



## Make money from the top down.

Metal Roofing is on the rise. Market share has jumped from 3% to 8% in the last few years—with no slowdown in sight.

With leads from the Metal Roofing Alliance “find a contractor” program, smart home improvement contractors are selling millions of dollars worth of roofing—and cross-selling other products such as windows, doors and siding.

The MRA has a national advertising budget

designed to drive consumers to our website and pour pre-qualified leads into your mailbox. Frank Farmer of American Roofs in Flint, Michigan estimates that his \$2,400 annual dues have generated \$1.9 million in sales!

It's money just waiting to be made. To learn more, visit [metalroofing.com/growth](http://metalroofing.com/growth) or call Tom Black at 360-275-6164. And cash in on the booming trend in home improvement. Ka-ching!



[www.MetalRoofing.com](http://www.MetalRoofing.com)

# We're making progress

## Metal demonstrates strongest growth in residential market

**A**s the new construction market continues to struggle, the home improvement market is battling for each market share point. Even with a tough economy, McGraw-Hill Construction Research and Analytics data shows the number of homes with metal roofs has more than tripled during the past decade, increasing metal's overall U.S. market share from 3 percent to 10 percent.

A recent analysis of these market share figures by the Metal Roofing Alliance clearly shows metal is the one consistent bright spot in the residential roofing market. In fact, residential metal has performed better than all other materials tracked by the study.

Between 2003 and 2009, the total residential roofing share in squares for all materials except metal was down more than 21 percent. During that same time, the total metal residential roofing market saw a 14.6 percent increase in squares. That's a huge difference and we believe it's strong evidence the MRA program is working.

"Over the past decade, the member-driven Metal Roofing Alliance's ongoing national consumer awareness program has introduced the idea of metal roofing to millions of consumers, essentially creating a market that did not exist," says Tom Black, MRA's executive director. "At the same time, we've supported contractors with a robust website, continuing education and a strong lead generation program. We'd like to continue to grow our contractor membership to provide consumers with even more choices for investment grade metal roofing installation."

### 2012 Home Improvement Profitability Tour

This spring, MRA is joining with Dave Yoho Associates in presenting, along with other sponsors, three seminars in the "Home Improvement Profitability Tour." The seminars are designed to enhance the sales skills of MRA's current contractor members and provide tips for effectively selling the value of metal roofing to their customers. The seminars will also be a tool to present the residential metal roofing business opportunity to replacement contractors who are already selling home improvement items to the consumer market.

The MRA-sponsored programs will be held as follows:

- › Boston, March 28-29, 2012
- › Washington, D.C., April 25-26
- › Chicago, May 9-10

The Home Improvement Profitability Tour will focus on six core business areas:

- › In-home sales training
- › Lead generation
- › New age marketing

### Total Residential Roofing Market Share



Source: Metal Roofing Alliance analysis of McGraw-Hill Construction Research and Analytics® data, 2003-2009

- › Financial solvency
- › Best management practices
- › Current legal concerns

The first day of the program is for owners and management only and covers mapping out a lead generation and management strategy for 2012. Dave Yoho, the dean of the home improvement industry, will answer questions while presenting material taken directly from the company's best-selling packages "Leads, Leads, Leads" and "How To Run A More Profitable Business."

The second day of the program is applicable for all home improvement professionals (owners, managers, sales professionals). Top sales trainers in the industry will deliver a high-energy, power-packed program designed to "Open Your Mind to Close More Sales." Current MRA contractor members can contact their manufacturer sponsor for more information about reserved tickets for the events.

According to Yoho, "The Home Improvement Profitability Tour was designed specifically for the industry professional who struggles to break away from their busy schedule for meetings and events. In less than two days, we guarantee you will be on track towards a more profitable 2012."

For more information or to register for the seminars, please visit: <http://hipsummit.com/register.html>

### Join Us

If you're not a member of the MRA, please consider joining us. Membership in the MRA is a smart investment in your business. Please visit [www.metalroofing.com](http://www.metalroofing.com) or contact our Executive Director, Tom Black at [tom@metalroofing.com](mailto:tom@metalroofing.com) for more information.



Bill Hippard is the executive director of the MRA and vice president of sales at Precoat Metals.