

A Multi-Generational Team That Cares

Leading with integrity is a foundational philosophy at the family-owned Trama Roofing. By Madeleine Maccar

Trama Roofing was born in 1983 from founder Anthony Trama's desire to not only put his particular skill set to use but also help others. From promising customers quality roofing at fair prices to providing gainful employment to those in need of work, Anthony wanted the company he built from the ground up to be one with a heart.

"Anthony Trama started the company motivated to help people along the way," says Bert Trama, vice president and Anthony's son. "He borrowed some money from his father-in-law, bought a truck and a hot tar kettle. Back then, he ran an ad in the newspaper and started to pick up some roofing jobs. He did new roofing and repairs around the streets of Philadelphia."

Four decades later, Bert is just one member of the family's three generations who have become full-time employees, and is joined by Anthony's wife Regina, daughter Marcia and three grandchildren. The full-service Trama Roofing has also expanded to include two office locations, with one across the river in Philly and one in Cherry Hill. But Anthony's original mission is still the company's driving force.

"My dad had a heart for people," Bert continues. "As the business started to pick up, my dad started to reach out to men who needed a second chance in life. He taught them the

trade, and they were able to provide for themselves and their families. He would even go as far as helping them get houses and cars. Some of those men went on to have their own businesses. To his customers, he always made it a point to provide them with good service and give them more than they were paying for. He always said, 'Give the people a little extra.' He was a strong man with the biggest heart."

The licensed, insured and certified Woman-Owned Business Enterprise roofing company treats every job with the same care it treats a team that's half family members and half long-time employees who feel like family. Whether it's a residential or commercial project calling for new flat or shingle roofs, repairs, maintenance and coatings, gutters, skylights, or siding and metal work, Trama Roofing's team is ready, able and exhaustively trained in providing customers with long-lasting, expertly made roofs.

"Our team carries certifications with a few material manufacturers. These certifications require training, and they keep us updated with the materials and installation techniques. They also allow us to provide factory warranties on commercial and residential roofs," Bert explains.

Free estimates and working with an "experienced office staff available to take calls, answer questions and conduct business on a

personal level" are also part of the Trama Roofing experience, as is making sure every work site is as safe as possible for both the team and the customer—a concern that's handily mitigated by hiring "good workers we can trust" and making sure they're as well-versed in safety measures as they are in what it takes to build a sturdy, aesthetically pleasing roof.

The same attentive care that goes into ensuring a safe worksite is extended to maintaining the incredible reputation that makes Trama Roofing stand out.

"Everything is very expensive these days so when people spend money, they want to make sure they are spending it the right way: The last thing you want to do is waste money on a contractor that's not licensed and insured or experienced," Bert points out. "Most importantly, you want to be able to call someone and get a response. Sometimes people think they are getting a cheap price or getting a good deal at the time—but then the roof starts leaking after a year. The key to choosing the right roofing company is working with one that will be around to respond in the future. Trama Roofing is that company. This is all we do and we love doing it!"

And doing what they love with love has earned the company community-wide fans who have loved the work Trama Roofing has done for them.

"Over our 40 years in business, Trama Roofing has been able to gain trust and build long-lasting relationships with multiple organizations: real estate companies, property management teams, builders, churches, community development organizations and hundreds of residential homeowners," says Bert. "A satisfied customer is our best advertisement." ♦



TRAMA ROOFING

Serving N.J. and Pa. | (215) 474-5600 | (856) 298-8026 | TramaRoofing.com