

Curriculum Vitae

William J Esser, The Roofing Specialist

William Joseph Esser

Office Location:
Esser & Associates
33781 Captains Ln
Dana Point, CA 92629


Postal Mail:
P.O. Box 606
San Juan Capistrano, CA 92693

Email: wje@cox.net

Esser-associates.com

Williamesserconsulting.com

949 488-9071 **Office**
949 388-4100 **Cell**



William J. Esser

BACKGROUND

After completing two years in the US Marine Corps, a decorated tour in Vietnam, and being honorably discharged at the rank of E-5 (Sergeant) with six months in grade, Mr. Esser began his roofing career in 1971 in Covina, California. Beginning as a laborer (kettle tender), Mr. Esser experientially worked his way to the position of company superintendent in less than three years. In 1975, Mr. Esser moved to San Clemente, California. He qualified for California State Contractor's License No. 316362 (C-39 Roofing) on March 3, 1976. On March 4, 1976, Mr. Esser founded Esser Roofing Company (ERC). ERC was a full service contracting firm offering roofing, water-proofing, and sheet metal services throughout Southern California, Arizona and Nevada. In 1979 Esser Roofing Company was sold for profit to Barry Inman with no loss to creditors.

In 1980 Mr. Esser sought employment with National Roofing Consultants (**NRC**) located in Glendora, California. He was employed as Associate Consultant to owner, Mr. Roy Clonts. During Mr. Esser's short tenure with **NRC** Mr. Esser was promoted to the position of Senior Roofing Consultant. It was at this time that Mr. Esser conceived the concept of "Roof Management" which ultimately became an industry-wide practice.

In 1981, Mr. Esser founded Commercial Roof Management, Inc. (**CRMI**) located in Irvine, California. **CRMI** is an independent consulting and roof management firm specializing in preventive maintenance. In the mid 1980's, **CRMI** had regional offices in Texas, Washington, Oregon, Arizona, Northern and Southern California. Over time, all regional offices (excluding Irvine) were either closed or sold to employees. As President and CEO, Mr. Esser oversaw the day to day operations of a staff that varied in size from 35 to over 50 employees.

Annual **CRMI** was directly responsible for maintaining the watertight integrity of roofing assets with value exceeding \$1,000,000,000 billion dollars. Services included conduction annual inspections, performance of preventive maintenance, drafting and production of new and re-roofing specifications, establishing annual roof replacement and/or repair budget reports, bid solicitation, conducting in-progress job supervision, quality control and tenant improvement interaction. On May 1, 2004, Mr. Esser sold controlling interest in **CRMI** to his close friend and General Manager, Dan King. Mr. King, a licensed roofing contractor had been a Senior Staff Consultant employed with **CRMI** for over twenty years.

Mr. Esser also founded and is sole proprietor of Esser & Associates (**E&A**). Founded in 1994, **E&A** is a professional service organization, offering general roofing consulting, expert witness testimony and cost estimating primarily in construction

defect litigation, personal injury matters, and insurance related disputes.

Mr. Esser is a published author and industry recognized authority on roof management, preventive roof maintenance and construction defect litigation (from a contractor's perspective).

In June 2000, Mr. Esser assisted in drafting the State of California's license examination for C-39 roofing contractors. Mr. Esser has also been certified by the State of California as an Industry Expert. As an expert, Mr. Esser participates as an independent third-party in contractor-dispute resolution. Mr. Esser has also provided adjudication services as Umpire and Appraiser in insurance claim-related matters. Mr. Esser is available as a specialist mediator (mediating roofing-related matters).

Over the past thirty years, Mr. Esser has testified in deposition, Federal and Superior Court, as well as binding arbitration. Most his work has been on the defense side; however, Mr. Esser has on occasion, accepted plaintiff assignments and has been instrumental in achieving sizeable, favorable awards on behalf of his clients.

Mr. Esser is a published author and nationally recognized authority on all aspects of roofing, roofing sheet metal and construction waterproofing. Mr. Esser has hands-on experience and knowledge in proper roofing installations, roof life cycle budgeting, roof management and preventive roof maintenance.

Mr. Esser's is published in the following publications:

- **CALIFORNIA INNTOUCH** Magazine (March/April 1985)
Roof Management - "Out of Sight, Out of Mind"
- **BUSINESS TO BUSINESS** Magazine (February 1985)
"The Sky Is Falling"
- **COMMUNITY LIFE** Magazine (November 1983)
"Leak-Proof Advice"
- **ORANGE COUNTY APARTMENT NEWS** (January 1985)
"Out of Sight, Out of Mind"

Mr. Esser is a past/present member of:

- Construction Specifications Institute (CSI)
- National Roofing Contractors Association (NRCA)
- Western States Roofing Contractors Association (WSRCA)
- International Conference of Building Officials (ICBO)
- Better Business Bureau (BBB)

Mr. Esser has:

- OVER forty-five (45) consecutive years of roofing experience
- BEEN a licensed C-39 roofing contractor (#316362) since March, 1976
- OVER forty (40) years' experience as a Licensed Contractor
- OVER thirty-two (32) years' experience as a Forensic Consultant
- TESTIFIED as an Expert Witness in Federal Court, Superior Court, Binding Arbitration and 50+ depositions.
- SERVED as an Insurance Umpire and an Appraiser in claim disputes.

Mr. Esser has conducted educational workshops and/or been on the speaker's panel for:

'85 RENTAL HOUSING EXPO - Angel Stadium, Anaheim, CA June 2, 1985 Title: *Everything You Wanted to Know About The 'Outside' Of Your Building*

THE APARTMENT ASSOCIATION OF ORANGE COUNTY January 25, 1986

Rental Owners Course

Title: *Everything You Should Know about Roofing (But were afraid to ask)*

CALIFORNIA STATE UNIVERSITY - NORTHRIDGE April 14, 1986 Physical Plant Workshop & Trade Show, Northridge, CA

BEVERLY ENTERPRISES, INC. (Convalescent Hospitals) June 25, 1986 Title: *Roofing - Asset or Liability?*

PACIFIC BELL, Pasadena, CA January 15, 1988

Title: *Roof Maintenance & Emergency Repair Workshop*

PACIFIC BELL, Riverside, CA June 29, 1988

Title: *Roof Maintenance & Emergency Repair Workshop*

R & B COMMERCIAL MANAGEMENT CO., Los Angeles, Ca June 29, 1989 Title: *Emergency Repair & Preventive Maintenance Workshop*

BIRTCHER MANAGEMENT TRAINING SEMINAR March 1, 1990

Title: *Management by Plan vs. Management by Crisis*

INTERNATIONAL ASSOCIATION OF SPECIAL INVESTIGATION UNITS (OR-IASIU)

Spring Fraud Conference, Portland, OR March 1, 2005

Title: *Gone with The Wind*

EDUCATION

- Attended Northview High School, Covina, CA (graduated- 1968)
- Attended Mt. San Antonio College, Walnut, CA (no degree)
- Attended Citrus College, located in Glendora, CA (no degree)
- Attended Roofing Industry Educational Institute (RIEI) seminars and workshops (numerous).
- Attended Roofing Consultants Institute (RCI) seminars and meetings.
- Attended various roofing material manufacturer's training seminars and facility/plant tours.
- Maintains an extensive library of roofing information dating back over 35 years.

HANDS-ON ROOFING EXPERIENCE

Low Slope

- Built-up Roofing (BUR) - gravel, mineral cap, SBS, torch applied APPs, EPDM, TPO, peel-n-stick, all types
- Cold applied membrane applications, sprayed in-place foam (PUF) and reinforced elastomeric coatings all types
- Waterproofing - above & below-grade, parking structures, traffic decks all types

Steep Slope

- Shingling - Cedar shakes, shingles, laminates, composition asphalt, all types,
- Tile - clay two piece, "S" & concrete, cement fiber, slate, asbestos, all types,
- Metal roofing - Standing seam, Architectural Steel, Stone-coated Steel, metal & concrete roof decking most types

Sheet Metal

- Sheet metal - as components of, and/or related to roofing, siding, waterproofing and exterior building flashing details.
- Windows, doors and structural openings, all types, all aspects of

COST ESTIMATING, SALES & MANAGERIAL EXPERIENCE

- 40⁺ years' experience estimating commercial, industrial, institutional and residential roofing
- 40⁺ years of roofing sales experience - all types of roofing systems and roofing materials
- Been a California employer & S Corporation for over 40 years. Never missed a payroll or tax payment.

WORK HISTORY (1971 TO PRESENT)

1971 - 1972: Apprentice roofer for Hughes Roofing Co., Glendora, California. Achieved foreman status

1972 - 1974: Roofing foreman for Holly Roofing Company, Baldwin Park, California. Achieved Company Superintendent Status

1974 - 1975: C. Smith Construction Company, Mission Viejo, California. Responsible for direct on-site supervision of general construction crews including; carpentry, concrete, below-grade waterproofing, roofing (all types). Provided customer consultation on roofing options, applications, and architectural detail modifications. Performed installations, all types.

1976 - 1980: Founder & Sole Proprietor of Esser Roofing Company & California Gutter Company located in San Clemente, California.

Both companies were sold for profit in 1980 at no loss to creditors

1980 - 1981: Partner in Trans-Continental Roofing Consultants with Gerald Wilson. Company was dissolved at no loss to creditors.

1981: National Roofing Consultants, Glendora, California, employed as Senior Consultant and Director of Roof Management.

Provided general consulting services including; surveys, forensic investigations, specification development, expert witness services.

Established and oversaw roof management programs for corporate clients.

1981 - 2004: Founder, majority stockholder, CEO / President of Commercial Roof Management, Inc., Irvine, California.

Responsibilities include overseeing all corporate operations, and staff of 50+ employees. Duties included: Overseeing day-to-day operations of corporation. Hiring and training of staff consultants. Provided expert witness & litigation forensics, research, marketing, consultation and continuing education by conducting work shops and in-house training seminars for institutional clientele.

Company sold for profit on May 1, 2004 at no loss to creditors

1994 – 2008: Owner and Sole Proprietor of **Esser & Associates** located in San Juan Capistrano, California. E&A provides roofing, waterproofing and sheet metal expertise, water intrusion forensics, construction standards of care consultation, educational workshops, seminars and expert witness / litigation support.

2008 – 11/ 2010: Roofing & Waterproofing Forensics, Inc., located in Yorba Linda, CA.

Served as Senior Roofing Consultant and RMO.

11/2010 to Present: Owner and Sole Proprietor of **Esser & Associates** located in San Juan Capistrano, California. E&A provides roofing, waterproofing and sheet metal expertise, water intrusion forensics, construction standards of care consultation, educational workshops, seminars and expert witness / litigation support.

**The following is a representation of William Esser's clients
(1980 – present)**

Aerojet General Corporation	Arthur Rubloff & Co.
UC San Diego	AVCO Community
UC San Francisco	Developers Alpha Beta Stores
Condominium Management Co.	WED Enterprises
American Brand Foods	Devine Property Management
American Savings & Loan	Equitable Mgt. & Consulting
Public Storage, Inc.	American Diversified
CB Richard Ellis	Arnel Development
Management Services Company	Beverly Enterprises, Inc.
McKay Realty Consultants	Business Properties, Inc.
Mercury Property Management	City of Norwalk
Mission Viejo Company	Cloth World
OMF Property Management	C.L. Peck Construction
Pathfinder Services	The Prudential Property Co.
Property Management Services	Cornwall & Associates
Western Capital Resources	Department of Consumer Affairs
Charles Dunn Company	Dunn-Edwards Corporation
Seeley\Wolff Property Mngt.	Starkey Company
WATT Industries	Fisher Corporation
W&S Management	Grubb-Ellis
Foster & Kaiser	Owens/Illinois (Nekoosa Packaging)
William Lyons Company	Hughes Aircraft
Hartfield-Zody's	Japanese Village
Howard Johnson	Lawry`s Foods, Inc.
Lee & Associates	Litton Industries
L.A. County Sanitation District	Loyola Marymount University
PNS Stores, Inc.	MacFrugals Bargan Close-outs
Cal. State University-Northridge	Market Basket Stores
Steiner Corporation	TCW Realty Advisors
The Port of Seattle	Trammell Crow Company
UCLA	United Parcel Service (UPS)
USC	U.S. Postal Service
Vagabond Hotels, Inc.	Von's

(Continued) Equitable Mgt. & Consulting / City of Norwalk / American Savings & Loan / Arnel Development / Management Services Company / American Brand Foods / Department of Consumer Affairs / [Business Properties](#), Inc. / McKay Realty Consultants / American Diversified / CSUN / Alpha Beta Stores / WATT Industries / U.S. Postal Service / UCSF Public Storage / CB Richard Ellis, Inc. / Charles Dunn Company / WED Enterprises / C.L. Peck / Construction Seeley / Wolff Property Mngt. / Beverly Enterprises, Inc. / Cornwall & Associates / Fisher Corporation / Starkey Company / Von's / UCLA / USC/ Condominium Management Co. / Mercury Property Management / Orange Diocese-Roman Catholic Church / The Prudential Property Co. / Aerojet General Corporation L.A. County Sanitation District / Hartfield-Zody's / UCLA Lawry's Foods. Inc. / MacFrugals Bargain Close-outs / PNS Stores, Inc. / Market Basket Stores / Trammell Crow Company / William Lyons Company / Pacific Outdoor Advertising / Western Capital Resources / UCSD / Dunn-Edwards Corporation / TCW Realty Advisors / [United Parcel Service](#) / Hughes Aircraft/ Foster & Kaiser / Japanese Village / Steiner Corporation / Lee & Associates / Litton Industries / Arthur Rubloff & Co. / Grubb-Ellis / Cloth World / United Parcel Services (UPS) / AVCO Community Developers / Owens-Illinois (Nekoosa Packaging) / Cal. State University-Northridge / Loyola Marymount University / OMF Property Management / Property Management Services / W&S Management / R&B Enterprises / Carson Company / Vagabond Hotels, Inc. / The Port of Seattle / Mission Viejo Company / Irvine Company / Howard Johnson / [Norton](#) Electric / Devine Property Management / Pathfinder Services / The Travelers Indemnity Company / Great American Insurance / Allstate Insurance Company / Zurich Services Corporation / Nautilus Insurance Company / CIGA – California Insurance / Westport Insurance Corporation / Guarantee Association / PMA RSKCO / Cunningham Lindsey / Capital Insurance Company / Claims Management / John Glenn Adjusters / American Safety Insurance / Legal Cost Consultants / Century Surety Company Claims / Evanston Insurance Co. / Farmers - Truck / Brea Imperial Associates / Golden Eagle / A/M Gateway Associates LLC / Riverstone / General Star Indemnity / Lexington Insurance Scottsdale Insurance Co./ AIG Claims Service / Underwriters At Lloyds / Venture Pacific Insurance / Western Heritage Insurance / Tokyo Marine & Nichido Fire California Fair Plan / Truck [Insurance Exchange](#) / Church Mutual Insurance Co. / Crawford & Company / [State Farm](#) / Nautilus Insurance Co. / The Travelers Indemnity Company / Electric Insurance Co. / St. Paul Continental Casualty Co. / American Alternative Insurance / AMCO Insurance Company Corp./ Affiliated FM Insurance Co. / Interstate Insurance Services / St. Paul Fire & Marine Ins. / Electric Insurance Company / North American Risk Services / California Fair Plan / Essex Insurance Co. / Safeco Insurance Companies