



Tom and Sarah Sherwin have spent their whole lives around the construction and trades fields. After watching their families successfully navigate the business, they not only know the ins and outs of the trades business themselves, but also the challenges and successes of being an entrepreneur. That had been their goal from a young age. They knew that they didn't want to start just any business, but one that will showcase their passion, do good for the community, and be an example of integrity and craftsmanship.

A family owned and operated business, Ultimate Roofing began in 2009 and has continued to grow year after year. With the purchase of a Rotterdam "landmark"



The Sherwin Family

Covering the Community with Kindness

By Jenna Caputo
 Photos By Angela Mia Photography &
 Contributed By The Sherwin Family



in 2018, they took on the fixer upper project of the old Carman Hardware building to create their first office and showroom. “Tommy and I would be hanging siding and painting walls with the kids riding bikes and playing right at our feet,” Sarah remembers. “Customers have told us how they had passed by for weeks watching our progress and were impressed. That feels good to hear because it’s a lot of hard work to build a business and a growing family at the same time.” Along with a helping hand from Sarah’s father, Paul, a lifelong contractor himself, the remodel was a true family effort.

Ultimate Roofing is now a full-service roofing contractor specializing in residential and commercial roofing solutions. They offer many options including architectural shingle and EPDM rubber. Besides full roof replacements, they also offer repair and maintenance services. Ultimate Roofing has the honor of obtaining the highest

level of installer certification with two of the top shingle manufacturers in the US, becoming a Platinum Preferred contractor with Owens Corning and a Master Elite contractor with GAF. Less than 2% of roofing contractors attain even one of these titles, so they are proud to have earned both. Each of the manufacturers hold them to a very high standard, spot checking their work randomly throughout the year to be sure everything continues at a top-notch level.

“Being a small business owner in general is exciting but it is even better when you are passionate about your industry,” says Sarah. “Meeting customers and their families is one of our favorite parts. Seeing smiles and pure joy when a homeowner sees their new roof completed is exciting every single time! We are grateful to be doing something we care about so much.”

They’re equally thrilled to grow this

year with a second location that will have a fully stocked warehouse and a larger showroom. “With the ripple effect from the pandemic, our industry had experienced multiple price increases, with even more projected for 2022. We do not expect materials costs to go down any time soon, if ever. We have made strategic moves to be well prepared for the potential shortages,” says Sarah.

Along with the growing business, the family has grown, too. Tom and Sarah have four children—Rocco (9), Domenic (7), Sofia (6), and Angelina (4). During the early lockdowns of the pandemic, the kids were doing remote learning right from the office. The change in structure allowed the kids to expand their education in new ways. “Being in the office every day, the little ones got both school lessons and real-life lessons—learning all about hard work and building a strong work ethic,” explains Sarah. It was such a good experience that they chose to homeschool this year. When they’re not working or doing school, the Sherwins love to spend time at Sacandaga Lake, soaking up the sun and relaxing with friends.

And that’s how they want their business to feel, too—not just a service but a part of family and community. Ultimate Roofing is not just a business. They host community events year-round to help out whenever they can. Every year they do a “Free Roof Giveaway”—a hugely popular event in the Capital Region. Homeowners can submit either their own story or nominate someone else who needs a new roof. After all submissions are reviewed, the top five are then chosen and announced in the



Daily Gazette, where readers can vote on who should win the new roof that year. They also host the SOCKtober sock drive, collecting socks for Things of My Very Own, a non-profit corporation that provides crisis intervention services and programs to children in emergency situations. A pet goods drive and coloring contest for community children are favorite activities as well. “Kids enjoy

being creative, and we love filling our windows with their beautiful artwork. Plus, the goody bags are filled with fun stuff,” says Sarah. “We’re always looking for ways to help make a little difference in the communities we serve so we’re open to suggestions.” In addition to their community drives, they also host events like their Ultimate 12 Days of Giveaways at Christmas time and have mini contests

on the radio throughout the year. “Homeowners only need a roofer every so often, so we try to have fun and bring joy to everyone until they need us!”

“We’re happy to have our children really experience our community involvement firsthand and be very hands on,” says Sarah. “They are there with us carrying bags of cereal into local schools from our food drives; they’re making knot blankets and packing toys/treats for the pets at a local shelter; when we collect Toys for Tots with the Carman fire department, the kids happily load Santa’s fire truck! They’re getting life lessons greater than we could have ever imagined.”

The Sherwins are proud to have built such a family-oriented business, doing everything themselves, and they relish in the opportunity to engage with their customers and community on their Facebook page as well. “Staying very hands-on keeps the small family business feeling as we continue to grow,” says Sarah. “We have a strong core team and consider everyone on Team Ultimate to be part of the family.”

When it comes to their work, their motto is, “We roof it like we live under it.” In life, it’s to “Be Kind.” But both mantras meld with how they run their business. Their advice to anyone thinking of venturing out with their own business is simply to, “Dedicate your time to growing your business with strong core values. A successful business idea should fulfill promises to customers and exceed expectations.”

For more information about Ultimate Roofing, visit roofing518.com.






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