



Longboat Key Roofing Details Its In-House Roofing Crews

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Following its 2026 ownership transition, Longboat Key Roofing is detailing how its in-house roofing crews support a production model built around direct supervision, continuity and responsibility for work performed in the field. President and CEO James Peel said the company employs its roofing installers, laborers, repair technicians, and field supervisors rather than subcontracting roofing installation to outside crews.

For Peel, the distinction becomes important when roofing projects expose conditions that are not visible from the ground and may not become apparent until existing materials are removed. Keeping the workforce in-house allows the same team structure to address those conditions when they are uncovered.

Peel said that becomes especially important during tear-off, when workers can see portions of the existing roof assembly that will later be covered by underlayment and finished roofing materials.

“To me, that’s the most important part of the job,” Peel said of the tear-off stage.

The company's approach places emphasis on employees recognizing conditions that need attention rather than treating production primarily as a race to complete one roof and move immediately to the next. Peel said that expectation can mean spending additional time resolving an issue before proceeding with the next stage of roofing.

"They might not be able to leave till 5:30 because they've got to fix that before they can start putting that paper down," Peel said. "That's the difference."

Peel said that maintaining that standard requires more than simply having workers on payroll. The company has focused on developing and supervising employees who are willing to pay attention to details that homeowners may never see once underlayment and finished roofing materials cover them.

That approach also affects crew structure. Rather than relying on very large groups solely to accelerate project completion, its roofing teams are organized so experienced employees can monitor details through tear-off, preparation, and installation. Staffing levels may change with roofing volume, but roofing production remains in-house.

Specialty work outside roofing is handled separately. When roofing work exposes a condition requiring stucco repair, for example, Peel said the company coordinates with a specialty stucco contractor he has worked with for approximately seven years. Stucco is a separate trade, and the company does not perform enough of that work to maintain a dedicated stucco position internally. The company's residential roof replacement work remains with its in-house roofing team from tear-off and preparation through installation.

The employee-based production structure also creates a path for experienced field personnel to assume greater responsibility over time. Peel said production leaders can develop from hands-on roofing positions into roles involving crew leadership, job-site oversight and broader production management.

That progression connects with the company's previously announced ownership transition without making ownership the focus of the crew model. Lucas Lewis, the company's license holder, production leader and minority owner, developed through the production side of the business, while supervisor Ivan Pineda is continuing to learn additional aspects of roofing operations under that structure.

Peel said his longer-term goal is to develop future company leadership from people who understand roofing production firsthand, maintaining continuity between field experience and future leadership.

Longboat Key Roofing provides residential roof replacement, repair, and inspection services in Sarasota and surrounding Gulf Coast communities. The company works with tile, metal, aluminum, and shingle roofing systems and holds Florida roofing license CCC-1337641.

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Longboat Key Roofing

Longboat Key Roofing specializes in high-end residential and light commercial roofing for Florida's coastal climate. With 50+ years of experience, our in-house team installs tile, metal, aluminum, flat, and premium shingle roofing systems.

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