What I Learned From an Austin Roofing TV Feature on Storm Damage and Insurance Claims

Last year I sat down to watch KXAN Studio 512, expecting the usual local lifestyle segment. Instead, I found myself glued to an Austin roofing TV feature that walked homeowners through the messy reality of roof replacement after a hailstorm. The host talked with a contractor from Austin Roofing Company, and what struck me was how plainly they laid out the numbers. No fluff, no scare tactics, just the kind of practical advice you wish you had before the adjuster shows up.

That segment changed how I think about my own roof. It also made me realize how few people understand the connection between storm damage, insurance claims, and the actual cost of getting a new roof. If you own a home in Central Texas, you need to know what that Austin roofing TV feature covered. Here is what I took away from it, plus a few things I have learned from working in this industry for the past decade.

Why a TV Segment Matters More Than a Blog Post

There is something about seeing a roofing contractor on television, standing next to a damaged flat roof, pointing at hail dents, that makes the information stick. The Austin roofing TV feature on KXAN Studio 512 did not just talk about shingle roofing versus metal roofing. It showed actual examples of what a hailstorm does to asphalt shingles and how metal roofing can hold up differently under the same conditions. That visual context matters, especially when you are trying to decide whether to file a claim or pay out of pocket.

I have written about roofing materials for years, but watching a segment like that makes me rethink how I explain things to homeowners. The host asked the contractor from Austin Roofing Company about the most common mistake people make after a storm. His answer was simple: they wait too long to call a roofing contractor. By the time they schedule an inspection, a small roof leak has already caused interior damage, which complicates the insurance claim and drives up the total cost.

What the Segment Revealed About Insurance Claims

The CBS Austin show We Are Austin also ran a similar feature around the same time. That one focused on the claims process, specifically how homeowners insurance handles Texas windstorm and hail damage. One detail that stuck with me: many policies cover roof replacement only if the damage exceeds a certain threshold, often tied to the age of the roof. If your shingle roofing is more than fifteen years old, the insurance company may depreciate the payout significantly.

That is a hard lesson to learn after a storm. The Austin roofing TV feature on We Are Austin recommended that homeowners review their policy before they need it. Check whether your roof is covered at actual cash value or replacement cost. If it is the former, you will only get the depreciated value of the old roof, not enough to pay for a full roof replacement with new materials.

The segment also touched on metal roofing. Metal roofing tends to hold up better against hail than asphalt shingles, but it is not invincible. Large hailstones can dent metal panels, and those dents can lead to leaks over time. The contractor on We Are Austin pointed out that metal roofing often requires a specialized installer, which adds to the labor cost. That is something to factor in when you are comparing bids.

Roof Replacement Costs in Austin

Another segment on KXAN Studio 512 walked through the average cost of roof replacement in the Austin area. The numbers were sobering. For a typical sloped roof with asphalt shingles, homeowners can expect to pay somewhere between eight thousand and fifteen thousand dollars, depending on the square footage, pitch, and complexity of the design. A flat roof with a membrane system can run higher because of the materials and labor involved.

The host asked about the most expensive part of the job. The contractor from Austin Roofing Company explained that it is rarely the shingles themselves. It is the tear-off, the disposal of old material, and any deck repairs needed underneath. If the roof deck has water damage from a long-term roof leak, that adds thousands to the final bill. That is why the segment stressed the importance of catching leaks early.

Most homeowners do not think about the deck until it is too late. I have seen people ignore a small leak for months, only to find out later that the plywood underneath is rotted. At that point, the roof replacement becomes a structural repair, and insurance may not cover the full cost if the damage was gradual rather than sudden.

Material Choices That Came Up on the Show

The Austin roofing TV feature on KXAN Studio 512 also spent time on material comparisons. The contractor mentioned three brands by name: GAF, Owens Corning, and CertainTeed. All three are well known in the industry, but they perform differently depending on the climate and the slope of the roof. GAF Timberline shingles, for instance, are designed for high-wind areas, which makes them a strong choice for Texas windstorm zones. Owens Corning Duration shingles have a built-in granule layer that helps with impact resistance. CertainTeed Landmark shingles offer a thicker profile, which can help with hail damage.

The segment also talked about Energy Star rated shingles. These are designed to reflect more sunlight, which can lower attic temperatures and reduce cooling costs in the summer. In Austin, where the summer heat is brutal, that is a real benefit. The contractor noted that Energy Star shingles tend to cost a little more upfront, but the energy savings can offset the difference over a few years.

I have installed both standard and Energy Star shingles on my own projects, and the temperature difference in the attic is noticeable. It is not a cure-all, but it helps. If you are already paying for a roof replacement, spending a bit extra on reflective shingles is a smart move.

How to Get the Most Out of an Austin Roofing TV Feature

If you watch one of these segments, take notes. The Austin roofing TV feature on We Are Austin included a short checklist for homeowners. I will share a version of it here, because it is too useful to keep to myself.

- Document every piece of damage with photos before you call anyone. Take wide shots of the whole roof and close-ups of dents, missing shingles, and any debris.
- Call your insurance company first, not the roofing contractor. Some policies require you to file a claim within a certain window, usually thirty days after the storm.
- Get at least three estimates from licensed roofing contractors. Compare not just the total price but the materials listed and the warranty terms.
- Ask each contractor about their experience with insurance claims. Some contractors specialize in working with adjusters and can help you document the damage properly.
- Check whether your contractor carries liability insurance and workers compensation. If they do not, you could be held liable for any injuries on your property.

That checklist came straight from the segment, and it is the kind of practical advice that saves homeowners thousands of dollars. I have seen too many people skip the documentation step and then struggle to prove the damage to their insurance company.

Final Thoughts From a Roofer Who Watched the Show

I have been in the roofing business long enough to know that most homeowners do not think about their roof until something goes wrong. That is why I appreciate shows like KXAN Studio 512 and We Are Austin for running segments like the Austin roofing TV feature I watched. It educates people before they are in crisis mode. It gives them the vocabulary to talk to contractors and adjusters with confidence.

If you live in Austin and you have not watched one of these segments, I recommend finding them online. They cover everything from the basics of shingle roofing to the nuances of metal roofing and flat roof systems. They also explain how to navigate the insurance claims process without getting taken advantage of.

The roofing industry in Texas is tough. Storms come fast, and damage can be severe. But with the right information, you can protect your home, your finances, and your peace of mind. That Austin roofing TV feature gave me a few new insights, and I hope it does the same for you.