

Roofing Contractor Ryan Gonzales of Ascend Roofing Company Shares Insights as Roof Ventilation Expert in HelloNation

What questions should homeowners ask before replacing their roof?

SHELTON, WA, UNITED STATES, July 14, 2025 /EINPresswire.com/ -- What questions should homeowners ask before replacing their roof? In an article published by [HelloNation](#), Ryan Gonzales of Ascend Roofing Company emphasizes that understanding roof ventilation is essential—not optional—when planning a roof replacement in the Pacific Northwest. The region's climate, marked by persistent dampness and temperature swings, increases the risks of moisture buildup and long-term structural damage if ventilation is ignored or improperly implemented.



Ryan Gonzales

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Proper ventilation is not an upgrade; it is fundamental to the longevity of your roofing system.”

Ryan Gonzales

their home: how intake and exhaust will be balanced, how the plan aligns with building codes, and what measures will be taken to prevent mold and wood decay. These questions are not technical formalities; they are essential to ensuring energy-efficient roofing and moisture control in roofs that will last through the seasons.

The article encourages homeowners not to overlook what's

under the shingles. Poor ventilation can lead to voided warranties and premature deterioration of even high-end materials. Gonzales highlights how issues tied to inadequate airflow often go unmentioned during standard estimates, yet they are a leading cause of roof failure in the

region. He notes that replacing a roof without first addressing these questions is a gamble many homeowners can't afford to make.

The full article, [What to Ask Before Replacing Your Roof](#), offers practical advice for anyone preparing for a roof replacement, particularly in climates like the Pacific Northwest, where hidden moisture damage is a common and costly problem.

About HelloNation

HelloNation is a premier media platform that connects readers with trusted professionals and businesses across various industries. Through its innovative “edvertising” approach that blends educational content and storytelling, HelloNation delivers expert-driven articles that inform, inspire, and empower. Covering topics from home improvement and health to business strategy and lifestyle, HelloNation highlights leaders making a meaningful impact in their communities.

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