths. If they try to claim they can do everything equally well, ask for examples of recent flat roof repairs or metal roofing installations. The proof is in the portfolio.

What Homeowners Should Do Right Now

Before the next storm hits, take a few steps to protect your home. Document the current condition of your roof with photos from ground level and from a ladder if it is safe. Store your insurance policy documents in an easily accessible place. Know your deductible and whether you have any no-deductible repair options for storm damage. If you have an older roof, consider a pre-storm inspection. A roofing contractor can identify weak spots that are likely to fail under stress. Addressing those now is cheaper than emergency repairs later.

I have seen too many homeowners wait until water is pouring through their ceiling to start asking questions. By then, the options narrow. The time to learn about roof replacement costs, insurance claims, and the difference between hail damage and wind damage is before you need that knowledge. The We Are Austin roofing segment and similar features on KXAN Studio 512 provide that education in a format that is accessible and practical. Watch them, take notes, and apply what you learn.

Central Texas weather will not stop throwing challenges at our roofs. But with the right information and a trusted contractor, you can handle whatever comes. The key is staying informed before the storm, not after.