the spotlight

A weekly roundup for shopping and doing business locally!

Protect Your Home with Quality Choice Roofing



By: Sponsored Content Writer
Alison James

While a fleece blanket, hearty bowl of soup, or thick woolen slippers might be the picturesque icons of a warm and cozy home, there's a more important consideration that covers it all – and ensures safety and security while you keep those home fires burning. That's a top-notch roof, and that's where Quality Choice Roofing comes in.

Since opening the business in spring 2024, co-founders JB Eaton and Kolby Hanback have focused on building not only quality roofs but quality customer relationships.

"We believe homeowners deserve more than just a new roof," Eaton said. "They deserve exceptional workmanship, dependable service, and a company that stands behind its work."

Quality Choice Roofing is committed to a transparent process.

"We prioritize honest recommendations, clear communication, and educating homeowners so they can make confident, informed decisions," Eaton explained. "Our reputation is built on relationships, accountability, and treating every home with the care and respect it deserves."

Eaton and Hanback have put together a team that does business across north Alabama. They offer services from roof repair to replacement, as well as complimentary inspections, which can be a proactive way to discover and prepare to address upcoming needs – before a small problem gets out of control.

"Our roofing professionals assess the roof's overall condition, identifying visible damage, potential vulnerabilities, and signs of deterioration," Eaton said. Homeowners then receive an explanation of any concerns and recommended solutions.

Eaton said roofing quality extends "beyond the shingles. It includes proper ventilation, premium roofing components, precise installation, and attention to every detail." That's where his company shines, providing a full-service product that will stand the test of time.

Quality Choice Roofing is a certified KRS Roofing contractor, a premium and exclusive network of roofers who undergo twice-annual training in Connecticut to maintain high safety and product standards.

Whether a roof has suffered hail or wind damage or has simply reached the natural end of its lifespan, Quality Choice Roofing can meet any customer's need. They offer asphalt shingles as well as metal roofing, as well as siding installation, gutter installation and gutter clean-outs.

Quality Choice Roofing was awarded in the Top 3 Business Rate Award for 2024 and 2025 and has an A rating with the BBB. To learn more visit www.qualitychoice-roofing.com or call 256-303-0347.

It's all about giving the customer peace of mind.

"I'll say this time and time again: It's about putting people first," Eaton said. "We put less focus on transactions, more focus on building a relationship. This goes across the whole board – our employees, our customers and our suppliers."

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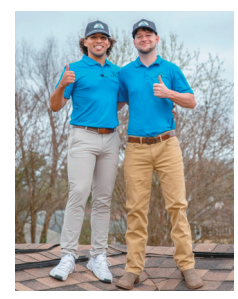
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