

FEATURED CONTRACTOR · ALPHARETTA, GEORGIA

One Price, One Promise, No Surprise Invoice

An Alpharetta roofing company, founded in 2024, that sends photos before and after the work and tells owners when a roof can wait.

BY RACHEL NICOLE

Cindy Scharyj expected a sales pitch. Capital City Roofing's inspectors told her something else: her roof was still in good shape and did not need to be replaced. Several areas needed repair. "It was incredibly refreshing," she wrote in an August Google review, "to work with a company that focused on what our home actually needed."

The crew sent detailed pictures of each trouble spot, then after photos of the finished repairs. That habit fits the standard founder Brad Strawbridge says he set in May 2024: "one price, one promise, no mystery, no surprise invoice." The company holds GAF Master Elite and CertainTeed ShingleMaster PREMIER certifications, carries a 5.0 Google rating across 322 reviews, and scored 9.4 out of 10 in ARCO's 2026 evaluation.

That record qualified Capital City Roofing for ARCO accreditation in the Class of 2026. Congratulations, Brad and the whole Capital City team.

Founded in May 2024. Brad Strawbridge started the company, the About page says, “because he was tired of watching people get robbed by a trade that forgot what integrity meant.” ARCO’s records list Brad as the owner.

A background in the trade. Before founding the company, Brad spent more than a decade with Lowe’s, including as a General Manager and District Manager of In-Home Services, and later directed service at an Atlanta-area commercial roofing company.

Roofs of every size. The company handles residential and commercial roofing, multi-family work, storm damage, metal roofing, emergency repair, gutters and siding from its Alpharetta headquarters, and says it has completed more than 1,000 projects.

Certified and connected. Brad serves on the NRCA’s Residential Roofing and Workforce Development committees and on the board of the Roofing Technology Think Tank, and the company is an active member of the Alpharetta Business Association.

Verified. ARCO’s 2026 evaluation verified a clean OSHA record, no federal exclusions, an A rating from the BBB with no complaints in the last 36 months, and GAF Master Elite and CertainTeed ShingleMaster PREMIER credentials.

AT A GLANCE

Founded	**May 2024**
Led by	**Brad Strawbridge**
Based in	**Alpharetta, Georgia**
Projects	**1,000+ (company figure)**
Google	**5.0★ · 322 reviews**
BBB	**A · Accredited**
ARCO score	**9.4 / 10**
Certified	**GAF Master Elite · CertainTeed ShingleMaster PREMIER**
Giving	**1% of net profit pledged**



A finished Capital City Roofing project in the Atlanta area. Photo: Capital City Roofing.

What they install. Residential and commercial roofing, multi-family roofing, storm damage repair, metal roofing, emergency repair, gutters and siding across Metro Atlanta and the Southeast.

“We don’t just build roofs; we build trust.”

BRAD STRAWBRIDGE · FOUNDER AND CEO

FEATURED CONTRACTOR · IN THEIR WORDS

“We Build Trust”

On trust. “We don’t just build roofs; we build trust. Every shingle we drive is a promise kept to a homeowner or business owner who is counting on us.”

On the standard. “One price, one promise, no mystery, no surprise invoice.”

On integrity. “We tell you the truth, even when it costs us the sale.”

On the problem. “Storm chasers knock doors after every hailstorm, collect a check, and vanish. Warranties die with the company that sold them.”

On certification. “In a trade where 95 percent of contractors are uncertified, we built a company on the belief that you should only buy your roof once.”

On giving back. “This is not charity on the side. It is a structural pledge woven into the business itself.”



Capital City Roofing founder and CEO Brad Strawbridge. Photo: Capital City Roofing.

Why it matters for your business

01

Put the price in the promise. One price, with no surprise invoice, gives homeowners a reason to stop shopping.

02

Show the proof. Before and after photos let owners see the work they paid for.

03

Fund the pledge from margin. Giving from the company’s own profit keeps the invoice clean.

In Their Words: these are company and founder statements published on capitalcityroofing.net (About page and Brad Strawbridge’s team page, Oct. 2026), not interviews.

FEATURED CONTRACTOR · SIGNATURE PROJECT

Two Days, Start to Finish



Capital City Roofing project photos: two before and after drone views of replaced shingle roofs. Photos: Capital City Roofing.

A severe hail storm left an Alpharetta home with damage across the entire roof deck, compromised underlayment and broken ridge caps. The first insurance estimate came in $4,200 short of the damage.

Capital City Roofing tore the roof down to the decking and installed a GAF StormGuard leak barrier in every valley and eave, GAF Timberline HDZ architectural shingles in Charcoal, and new Cobra ridge ventilation. The company also filed a supplement with the insurance carrier, and it was approved.

The 3,200-square-foot replacement took two days. The company’s case study lists a zero out-of-pocket cost to the homeowner after the approved claim, and a GAF Golden Pledge warranty on the finished roof.

The two before and after drone photos here are other Capital City Roofing projects, not the Alpharetta storm job.



A completed Capital City Roofing shingle roof on a brick two-story home. Photo: Capital City Roofing.

FEATURED CONTRACTOR · THE PLAYBOOK

How Capital City Runs It

Six habits behind an Alpharetta roofing company that has earned a 5.0 Google rating, and that any roofing company can borrow.

1 Show the roof from above

A drone flight documents the roof, and the photos highlight every problem for the owner.

"He took pictures of our roof using a drone." Michael D., July 2026

2 Say when a roof can wait

Inspectors recommend repair instead of replacement when the roof still has life.

"Focused on what our home actually needed." Cindy S., Aug. 2026

3 Keep owners in the loop

Reps update customers by text, call and in person through the job.

"He kept in touch by text." Robert S., July 2026

4 Send a big, fast crew

Coordinated crews often tear off and finish a roof in a day.

"They installed a great roof in only one day." Jonelle M., July 2026

5 Leave the yard clean

Crews clear debris and nails before they leave.

"They removed any debris, nails, or trash leftover." Michael D., July 2026

6 Build the option around the owner

Reps lay out choices and financing and let the homeowner decide.

"Helped us work out an option that worked for us." Devin J., Sept. 2026






Capital City Roofing projects across Metro Atlanta. Photos: Capital City Roofing.

IN THEIR CUSTOMERS' WORDS

"A top tier roofing system at a price I can afford."

Clement, Google review

"A very impressive organization from the top down."

Matthew Albright, Google review

FEATURED CONTRACTOR · COMMUNITY

Feeding the Future

Capital City Roofing says every roof it installs puts money behind a promise: the company commits at least 1 percent of its annual net profit to the Feeding the Future Project, a nonprofit that fights food insecurity across Georgia. Founder Brad Strawbridge chairs that nonprofit.

The pledge is paid by the company, not by customers. In his founder's letter, Brad says the invoice carries nothing earmarked for charity and the company will publish a yearly impact summary.

Brad and his wife, Tiffany, are active in the Alpharetta Business Association, the Georgia Manufacturing Alliance and Repairs Ministries. ARCO's evaluation found an A BBB rating with no complaints in the last 36 months and a clean OSHA record.

The company puts its promise in one line:

THE TEAM BEHIND IT

Tiffany Strawbridge
CO-FOUNDER & EXECUTIVE VP

Co-founder of the company with her husband, Brad.

Julie & Jacqueline
EXECUTIVE ASSISTANTS

Keep Brad and the leadership team running day to day.

Karlton Davis
ACCOUNT MANAGER

"Phenomenal," one customer wrote of him.

Camryn & Charlie
ROOFING & EXTERIORS

"Honest, thorough," wrote one customer.

> "One price. One promise. No surprise invoice."
>
> THE CAPITAL CITY STANDARD

By the Numbers: Capital City Roofing's 2026 ARCO Evaluation

9.4 out of 10
Composite score
Excellent



5.0 / 5	A	0	2	1%
across 322 Google reviews	BBB rating, accredited	BBB complaints, last 36 months	top manufacturer certifications	of net profit pledged

Credentials: GAF Master Elite · CertainTeed ShingleMaster PREMIER · GAF Certified Commercial Contractor · Roofing Alliance Guarantor · BBB A, Accredited

Sources: ARCO 2026 evaluation (Oct. 2026); BBB profile; Google Business Profile (Oct. 2026); capitalcityroofing.net (Oct. 2026); Google customer reviews.