

H&H **ask the expert**

M&J Roofing

by Liz Hunter

Despite the colder temperatures, roofing contractors are still hard at work installing new roofs throughout our region, including the team at M&J Roofing. “You don’t need to wait until spring for a new roof. We did over 30 roof projects last week,” says Mike Iannelli, co-owner of M&J.

Iannelli has been installing roofs for over 17 years, and in 2018, he realized that his dream of being his own boss could be a reality. He founded the company, along with partner Adam Wingate, and in the first year of business completed over 900 residential and commercial projects in the South Jersey and Philadelphia areas.

House & Home spoke with Iannelli about what makes M&J different and why the community is important to him and Wingate.

In your years of experience, what are the most common issues you see with roofs?

We find that the older generation of roofers didn’t put a water and ice shield on the house and didn’t put ventilation on the roof. That’s huge right now. Without that ventilation, the humidity builds up and causes condensation and damages the shingles, which decreases their lifespan. We also find that they would use 15-pound roofing felt, which is almost paper-thin and doesn’t provide enough protection between the structural wood and the shingles.

Another common mispractice is shingles without six nails in them. Six nails are the standard for New Jersey for the maximum wind coverage. Without that, shingles will just fly off.



Mike Iannelli, co-owner



Tell me about the products you use in your projects.

We only use GAF-certified Timberline HD shingles, which is the leading roofing manufacturer in North America and the No. 1 selling shingle. These products come with a 50-year product warranty and have a whole book of colors for homeowners to choose from. We are also GAF Factory-Certified, which means we’re licensed and insured to offer these products and the warranties.

What is involved in your installation process?

Our process from start to finish includes roof deck protection with GAF Deck Armor, which is used under the shingles and provides protection from wind-driven rain and trapped moisture; leak barrier, starter strip shingles, Cobra attic ventilation and ridge cap shingles. We leave nothing overlooked.

What can you tell us about your company’s siding services?

We use Alside vinyl siding, which is another

good brand we trust. It has been in business for decades and offers a lifetime warranty as well.

As the leader of your own company, what qualities are you most proud to offer customers?

We only have employees on staff—no subcontractors. I have four supervisors, all with extensive roofing experience, and they are on site for every job and available to the homeowner at all times. We stand by the proven materials we offer and take no shortcuts.

How else do you contribute to the local community?

The community is so important to us—we’ve lived here all our lives. I’m on the board of trustees for the Gloucester Township Stallions Midget Football Association, as well as a coach. Adam was recently sworn in on the Harrison Township Committee and serves as the public safety liaison for the township. We have a lot of name recognition and are proud to serve the community. **H&H**

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