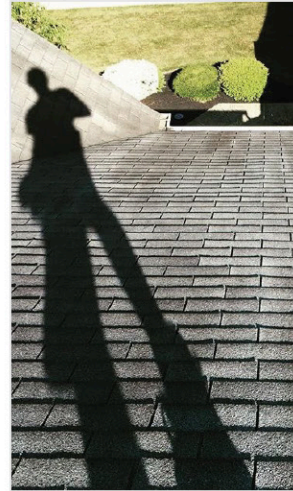
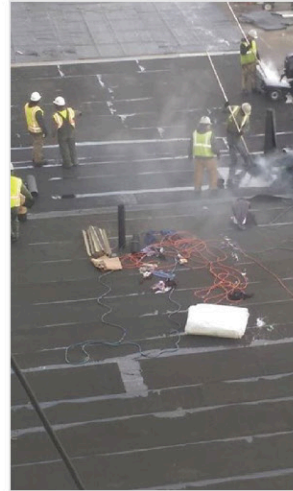
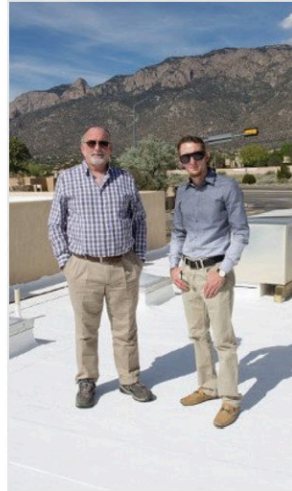


☕ ROOFERS™

= C O F F E E S H O P =



2016 3rd Quarter Trends Report

INTRODUCTION

When looking at adoption of technology, the construction industry has traditionally been a late adopter. Many individuals use Amazon for deliveries, Netflix for movies and Google for information but in the roofing industry, technology is just beginning to take hold.

As the leader in introducing roofing contractors to new technologies and cloud-based solutions, **RoofersCoffeeShop.com** continues to focus on delivering solutions for contractors. Determining how contractors are using technology is an ongoing question and one that we are committed to understanding.

As a continuing service, we will be conducting quarterly surveys that help the industry as a whole understand the trends behind the technologies, products and services that are important to roofing contractors and their crews.



SURVEY STATS

Dates

- Date created – Tuesday, August 30, 2016
- Date closed – Friday, October 7, 2016

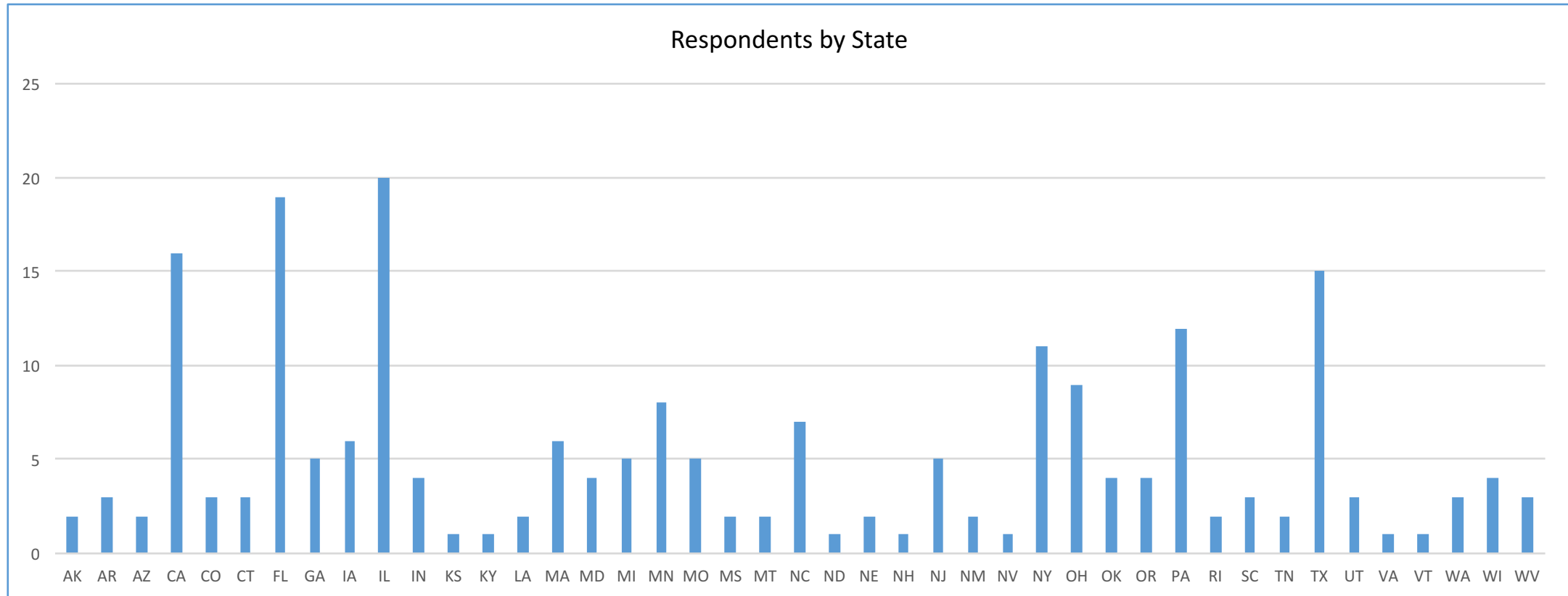
Promoted

- RoofersCoffeeShop.com Facebook page
- Email blast
- Week in Review E-News

Responses

- Total responses – 254
- Complete responses - 189

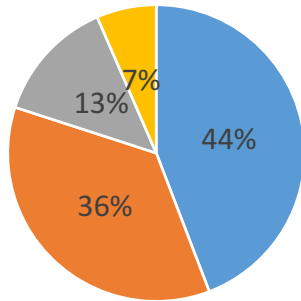
AUDIENCE



43 states represented

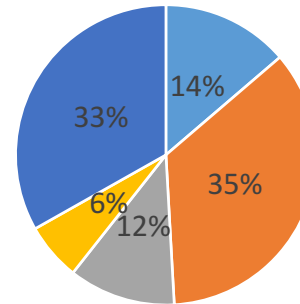
AUDIENCE

Size of Company



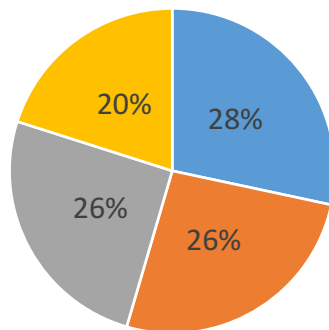
■ 1 to 10 ■ 11 to 50 ■ 51 to 199 ■ 200 & up

Percentage of Residential Work



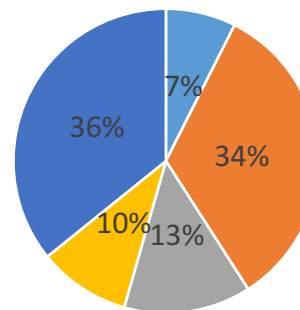
■ 0 ■ less than 25 ■ 26-50 ■ 51-75 ■ 76-100

Type of Work



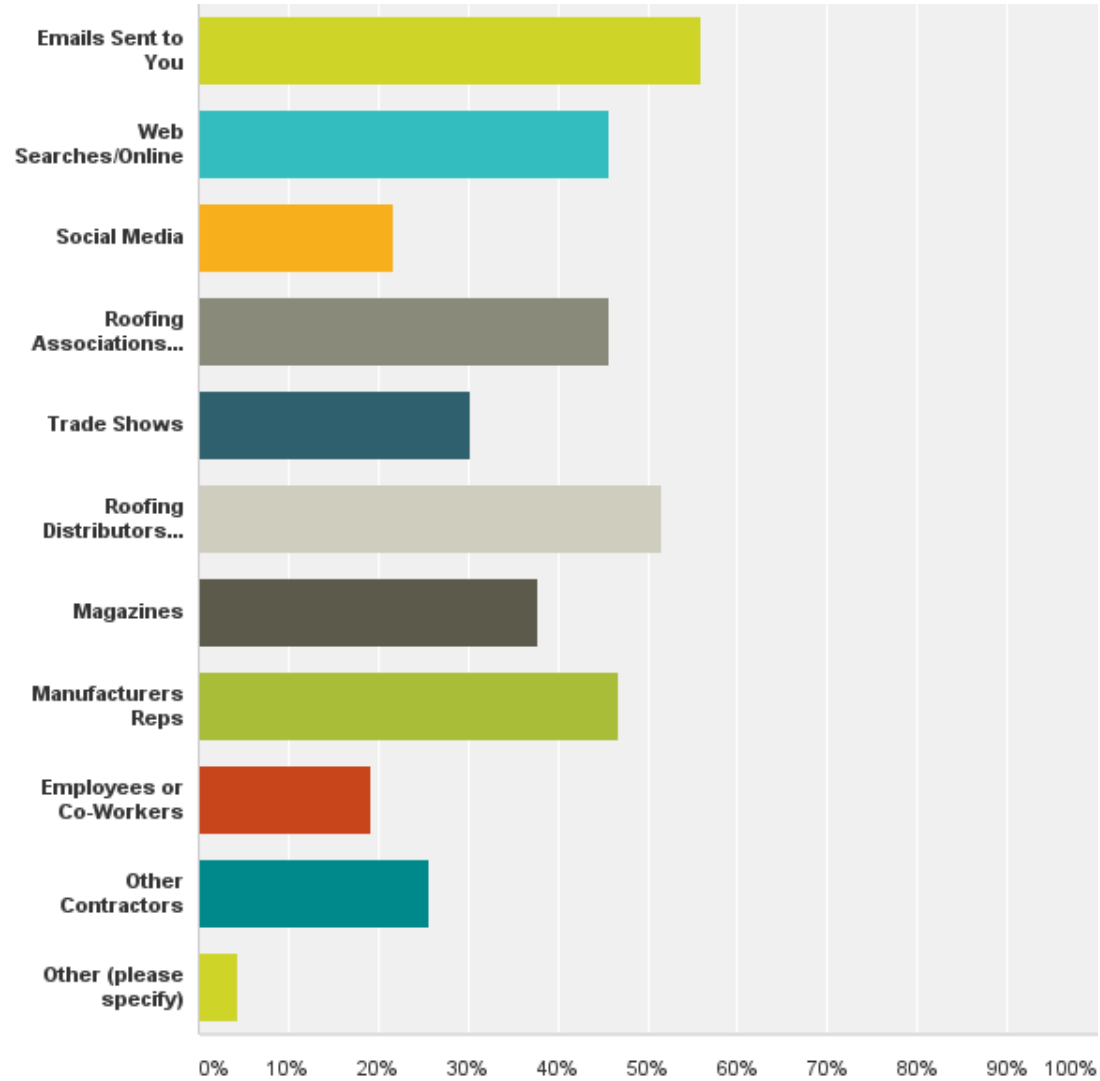
■ Reroof ■ New ■ Repairs Only ■ Insurance Restoration

Percentage of Commercial Work



■ 0 ■ less than 25 ■ 26-50 ■ 51-75 ■ 76-100

SOURCES FOR INDUSTRY NEWS



Survey Responders chose top 3 answers

OBSERVATIONS FOR INDUSTRY NEWS

45%

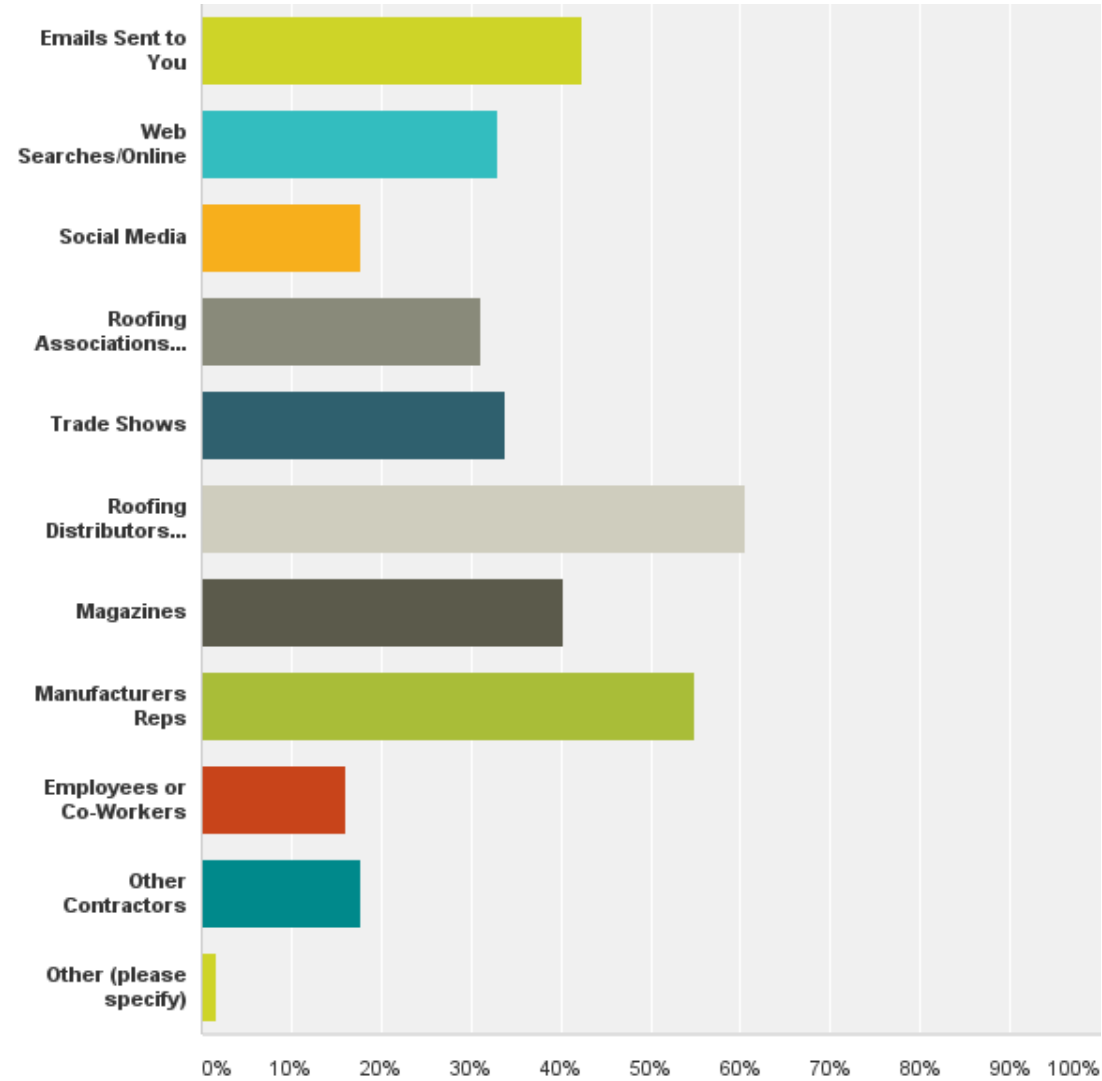
of responses included some form of digital communications

54%

of responses still depend on person-to-person communication

Roofing is still very much a relationship-based industry but has moved past the early adopter stage for technology and continues to grow in the use of digital communications.

SOURCES FOR NEW PRODUCT INFORMATION



Survey Responders chose top 3 answers

OBSERVATIONS FOR NEW PRODUCT INFORMATION

37%

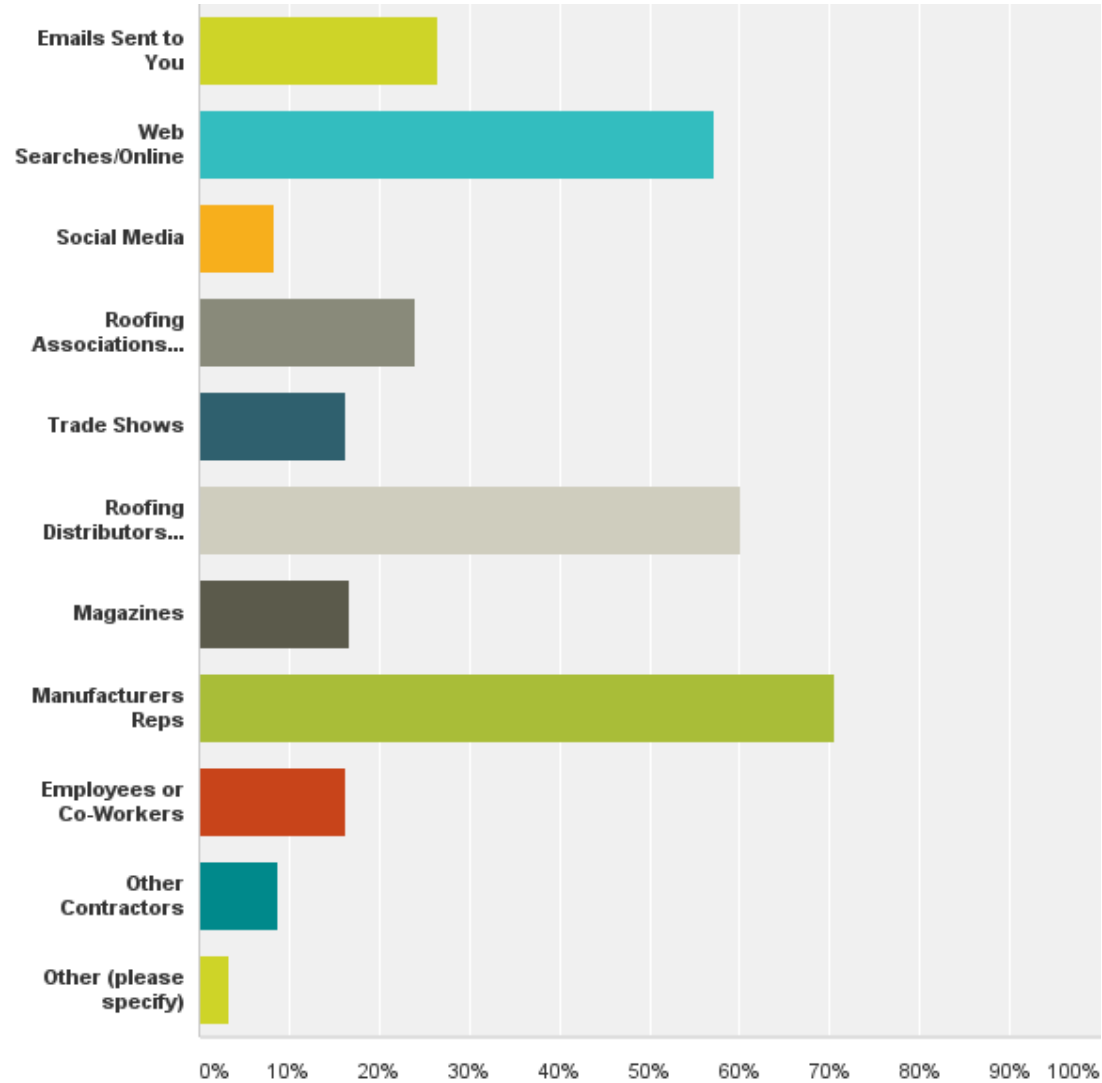
of responses included some form
of digital communications

54%

of responses still depend on
person-to-person/print communication

For new product information, roofing contractors are more comfortable with one-on-one communications. Roofing distributors continue to be a strong source of information for contractors.

SOURCES FOR TECHNICAL INFORMATION



Survey Responders chose top 3 answers

OBSERVATIONS ON TECHNICAL INFORMATION

40%

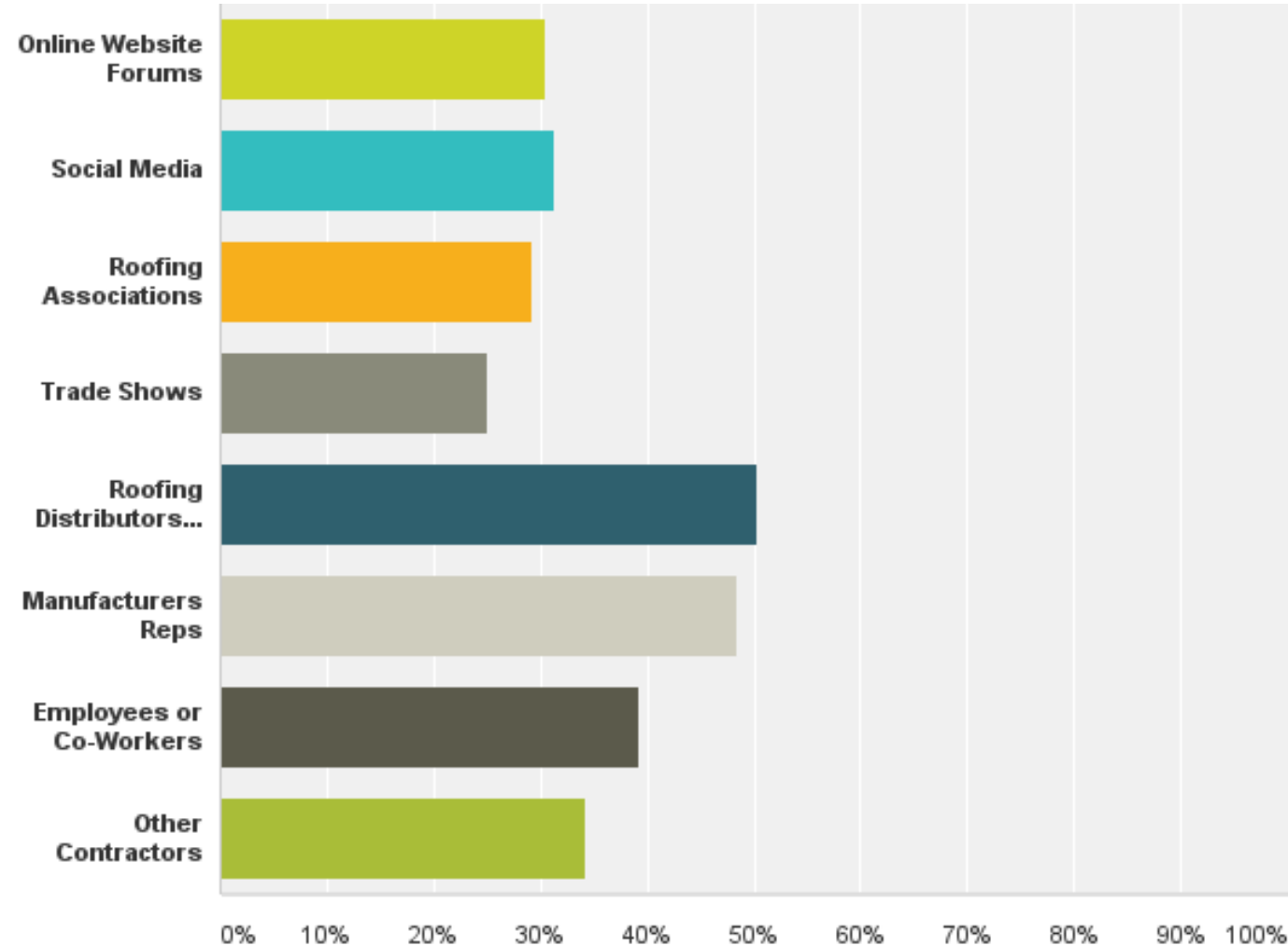
of responses included some form
of digital communications

60%

of responses still depend on
person-to-person/print communication

For new technical information, roofing contractors continue to be more comfortable with one-on-one or print communications. Manufacturers representatives are a strong source of technical expertise for contractors. Many also cited manufacturers' websites and online resources as important sources for technical information.

WHERE CONTRACTORS GO TO TALK, READ, COMMENT



Survey Responders chose top 3 answers

OBSERVATIONS ON COMMUNICATIONS

44%

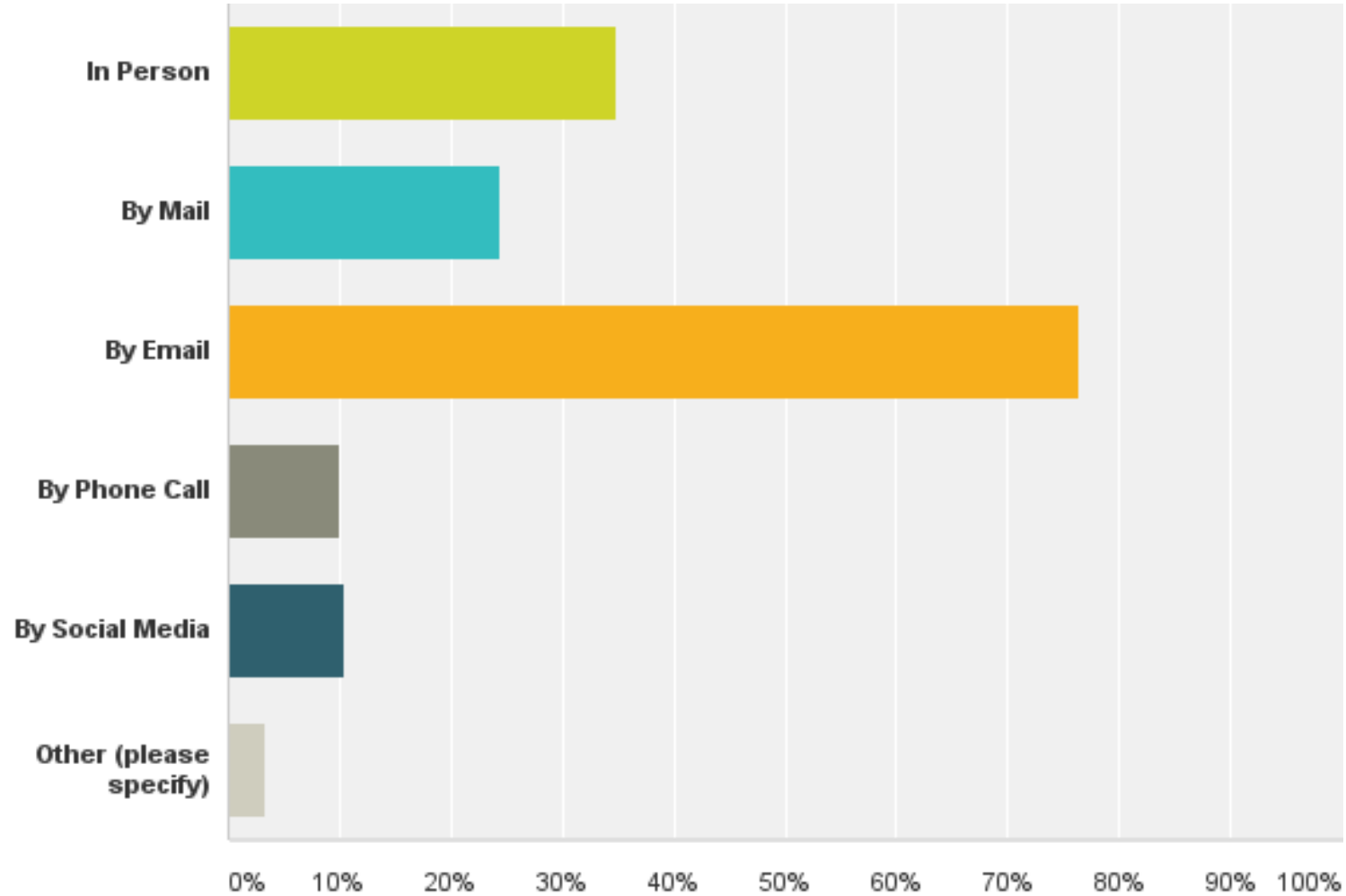
of responses included some form
of digital communications

56%

of responses still depend on
person-to-person/print communication

Contractors are shifting in how they communicate and engage. Although the more traditional face-to-face communication still leads, contractors are talking, researching and engaging 44% of the time utilizing digital communications.

PREFERRED MEANS OF CONTACT



Survey Responders chose top 3 answers

OBSERVATIONS ON MEANS OF CONTACT

55%

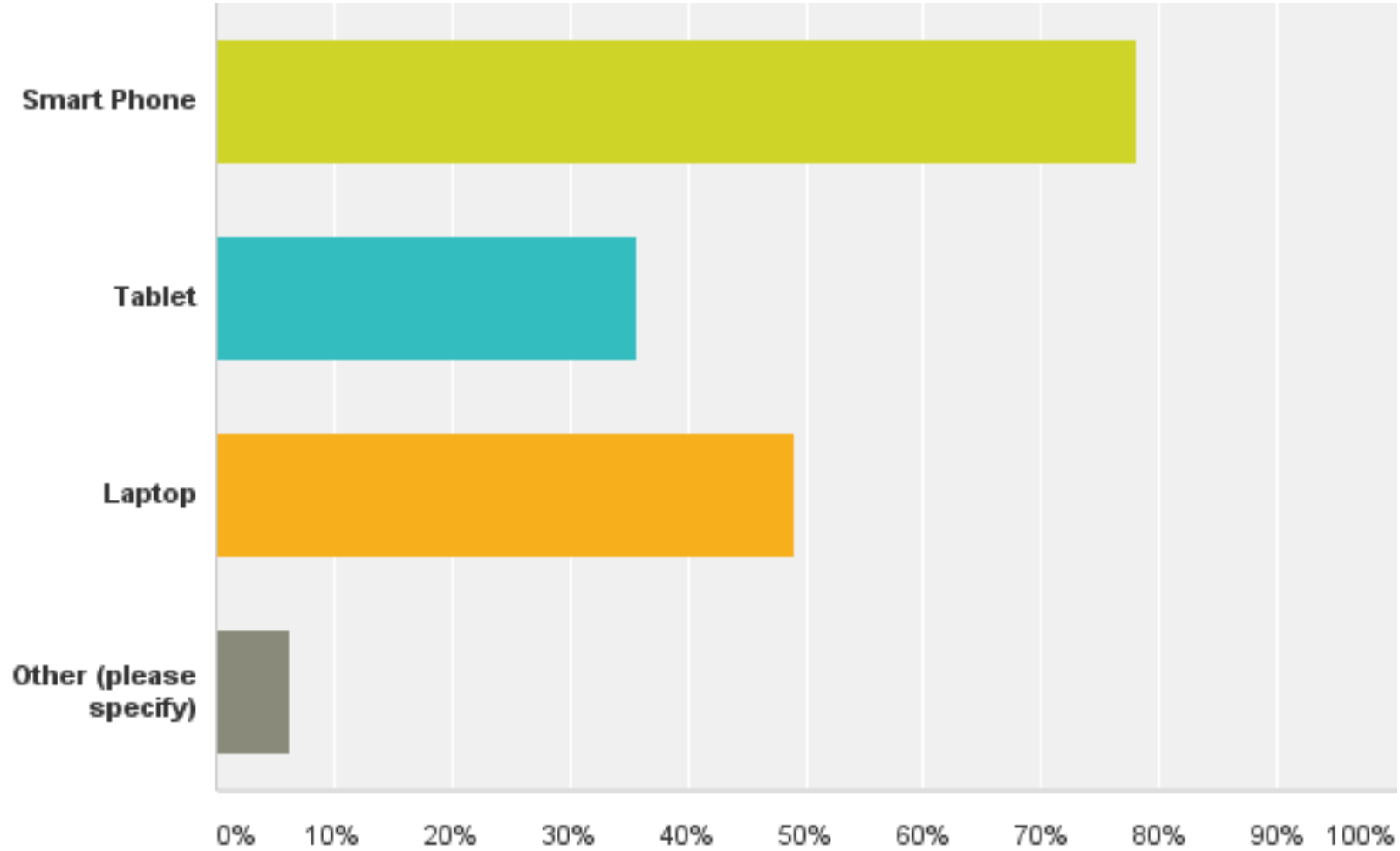
of responses included some form
of digital communications

45%

of responses still depend on
person-to-person/print communication

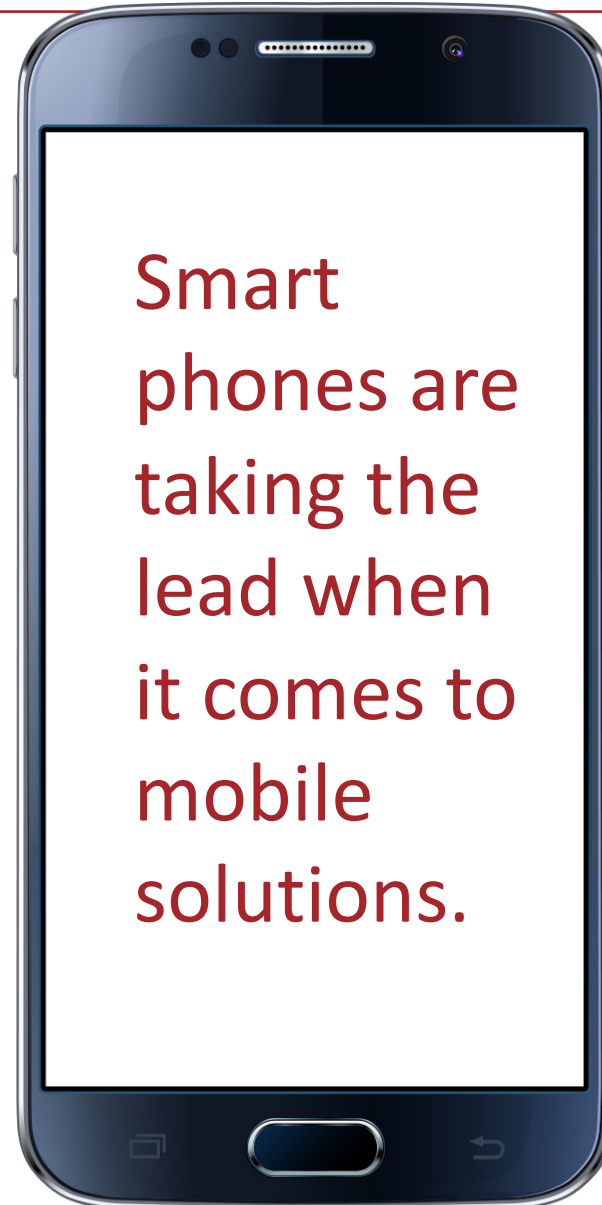
The vehicle that roofing contractors prefer when receiving information is clearly digital. Contractors overwhelmingly are interested in getting information via email. There is still interest in traditional means but this is one area where contractors are adopting digital technologies.

USE OF MOBILE DEVICES FOR INFORMATION

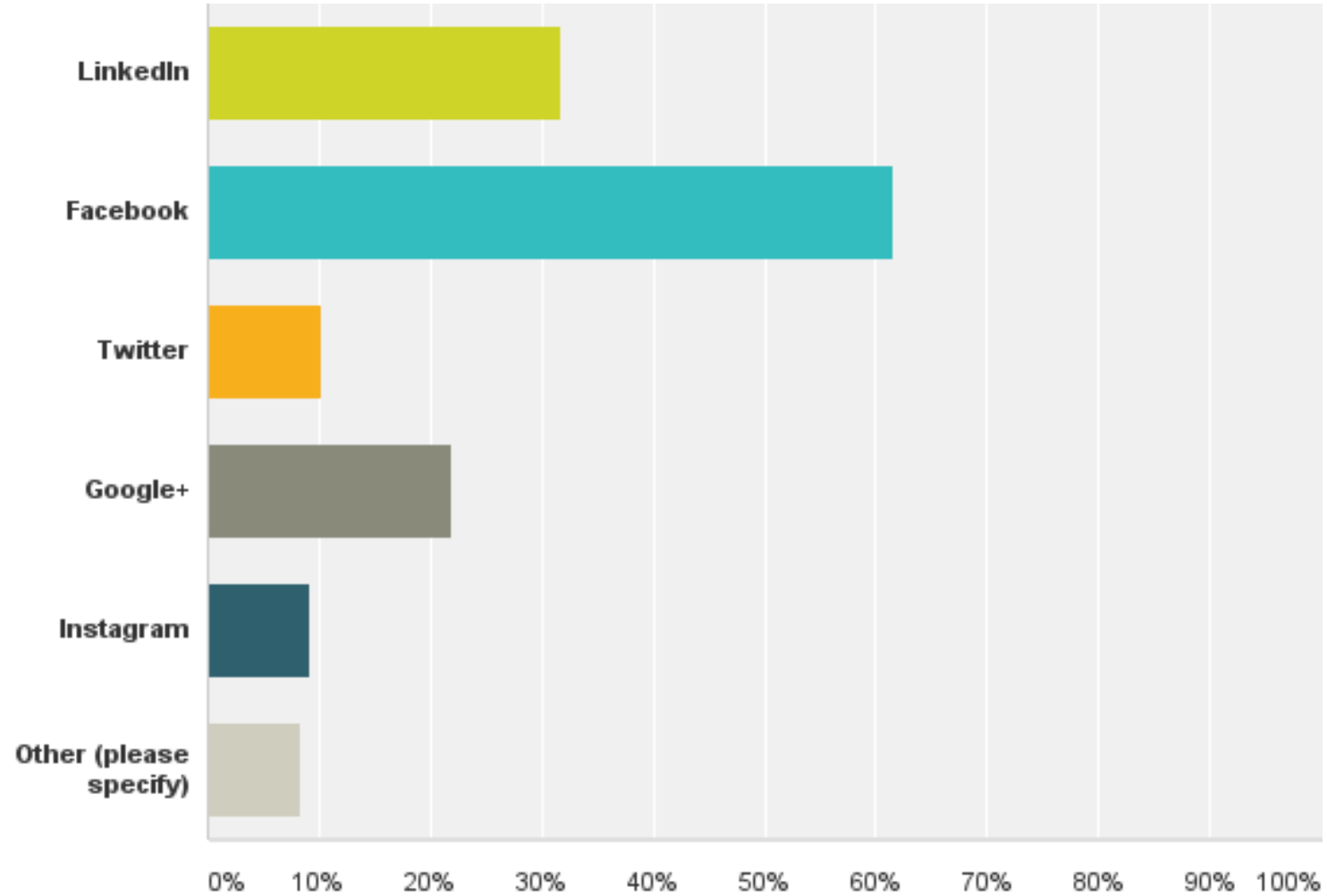


Survey Responders chose top 3 answers

OBSERVATIONS ON MOBILE DEVICE USE



PREFERRED SOCIAL MEDIA



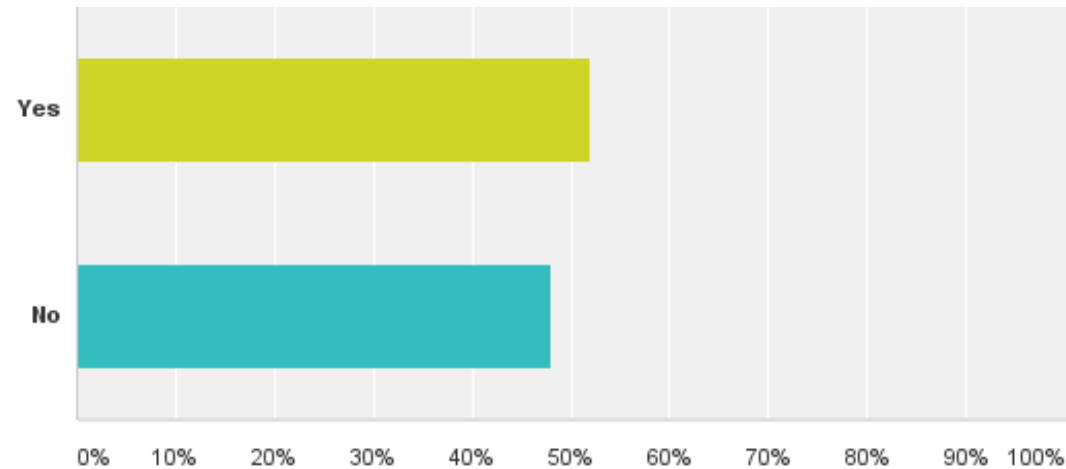
Survey Responders chose top 3 answers

OBSERVATIONS ON SOCIAL MEDIA

- Close to 9% stated that they do not use social media
- Facebook continues to lead the social media trends both for business and personal
- LinkedIn has a strong second place



MEMBERSHIP IN TRADE ASSOCIATIONS



- Contractors are active throughout the country in local, regional and national associations
- Key reasons for not belonging to a roofing association include cost, does not fit the company's business model and the most interesting comment "I have never been asked"

Q9 If "Yes", which associations?

Answered: 121 Skipped: 140

WSRCA_{RCAC} Builders_{ARCA} CRCA
 West Coast Roofing FRSA_{HBA}
 Association_{Roofers} NRCA_{TRI}
 Roofing Contractors_{National Slate}
 MRCA_{RCA} RCI_{Western} RCAT

Q10 If "No", why not?

Answered: 85 Skipped: 176

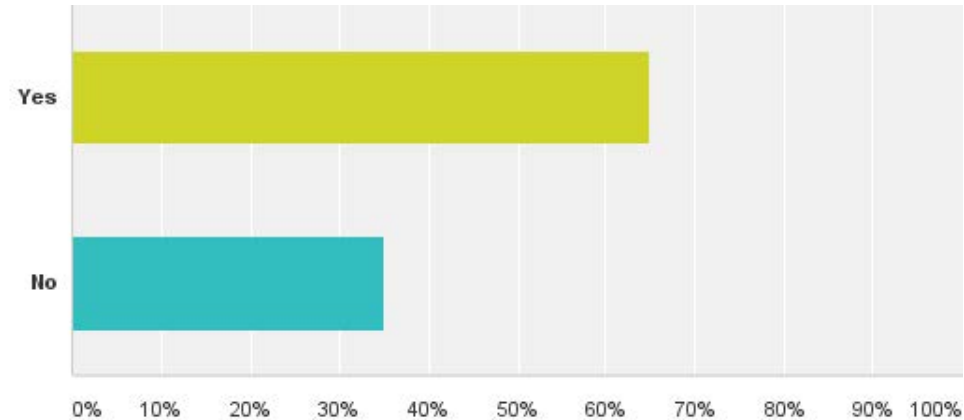
Particular Reason_{Commercial} Local Associations
 Money_{Join} Company_{Business} Cost_{Fees}
 Never BEEN ASKED

Word Clouds symbolize words that are used throughout contractor comments.
 The larger the word, the higher the use of that word.

ATTENDED A TRADESHOW

Q12 If "Yes", which shows or conventions?

Answered: 147 Skipped: 114



Metal Carlisle Home Show Crsmca NERCA Remember
Vegas Convention CRCA RCI Roofing
Orlando NRCA WSRCA IRE Florida FRSA
Attend Western Supply RCAT Trade Show

Q13 If "No", why not?

Answered: 63 Skipped: 198

Heard Expensive Opportunity Company Far Travel
Busy Cost Location Trade

- Tradeshows continue to be an important resource for information and networking
- Contractors are attending tradeshows locally, regionally and nationally along with shows outside the roofing industry
- Key reasons for not attending tradeshows include cost including travel, location and for many that roofing contractors and employees are just too busy

Word Clouds symbolize words that are used throughout contractor comments. The larger the word, the higher the use of that word.

WHO WE ARE

RoofersCoffeeShop.com believes in roofing contractors of all types and sizes along with the many businesses that support the roofing trade. The strength of the industry lies in the knowledge of the professionals and their ability to network, gain ongoing education and communicate effectively.

To that end, we are committed to helping promote the growth of this industry by providing web-based networking, business opportunities, training and education for all roofing professionals.

Our mission is to provide contractors with valuable tools and networking opportunities that deliver every resource they could ever want. Training, trading, talking, researching and purchasing are a part of everyday business at RoofersCoffeeShop.com and our advertisers are a part of that conversation.

RoofersCoffeeShop.com is the hub for information in the roofing industry. For questions and more information please visit www.rooferscoffeeshop.com.





Questions?

Contact us at info@rooferscoffeeshop.com
or call us at 714-203-1417

Visit us at www.rooferscoffeeshop.com
