

DuraShield Roofing & Contracting President Discusses Industry Standards in Stories from the Roof Podcast

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DuraShield Roofing & Contracting president Anthony Walsh appeared on the Stories from the Roof podcast to share insights on selecting a reputable roofing contractor and building a business grounded in integrity. Hosted by Megan Ellsworth, the episode explores Walsh?s journey in the roofing industry and the principles that have guided the company since its founding.

Walsh did not initially plan to own a roofing company. A golf trip with a friend led to a sales position in the sector, where he observed the full project cycle from estimates through completion and the relief homeowners experienced. That exposure shaped his approach. When he established DuraShield Roofing & Contracting in 2003, he took advice from mentors to always do the right thing, own up to mistakes, and correct them promptly. This commitment formed the basis for the company?s core values of dependability, integrity, growth, and service.

The conversation highlighted challenges within the roofing sector, including high failure rates for new

companies in the first five years. Walsh attributed many of these outcomes to practices such as failing to follow through on commitments or compromising on quality. In contrast, DuraShield Roofing & Contracting emphasizes long-term thinking, high-quality materials from leading manufacturers, and workmanship that prioritizes customer outcomes. Walsh described experiences of walking homeowners through insurance processes following hailstorms and other weather events, noting the satisfaction derived from resolving complex issues.

"Always do the right thing. So if you make a mistake on a job, own up to it and fix it," said Anthony Walsh, president of DuraShield Roofing & Contracting. "If you always do that, you?re doing right by the customer, and that?s going to go a long way."

The episode provided practical guidance for homeowners seeking contractors. Recommendations include evaluating how a company defines and lives its values, particularly its willingness to acknowledge and resolve errors. Homeowners should also assess emphasis on quality materials that deliver lasting performance rather than short-term cost savings. Experience with specific regional issues, such as storm damage common in Wisconsin and Illinois, represents another key factor.

Walsh stressed that a roof constitutes a significant investment. Selecting appropriate materials and installation methods can influence property value, insurance considerations, and long-term performance. The discussion underscored the importance of partnering with contractors who maintain transparency and focus on durable solutions.

DuraShield Roofing & Contracting operates as a full-service residential and commercial roofing provider. Services encompass roof replacements, repairs, inspections, and installations of various systems, including asphalt shingles, metal, slate, tile, cedar shakes, and DaVinci composite products. The company also manages storm damage assessments with trained staff who document conditions to support insurance claims. Additional offerings include siding, gutters, and related exterior work.

Beyond operations, the firm maintains community involvement through partnerships with Habitat for Humanity, The Salvation Army, The Lamers Foundation, Kicks 4 Kids, and Volunteer Fox Cities, fostering local relationships and support.

Founded in 2003 by Anthony Walsh, DuraShield Roofing & Contracting grew from his background in sales and marketing. Walsh studied business administration and identified opportunities to raise service standards in the industry. Kim Walsh joined in 2008, contributing valuable accounting expertise. The company expanded from the Appleton and Fox Cities area to serve additional markets in Wisconsin and

Illinois, including Green Bay, De Pere, Wausau, Milwaukee, and Madison. It upholds its standards through technician training, partnerships with manufacturers, and a strong commitment to ethical practices.

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DuraShield Roofing & Contracting

At DuraShield, we take pride in our commitment to quality workmanship and exceptional customer service. Our roof installers undergo continuous training to keep their knowledge of best practices up-to-date so we can guarantee quality workmanship.

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