



It's easy to *Goof* when working on your home. You don't have to.

Use our decades of experience to cut through the noise and information overload when you re-roof, rebuild or recover.

## Dealing with a Disaster?

**Don't GOOF**  
**When You Re-Roof**

**Roof Right**



**Avoid Fraud**



**Build Better**



**Flood Proof**



**SMART HOME**  
**AMERICA**



**DontGoof.org**



### DEALING WITH A DISASTER?

Disasters can be large or small. They're stressful, they're personal, and then, you have to deal with it. Our resources can help.

Find answers to deal with insurance, see our recommended steps to recover, and tips to build back better. You don't have to go through this again.

### **Don't GOOF** **When You Re-Roof** <sup>®</sup>

Your roof is your home's first line of defense against Mother Nature. Ironically, it's also a home's weakest link.

You only re-roof every 15+ years. Do it right. There's more to a good roof than shingles.

Learn how to get a FORTIFIED roof and better resist damage from hurricanes, hail and severe storms. Find out why it's affordable, lasts longer, may lower insurance rates and increase a property's value.



### FLOOD PROOF

Flooding is the most common, and costly, disaster. It happens in every state, and over 25% of all flood claims come from homes that are not in a flood zone. If you're not in a flood zone, insurance is affordable!

Remember, flood damage is not covered under homeowners insurance.

Learn how to reduce your risk of being flooded and considerably lower your insurance rates using our resources, tips and expert answers.



### AVOID FRAUD

No one is fraud-proof. When you have a claim, you want to get it paid, fix the damage and move on. STOP, Don't Goof! You have an opportunity! Take a little time to consider your options, learn how to choose a qualified contractor and get the work done right.



### BUILD BETTER

Protect every other investment you make in your home and benefit your wallet for years to come. Learn how a few extra steps when building or retrofitting your home can protect your possessions, increase your home's value and potentially save you money on insurance and utilities.

Don't Goof <sup>TM</sup> is an initiative of Smart Home America, a 501(c)(3) nonprofit organization.  
If you have questions, email [info@smarthomeamerica.org](mailto:info@smarthomeamerica.org) or call 1-855-742-7233.