



Why Experience Alone Isn't Enough in Commercial Roofing

When it comes to commercial roofing, experience is usually the first thing companies lead with, and for good reasons. Years in the industry bring knowledge, lessons learned, and a long list of completed projects. The reality is, experience alone doesn't guarantee a successful roofing project.

In today's environment, where timelines are tight, buildings are complex, and expectations are high, it takes more than just years on paper to get the job done right.

Experience vs. Execution

A company can have decades of experience and still struggle to deliver a smooth project. The difference comes down to execution.

It's one thing to have "seen it all," and another to consistently plan well, coordinate teams, and

stay ahead of issues before they turn into problems. The most successful projects aren't just backed by experience; they're driven by strong processes and attention to detail.

At Highland, our 20+ years in the industry give us the foundation, but it's how we apply that experience every day that makes the difference.

Communication Is Just as Critical

Ask anyone involved in a roofing project what can make or break the experience, and the answer almost always comes down to two things: skill and communication. Technical expertise has always been, and will always be, the foundation of quality roofing work. But communication is just as important. Clear expectations, consistent updates, and proactive coordination are what keep projects running smoothly from start to finish. When both are prioritized equally, the result is not just a job well done, but a better experience for everyone involved.

Even a highly experienced contractor can create a stressful experience if communication isn't a priority. On the flip side, a team that keeps you informed, sets clear expectations, and stays accessible can make even complex projects feel manageable.

That's why we place such a strong emphasis on communication throughout every phase of a project, from the first conversation to the final walkthrough.



Modern Roofing Requires More Than Field Experience

The industry has evolved, and the best outcomes now come from combining hands-on experience with the right tools and systems behind the scenes. Accurate estimating, organized project management, and clear communication between office and field teams all play a role in how smoothly a project runs. When those pieces are in place, projects are more predictable, efficient, and ultimately more successful.

At Highland, we've built our processes around this mindset, pairing years of experience with

systems that support consistency and accountability on every job.

It's About Partnership, Not Just Projects

At the end of the day, a roofing project isn't just about installing materials, it's about working with a team you trust. A good partner understands your building, respects your operations, and communicates openly throughout the process. When choosing a commercial roofing contractor, it's worth looking beyond just the number of years in the industry. The best teams combine experience with communication, planning, and a proactive approach to challenges. Because while experience matters, how that experience is applied is what truly determines the outcome of your project.

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Vicki Walter is the Marketing & Operations Specialist at Highland Roofing Company, where she supports marketing initiatives, client relations, and community involvement. With a background in integrated marketing, she helps connect Highland's work with the clients and communities it serves. Vicki is involved with Cape Fear CREW and the National Association of Women in Construction (NAWIC) as she continues to grow within the commercial construction industry.