

Long-Standing Local Roofing Company, Tony's Roofcare, Welcomes New Ownership After 28 Years

Local Washington roofer Tony Porco of Tony's Roofcare is hanging up his hat after 28 years in the business, passing his namesake to new owner Stephanie Peacock.

AUBURN, WA, UNITED STATES, August 12, 2025 /EINPresswire.com/ -- After more than 25 years serving homeowners across the Puget Sound region, Tony Porco, founder of local [Auburn roofing company](#) Tony's Roofcare, is officially passing the torch. The trusted roofing company is entering a new era under the leadership of [Stephanie Peacock](#), along with her partner and co-owner Duane King.

“Tony and Patty built something over the last 28 years that had a great foundation. We’re just excited to move it forward.”
Stephanie Peacock

Stephanie brings a background in customer experience and business development, having held expansion strategy and technology roles at residential solar company Sunrun and well-known retail business Nordstrom. Stephanie and her partner had been looking for an opportunity to move away from corporate work and focus more on something local; it was then that she was introduced to Tony, who had been looking for someone to take over the business in his retirement. For Stephanie, the transition to roofing feels natural, she says, given her background in solar.

“Tony and Patty built something over the last 28 years that had a great foundation,” said Peacock. “We’re just excited to move it forward.”

The team was informed of the changeover on June 23rd. Reactions were positive, with newer employees enthusiastic about new tools and marketing strategies, and veteran team members becoming re-energized by the company’s renewed momentum. Improved lead quality and higher-value projects are already driving increased job satisfaction and earnings for all their employees.

Looking ahead, Stephanie and Duane plan to grow the business regionally, expanding service deeper into King and Pierce Counties, and potentially into Snohomish County. A key part of their strategy is blending the company’s long-standing reputation for trust and reliability with a

technology-forward approach and modern customer experience. Stephanie hopes to use her background in business expansion and customer product strategies to modernize the business and increase value to their customers. A new informational "[Roof Maintenance Handbook](#)" will also be provided to customers to help them make informed decisions about their roofing needs.

"If we can help people upfront with the right information, they'll trust us when they need help with a bigger problem," Peacock said.

About Tony's Roofcare: Based in South King County, Tony's Roofcare has been providing high-quality residential roofing services for over two decades. Known for their reliability and quality craftsmanship, the company is now entering a new phase of growth and innovation under new ownership. For more information or to receive a free roofing estimate, visit tonysroofcare.com.

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New Tony's Roofcare Owner Stephanie Peacock and partner, Duane King

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