

What an Austin Roofing TV Feature Teaches About Storm Damage and Insurance

Last spring, after a particularly rough hailstorm rolled through the Travis County area, I found myself standing in a driveway off South Lamar with a notepad, a ladder, and a homeowner who was staring up at a roof that looked like someone had taken a ball-peen hammer to it. The damage was obvious: scattered dents in the metal flashing, a few loose shingles, and a slow roof leak that had already stained the ceiling of the guest bedroom. What was less obvious was how that homeowner was going to navigate the insurance claim process, or how long it would take to get a roofing contractor out for a proper roof replacement estimate.

That experience came back to me recently when I watched an austin roofing TV feature that aired on KXAN Studio 512. The segment focused on exactly the kind of questions that homeowner had been asking: how do you know when storm damage justifies a full roof replacement, and what do you need to document before you call your homeowners insurance? The host and the roofing expert walked through the basics without glossing over the hard stuff. It was the kind of practical television that actually helps people make decisions, and it reminded me why local media still matters for homeowners who are trying to sort through conflicting advice.

What a TV Feature Can Show That a Website Can't

There is a difference between reading about hail damage on a contractor's FAQ page and seeing it explained on a segment of We Are Austin on CBS Austin. On a TV feature, the camera can zoom in on a section of asphalt shingles and show you exactly what a bruise from a one-inch hailstone looks like. The host can point to the granule loss, the exposed fiberglass mat, the soft spots where the shingle has lost its integrity. That visual context is hard to replicate in a blog post or a service page. It gives homeowners a reference point when they climb up on their own roof the next morning.

The [austin roofing TV feature](#) I watched also did something I don't see enough: it addressed the tension between a quick repair and a full roof replacement. A lot of roofing contractors will tell you that a few missing shingles can be patched. And they are right, up to a point. But if the storm damage is widespread, or if the roof is already twenty years old, patching can be a waste of money. The segment on KXAN Studio 512 walked through that trade-off honestly, showing examples of both a partial repair and a complete tear-off. That kind of judgment call is exactly what homeowners need help with, especially when they are already stressed from dealing with a roof leak and an adjuster's voicemail.

Understanding the Materials That Hold Up in Texas Weather

Central Texas weather is not gentle. We get intense sun, sudden temperature swings, and the kind of wind that makes a Texas windstorm warning feel personal. The roofing materials that work well in Seattle or Chicago are not always the right choice here. That is one reason the CBS Austin feature spent time on material comparisons. The segment contrasted metal roofing with asphalt shingle roofing, and it brought up the three big brands you see on most jobs around here: GAF, Owens Corning, and CertainTeed.

Metal roofing, for example, handles hail better than some people expect, especially if it is standing-seam steel with a good gauge thickness. But it is loud in the rain, it can dent if the hailstones are big enough, and it requires a skilled crew to install it properly. Asphalt shingles are quieter and cheaper upfront, but they take a beating from UV radiation and granule loss over time. The feature pointed out that a sloped roof with asphalt shingles from Owens Corning or CertainTeed can last thirty years if it is ventilated correctly and if the flashing is done right. A flat roof is a different animal entirely, usually requiring a single-ply membrane or a built-up system that needs regular inspection after every storm.

The Insurance Claim Reality Check

The part of the austin roofing TV feature that I found most useful was the segment on insurance claims. The roofing expert explained that homeowners insurance policies in Texas are not all the same. Some cover roof replacement at actual cash value, meaning they subtract depreciation based on the age of the roof. Others cover it at replacement cost value, which pays for a new roof of similar quality regardless of age. The difference can be thousands of dollars, and it is not always obvious from reading the declarations page.

The host on We Are Austin asked a question that I hear all the time: do I have to use the roofing contractor the insurance company recommends? The answer, as the expert explained, is no. You have the right to choose your own roofing contractor. But you do need to make sure the contractor is licensed, insured, and familiar with the specific requirements of your policy. Some contractors specialize in working with insurance claims and can help you document the storm damage properly, which speeds up the process and reduces the chance of a dispute. Others are less experienced with the paperwork and may leave you stuck in the middle.

One practical tip from the segment that stuck with me: take photos of your roof from multiple angles before any repair work starts. Get shots of the shingles, the flashing, the gutters, the interior ceiling stains. If you have a roof leak, take a video of the water entry point. That evidence is gold when you are filing an insurance claim, because it establishes the scope of the damage before anyone touches the roof. The adjuster will appreciate it, and your roofing contractor will have a clearer picture of what needs to happen.

Energy Efficiency and Roofing Choices

The feature also touched on energy efficiency, which is something I think more homeowners should consider when they are planning a roof replacement. A cool roof coating or an Energy Star-rated shingle can reduce attic temperatures by twenty degrees or more in the summer, which takes strain off your air conditioning system. That is not just a comfort issue. It is a financial one. If you are already paying for a roof replacement, spending a little extra on reflective shingles or a radiant barrier can save you money on cooling costs for the life of the roof.

Austin Roofing Company, which was the contractor featured in the KXAN Studio 512 segment, walked through the cost difference between a standard shingle roof and one with Energy Star-rated materials. The premium is usually modest, especially if you are already doing a full tear-off. And if you are filing an insurance claim for storm damage, the replacement can be an opportunity to upgrade rather than just repair. That is a smart way to think about it, because a roof replacement is not something you want to repeat every ten years.

The Bottom Line for Homeowners

If you live in Central Texas and your roof has been through a Texas windstorm or a hailstorm, the first thing you should do is get a professional inspection. Do not wait until a roof leak shows up on your ceiling. By then, the water may have already damaged the underlayment, the insulation, or the framing. A good roofing contractor will look at the age of the roof, the condition of the shingles or metal panels, and the integrity of the flashings and vents. They will also help you figure out whether your homeowners insurance will cover the repair or the full replacement.

Watching that austin roofing TV feature reminded me that most of the confusion homeowners face is not about the technical details of roofing. It is about knowing what to ask, who to call, and how to make a decision that balances cost, durability, and insurance coverage. The segment on CBS Austin did a solid job of cutting through the noise. It gave people a framework for thinking about storm damage, roof replacement, and material choices. And it did it in a way that felt like a conversation, not a sales pitch.

That is the value of a good local TV feature. It does not replace the judgment of a skilled roofing contractor, but it gives you the context you need to have an informed conversation with one. If you are dealing with hail damage or a roof leak right now, consider looking up that segment from KXAN Studio 512 or We Are Austin. It might save you a phone call or two, and it will definitely give you a better sense of what to expect when the roofing crew shows up.