

CV Exteriors Hudson Expands Residential Roofing Services Across Western Wisconsin

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HUDSON, WI - June 15, 2026 -
CV Exteriors Hudson announced the continued expansion of its residential roofing services throughout western Wisconsin and the St. Croix Valley, bringing full-service roof replacement, roof repair, roof inspection, and storm-related roofing support to additional communities across the region. The expansion includes service availability in Hudson, River Falls, Prescott, Somerset, Baldwin, New Richmond, Ellsworth, St. Croix Falls, Amery, Osceola, Balsam Lake, Roberts, Luck, and surrounding Wisconsin communities.

The announcement reflects growing homeowner demand for roofing contractors with experience managing both routine roofing projects and weather-related exterior restoration in Wisconsin?s changing climate conditions. The company stated that expanded service coverage is intended to improve response times for homeowners dealing with aging roofing systems, storm damage concerns, seasonal maintenance issues, and insurance-related roofing claims.

CV Exteriors Hudson operates as part of the broader CV Exteriors organization, which traces its roots in

Wisconsin exterior construction back more than 78 years. The company provides residential roofing, storm damage restoration, siding installation, gutter installation, window replacement, skylight installation, and related exterior improvement services for homeowners across the region.

Residential roofing demand across Wisconsin has increased in recent years due to severe weather events, fluctuating seasonal temperatures, hail activity, high winds, snow accumulation, and aging housing stock throughout many western Wisconsin communities. Roofing professionals throughout the state continue to report increased inspection requests related to missing shingles, roof leaks, ice dam formation, deteriorating flashing systems, and moisture intrusion.

According to CV Exteriors Hudson, the expanded residential roofing services are designed to address both preventive roofing needs and full roof replacements for homeowners seeking long-term exterior protection and energy-efficiency improvements. Roofing systems offered by the company include asphalt shingles, standing-seam metal roofing systems, low-slope roofing applications, EPDM systems, and TPO roofing materials, commonly used for residential additions and specialty structures.

The company stated that roofing evaluations begin with detailed inspections that assess roof decking conditions, ventilation systems, flashing integrity, underlayment performance, attic airflow, moisture exposure, and weather-related deterioration. Inspection findings are then used to help homeowners understand the current condition of their roofing systems and identify potential repair or replacement recommendations based on the property?s age, exposure conditions, and structural requirements.

Wisconsin roofing projects frequently require compliance with local building permit requirements, Wisconsin Department of Safety and Professional Services regulations, and manufacturer installation specifications. CV Exteriors Hudson stated that expanded service operations will continue to focus on code-compliant installations, proper permitting procedures, and manufacturer-approved installation methods intended to improve long-term roof performance.

The company also noted that many homeowners in western Wisconsin are seeking roofing systems that can better withstand seasonal weather cycles, including freeze-thaw conditions, snow loads, hailstorms, heavy rainfall, and wind exposure. Modern roofing materials now commonly include enhanced impact-resistance ratings, improved waterproofing systems, upgraded underlayment materials, and ventilation improvements designed to help extend roof lifespan while reducing moisture-related issues in attic systems.

?Homeowners across western Wisconsin are looking for roofing contractors who understand the local climate, local building requirements, and the long-term performance expectations needed for homes in this region,? said Samuel Russell of CV Exteriors Hudson. ?The expansion allows additional communities to access experienced roofing professionals who can provide inspections, explain available roofing options

clearly, and complete installations designed for long-term durability and weather protection.?

The company stated that roofing projects often involve additional exterior components beyond shingles alone. Residential roofing systems may also require soffit and fascia replacement, gutter integration, flashing upgrades, ventilation modifications, skylight flashing work, or decking repairs, depending on the condition of the existing structure. Expanded service availability allows the company to coordinate these related exterior systems within a single project scope when necessary.

Storm-related roofing concerns continue to account for a significant share of residential roofing activity throughout Wisconsin. Hail damage, wind uplift, and water intrusion often prompt homeowners to seek professional inspections after severe weather events. CV Exteriors Hudson stated that its roofing teams regularly assist homeowners with documenting visible storm damage, identifying hidden roofing concerns, and communicating repair scopes during insurance-related restoration projects.

The company emphasized that residential roofing projects are increasingly focused on long-term system performance rather than isolated repairs alone. Homeowners are placing greater importance on ventilation balance, energy efficiency, proper drainage management, weatherproofing methods, and material compatibility when selecting roofing systems for replacement projects.

CV Exteriors Hudson also reported continued demand for roofing upgrades tied to property value improvement and exterior modernization efforts. Metal roofing systems, integrated gutter systems, and updated roof ventilation designs remain common selections among homeowners completing exterior renovations throughout the region.

The expanded availability of residential roofing comes as many communities across western Wisconsin continue to experience residential growth, housing renovations, and increased investment in long-term property maintenance. Areas including Hudson, River Falls, Prescott, Baldwin, and New Richmond have seen continued housing development, while many established neighborhoods have aging roofing systems approaching replacement.

In addition to residential roofing installations, the company stated that expanded operations will continue to support preventive roof maintenance services, leak inspections, emergency tarping, storm response coordination, and roof condition evaluations for homeowners preparing properties for seasonal weather changes.

CV Exteriors Hudson stated that all roofing projects continue to prioritize communication throughout the inspection, planning, scheduling, and installation process. Homeowners are provided with project timelines, material information, and installation updates to reduce confusion and improve transparency during

construction.

The company?s residential roofing operations also incorporate manufacturer-supported roofing products from nationally recognized brands commonly used throughout the roofing industry. Roofing material selections are based on property conditions, roof slope requirements, ventilation compatibility, and homeowner preferences related to durability, appearance, and maintenance expectations.

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