

Ellerslie Roofing Sees Rising Demand for Storm Inspections as Alberta Hail Events Continue to Intensify

As Alberta hail seasons intensify and insurers tighten claim requirements, Edmonton's locally owned roofing contractor Ellerslie Roofing reports a sharp rise in post-storm inspection and insurance documentation requests.



Edmonton, Alberta Jul 23, 2026 ([Issuewire.com](https://www.issuewire.com)) - [Ellerslie Roofing](#), a locally owned and licensed roofing contractor serving Edmonton and the greater Alberta capital region, is reporting a significant increase in requests for hail damage inspections and insurance claim documentation from homeowners across the Edmonton metro. The company attributes the trend to a combination of worsening Alberta storm seasons and growing awareness among homeowners that undocumented roof damage can result in short-paid or denied insurance claims.

The scale of Alberta's hail problem is not small. Canada set a record in 2024 for insured losses due to severe weather, totalling \$8.55 billion, with Alberta accounting for the majority of that damage. Half of all insured losses in 2024, totalling \$4.1 billion, occurred in Alberta alone. A single Calgary hailstorm on August 5, 2024 generated \$3 billion in insured losses, with 130,000 insurance claims filed in a single day. The destruction continued into 2025: a July 2025 hailstorm in Calgary caused an estimated \$92 million in insured damage, while August 2025 storms across the Prairies caused more than \$235 million in insured losses. Edmonton sits in the same hail corridor and is exposed to the same storm systems that have made Alberta the most hail-damaged province in Canada.

For Edmonton homeowners, the challenge after a hail event is rarely the insurance policy itself. It is the documentation. Hail damage to asphalt shingles is not always visible from the ground, and the granule loss and mat bruising caused by impact significantly shortens roof lifespan even when no immediate

leak develops. Without a professional inspection that photographs every impact zone and maps the full scope of damage, adjusters routinely approve partial repairs rather than the full replacement a badly hailed roof requires. Ellerslie Roofing provides detailed photo-documented [hail damage inspections](#) for every client and works alongside insurance adjusters through the claim process to ensure the scope and pricing reflect the actual condition of the roof.

Every inspection includes documentation of shingle granule loss, impact bruising, eavestrough denting, and any collateral damage to soffit, fascia, and siding. The company is licensed, carries full liability insurance, and maintains WCB coverage on all crew members, with proof of coverage provided before any work begins.

"Alberta homeowners are dealing with the most severe hail seasons on record and insurance companies are managing record claim volumes at the same time," said a spokesperson for Ellerslie Roofing. "The homeowners who get the outcomes they deserve are the ones who have proper documentation from a professional inspection. A photo report that maps every impact point on the roof is the difference between an approved full replacement and an insurer sending out a cheque for a few shingles."

Ellerslie Roofing serves Edmonton and the surrounding region including Sherwood Park, St. Albert, Leduc, Beaumont, Spruce Grove, Stony Plain, Fort Saskatchewan, Devon, and Nisku. Services include asphalt shingle roofing, metal roofing, commercial and flat roofing, roof repair, emergency roof repair, hail and storm damage inspections, eavestroughs, soffit and fascia, siding, and roof snow removal. Free written estimates are available with a guaranteed 2-hour response at ellerslieroofing.ca or by calling (587) 402-4535.

About Ellerslie Roofing

Ellerslie Roofing is a locally owned and operated roofing contractor located at 8205 8 Ave SW, Edmonton, AB T6X 1L8. Licensed, insured, and WCB-covered, the company serves Edmonton and surrounding communities including Sherwood Park, St. Albert, Leduc, Beaumont, Spruce Grove, Stony Plain, Fort Saskatchewan, Devon, and Nisku. Services span asphalt shingle roofing, metal roofing, commercial and flat roofing, hail and storm damage inspections, roof repair, eavestroughs, siding, and roof snow removal. Free written estimates are provided within 2 business hours with no obligation.

Media Contact

Ellerslie Roofing

*****@ellerslieroofing.ca

(587) 402-4535

8205 8 Ave SW

<https://ellerslieroofing.ca/>

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