

the spotlight

A weekly roundup for shopping and doing business locally!

Is Your Roof Ready for Winter? Quality Choice Roofing Has You Covered



By: Sponsored Content Writer
Alison James

"I like building a relationship with a homeowner. We want to operate a good business and focus on the relationship – not so much the transaction."

Co-founder JB Eaton said it was that drive to give elite customer service, to build not only roofs but relationships, that led him and business partner Kolby Hanback to found Quality Choice Roofing in Spring 2024.

With a background in roofing sales – and for Eaton, a familiarity with the industry going back to his youth spent watching his grandfather and

uncle run a roofing business – the pair were well positioned to start strong with Quality Choice Roofing.

They were determined to offer a higher level of service than they had seen as roofing salesmen.

They had seen firsthand the challenges their customers sometimes faced, especially when it came to response times and other common pain points, and they had a desire to do better by their customers.

"We started thinking one day, if we could fill the gap there, we could operate and run a good business," Eaton said. "So we took that step." The pair has put together a team that does business across north Alabama, and they are preparing to open a second location in Tennessee.

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

Customers can start by receiving an inspection and a free, no-obligation estimate.

A special point of pride is the business' status as a Klaus Roofing Way dealer.

Klaus Roofing Systems dealers commit to higher standards and processes. Being affiliated with the Connecticut-based program means providing superior protection at every stage. The methods, tools and materials used provide superior protection against roof leaks and storm damage, and property is kept secure by creating a safe job site before, during and after a roofing project.

Quality Choice Roofing is the only KRS dealer in the state.

Eaton and Hanback found quick success as they grew their team. "By the time March 2025 rolled around, we had 11 people," said Eaton. "And then a storm hit, and we wound up doing a little over \$2.3 million in business last year."

The business boom translated into moving into larger and larger office spaces, with their most recent move to their current location at 1203 Pisgah Road SE, Decatur.

"It's been great, by the grace of God. It's been amazing," said Eaton. "First getting started, it was a little tough, but now we're doing four or five roofs a week. It's been great."

Eaton encouraged homeowners to always do their due diligence when hiring a roofing company, whether for replacement or repair. When eager contractors swarm in to knock doors after a storm, are they reliable? Will they actually do the job they are promising? Are they licensed and insured? Do they have a history of successful jobs they can point to?

"One of the reasons why I think people should call Quality Choice Roofing is because we stand behind our work. It's in the name. When it matters most, make the quality choice – that's our tagline for a reason."

Their top product comes with a 50-year workmanship warranty. "So for the next 50 years, I'm married to that house," Eaton said. "We are people who care – people you can trust."

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

Quality Choice Roofing was awarded in the Top 3 Business Rate Award for 2024 and 2025 and has an A rating with the Better Business Bureau.

To learn more visit www.qualitychoice-roofing.com or call 256-303-0347.

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