

ROOFERS™

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



2017 Trends Report

INTRODUCTION

RoofersCoffeeShop.com is committed to the roofing industry and the contractors who make it great. We want to know what the industry is seeing and experiencing as they continue to roof and protect buildings across the nation.

In our second Trends Report, we focus on the challenges faced by contractors, their likes and the tools they are using to build their businesses.

Here is what we found.



SURVEY STATS

Dates


- Date opened – August 14, 2017
- Date closed – September 30, 2017

Promoted

- RoofersCoffeeShop.com website
- RoofersCoffeeShop.com Facebook page
- Week in Review E-News

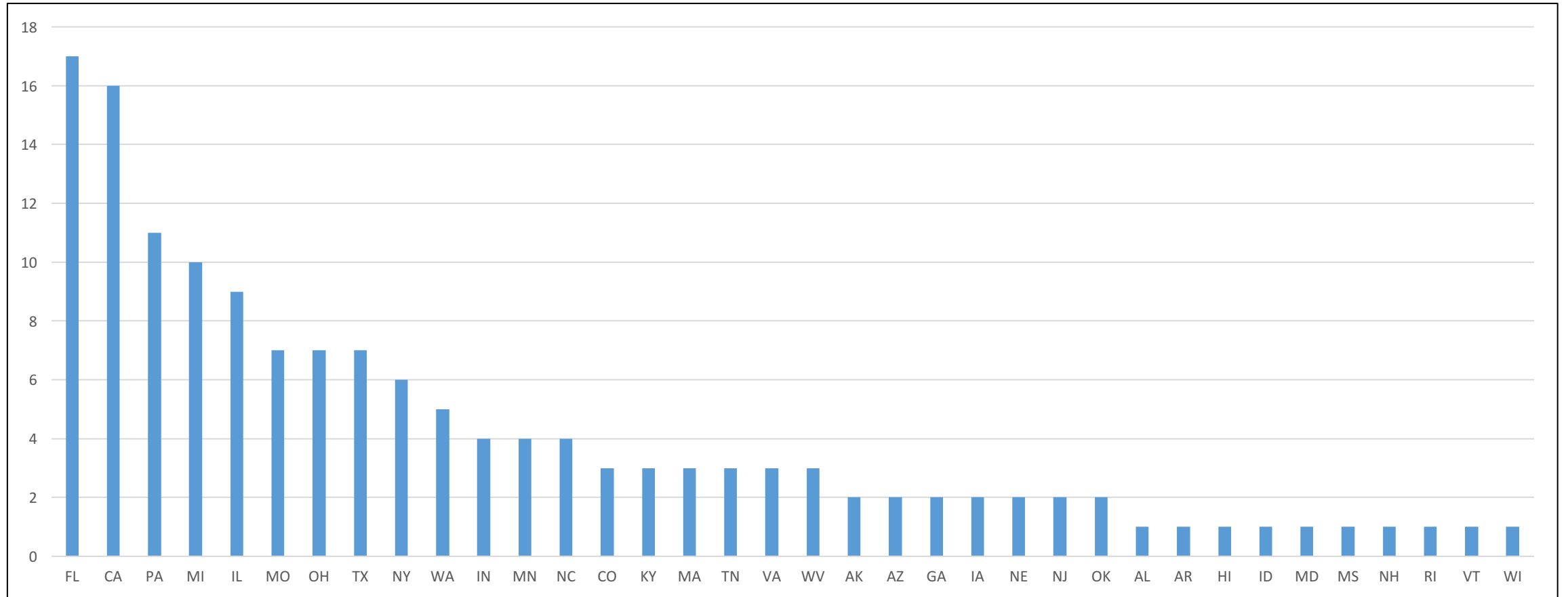
Responses

- Total responses – 195
- Complete responses - 137



The image shows a promotional banner for the 2017 RoofersCoffeeShop.com Survey. At the top, the logo for "ROOFERS = COFFEE SHOP =" is displayed in red and black. Below the logo, the text "2017 RoofersCoffeeShop.com Survey" is written in white on a black background. The main content area features the title "2017 RCS Survey" in red, followed by a horizontal line. Below the line, a paragraph of text reads: "RoofersCoffeeShop.com would like to invite you to take this brief survey to help us gain insight into trends on how roofing contractors get their information on our industry. Each person to complete the survey will receive a RoofersCoffeeShop.com mug." To the right of the text is an image of a white mug with a red "R" logo and a red interior.

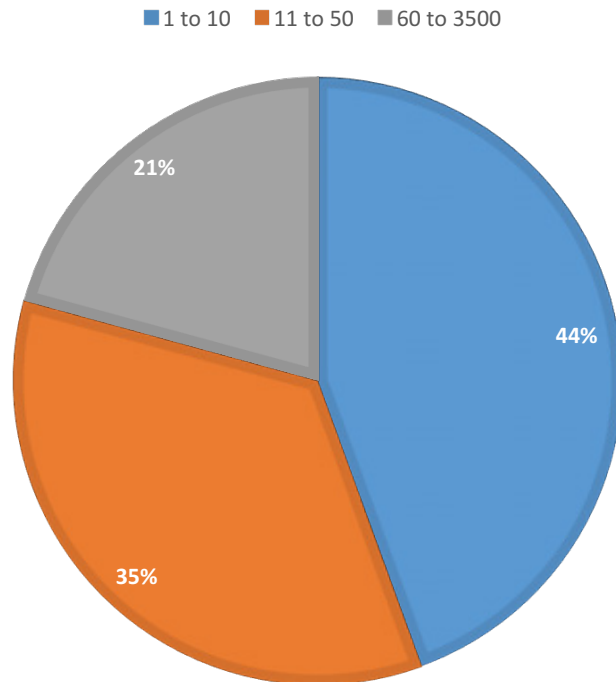
AUDIENCE BY STATE



36 states represented

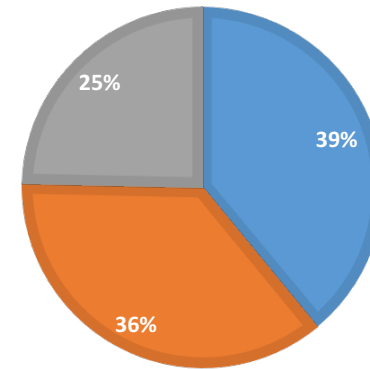
AUDIENCE BY SIZE

NUMBER OF EMPLOYEES



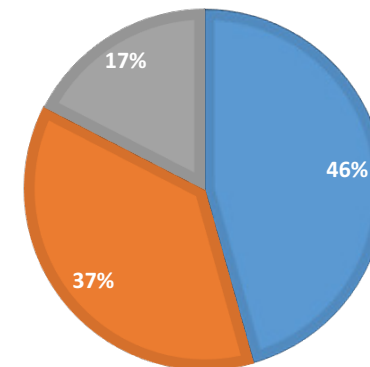
PERCENT OF RESIDENTIAL WORK

■ less than 25% ■ 26 to 75% ■ 76% to 100%



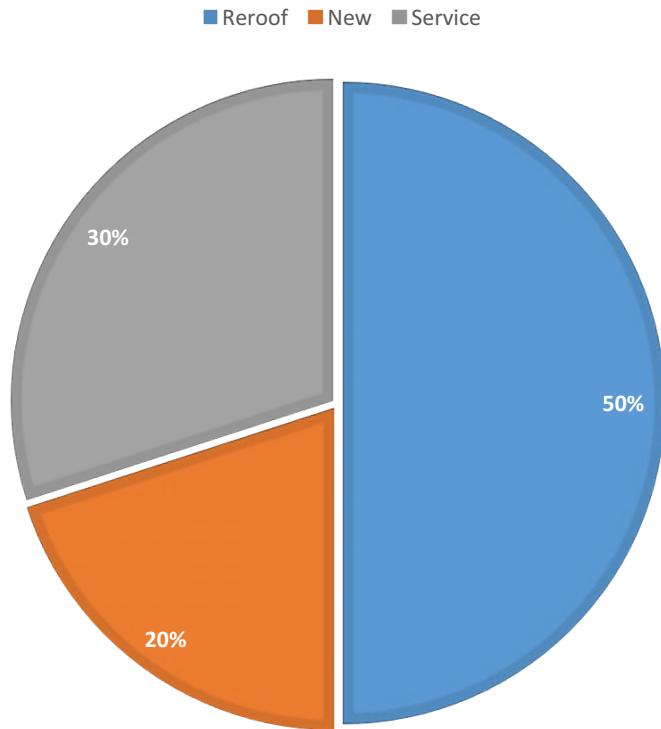
PERCENT OF COMMERCIAL WORK

■ less than 25% ■ 26 to 75% ■ 76% to 100%

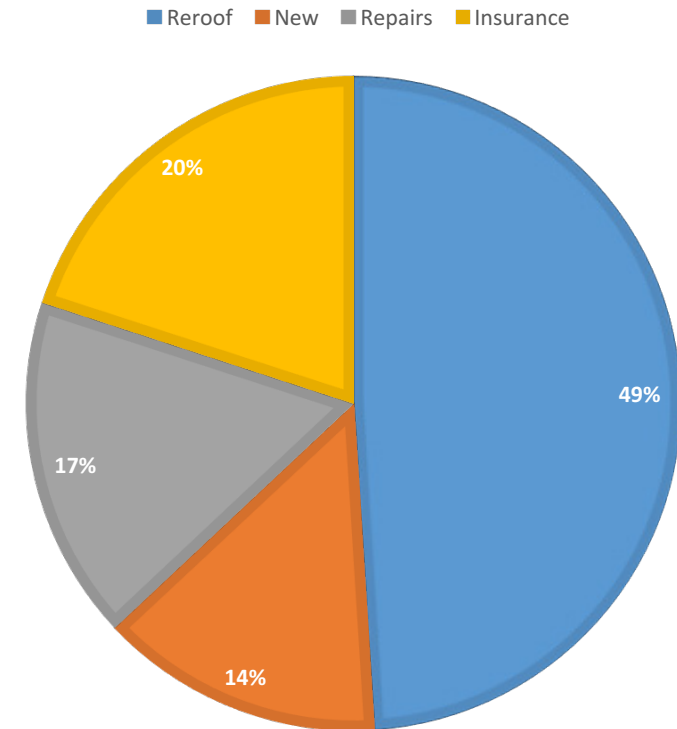


AUDIENCE BY TYPE

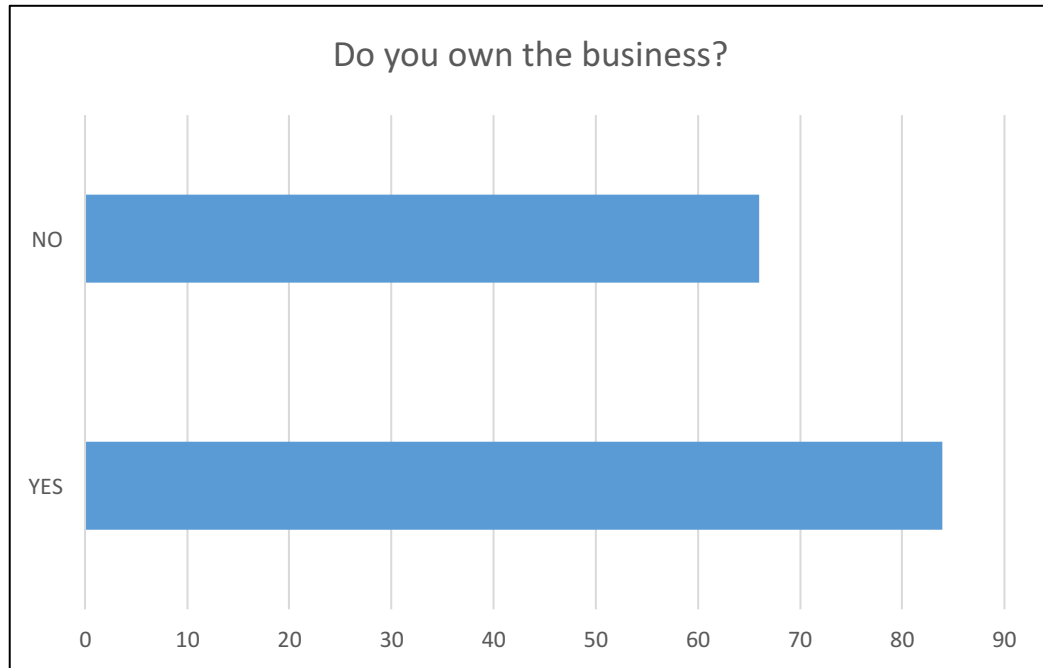
TYPE OF WORK - COMMERCIAL



TYPE OF WORK - RESIDENTIAL



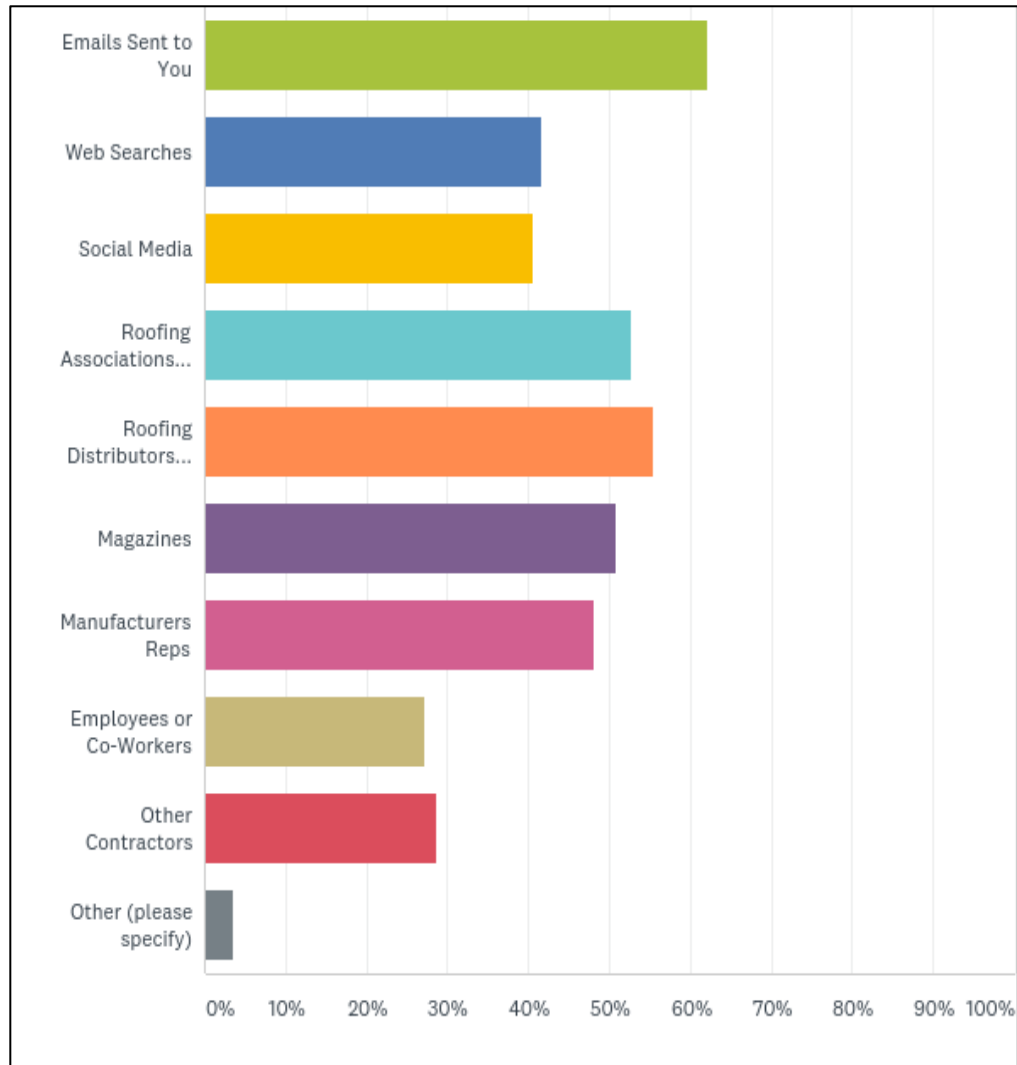
AUDIENCE BY OWNERSHIP



RCS saw an even distribution of roofing professionals who own their business and those who work for roofing businesses.

Although the problems may vary, the issues that all roofing professionals deal with are consistent as pointed out in the following slides.

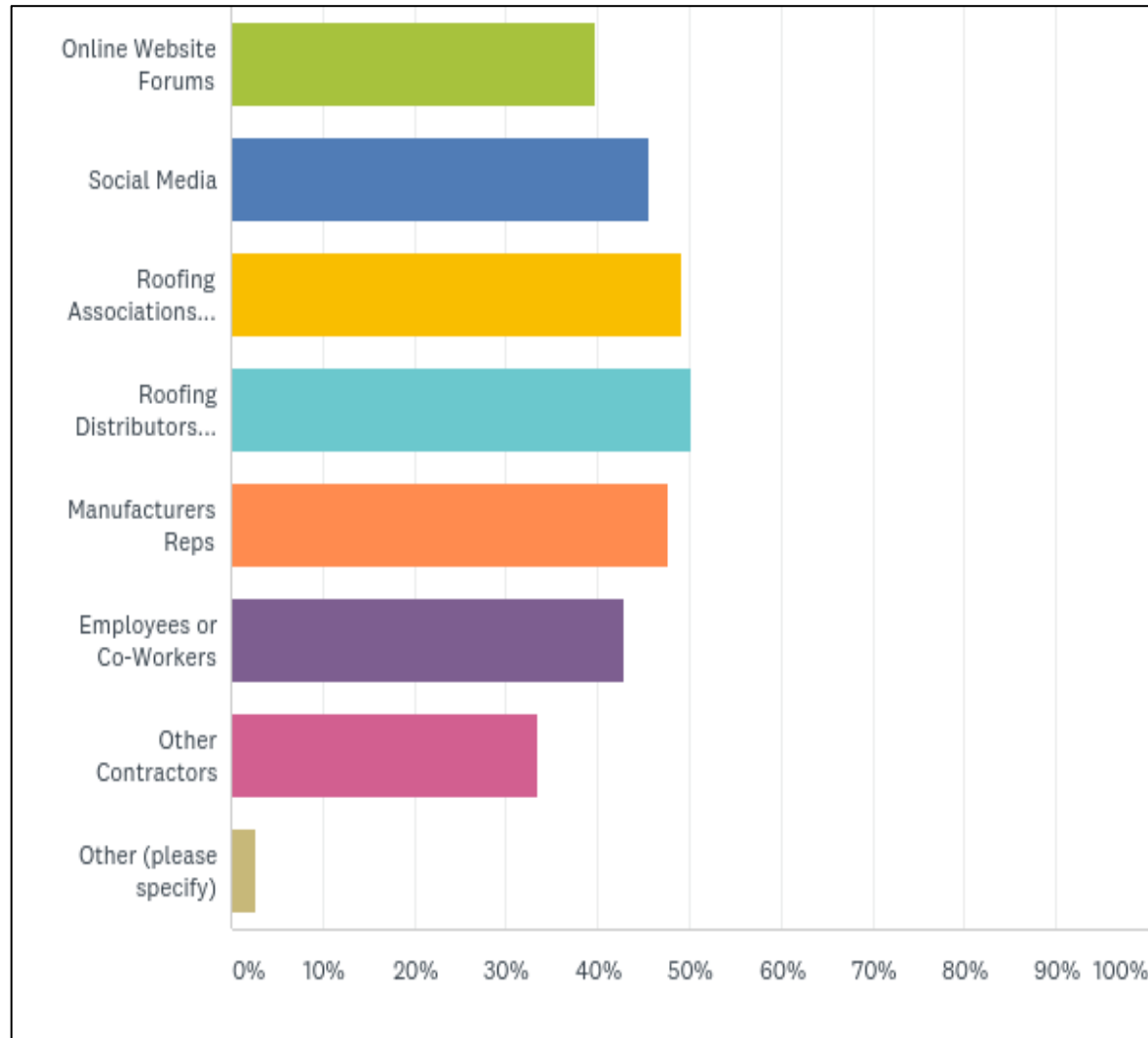
WHERE DO YOU GET YOUR INFORMATION?



With a slight change from our 2016 survey, this year shows that email again is the way most of our respondents get their information, with roofing distributors in second place and roofing associations coming in third.

The survey showed that roofing professionals look to many sources with growing use of online services.

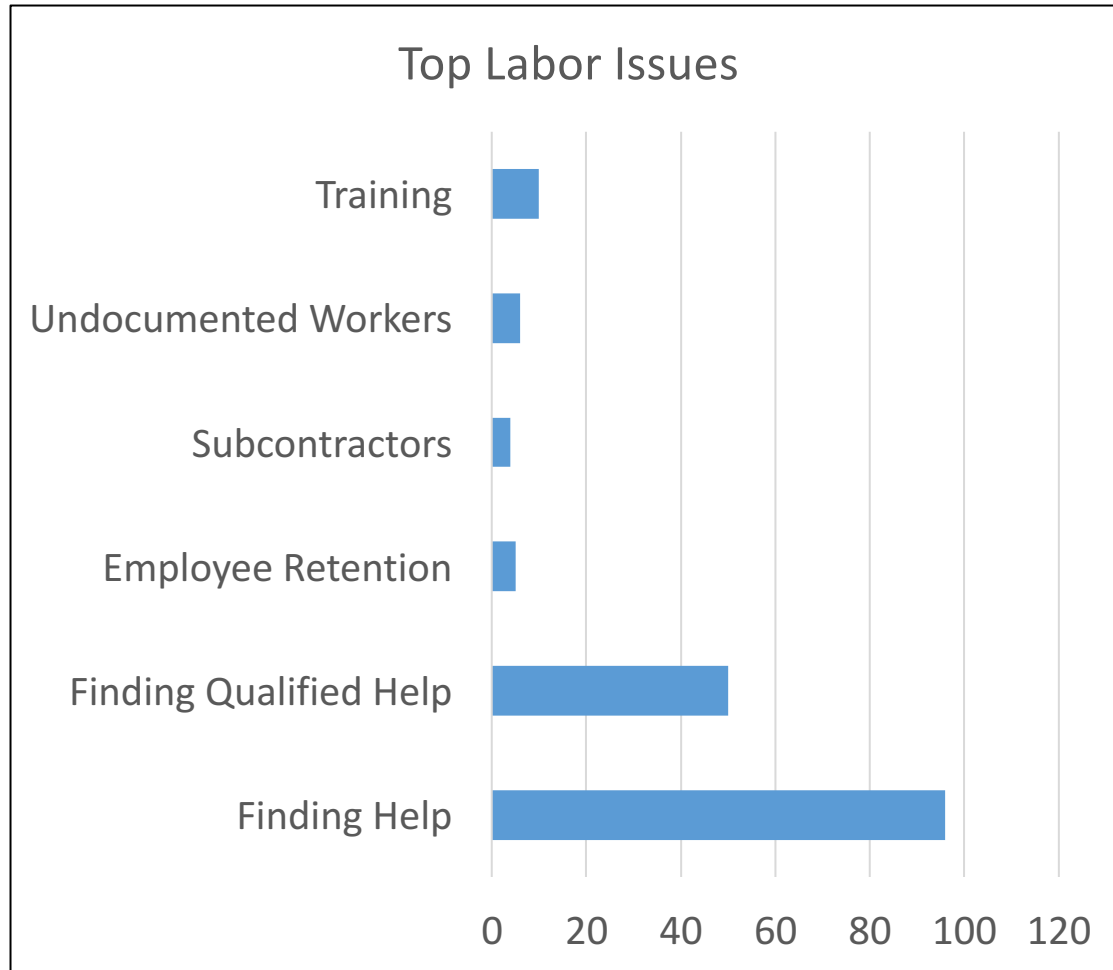
WHERE DO YOU TALK, READ OR COMMENT?



Distributors and associations continue to be a go-to source for information but contractors are also seeking information digitally.

Online is where contractors are researching but the personal relationship continues to remain the most important.

TOP BUSINESS ISSUES TODAY?

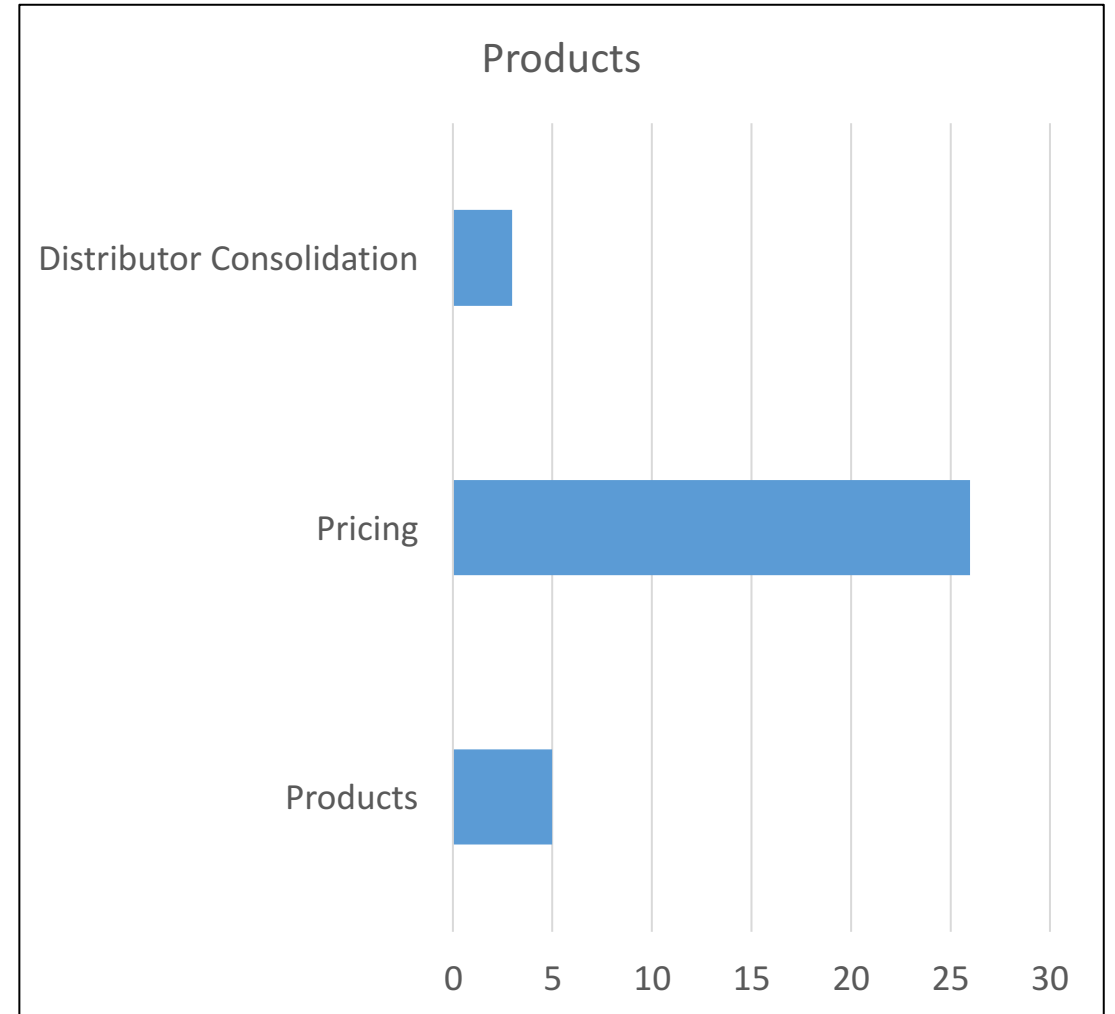
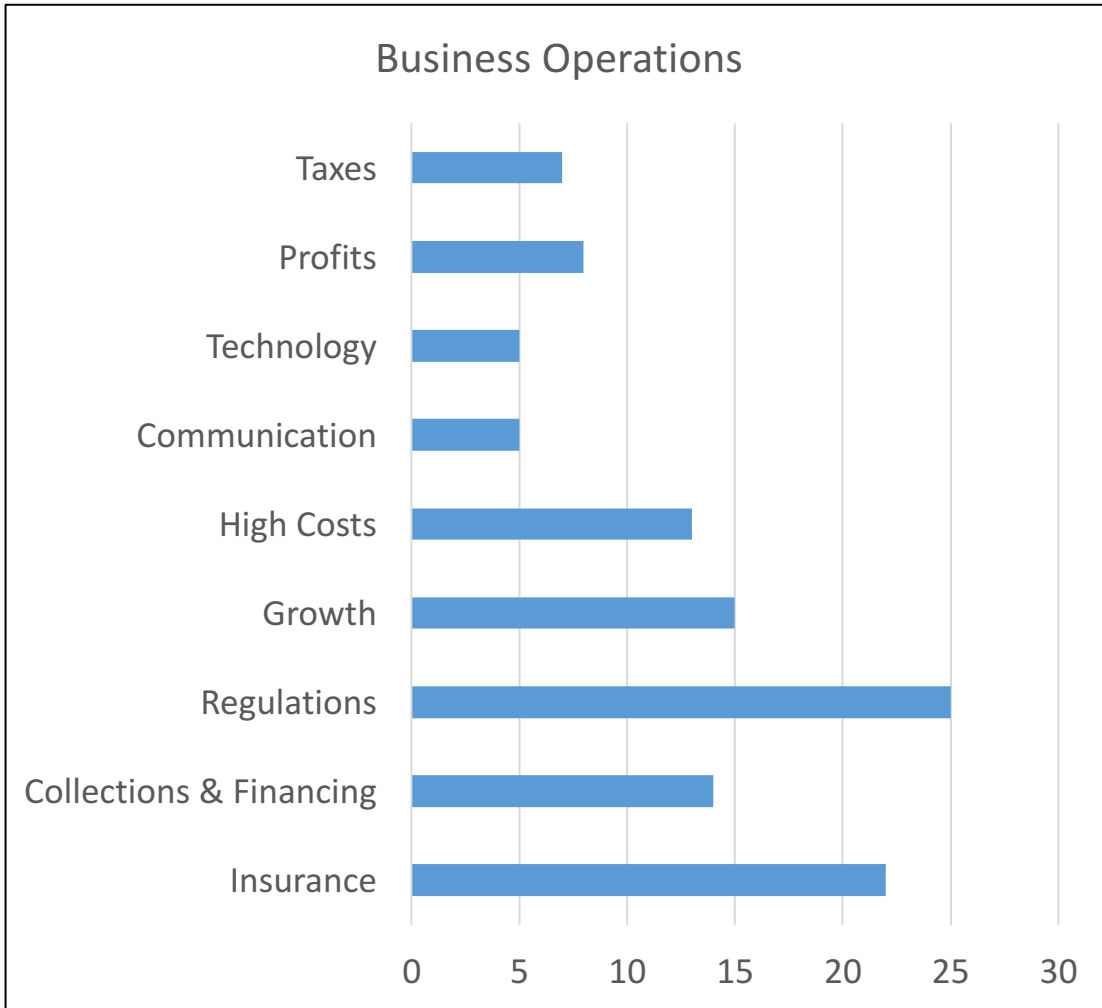


We asked contractors to name their top business issues and the labor shortage was the overwhelming response with 147 out of 167 respondents listing it as an issue.

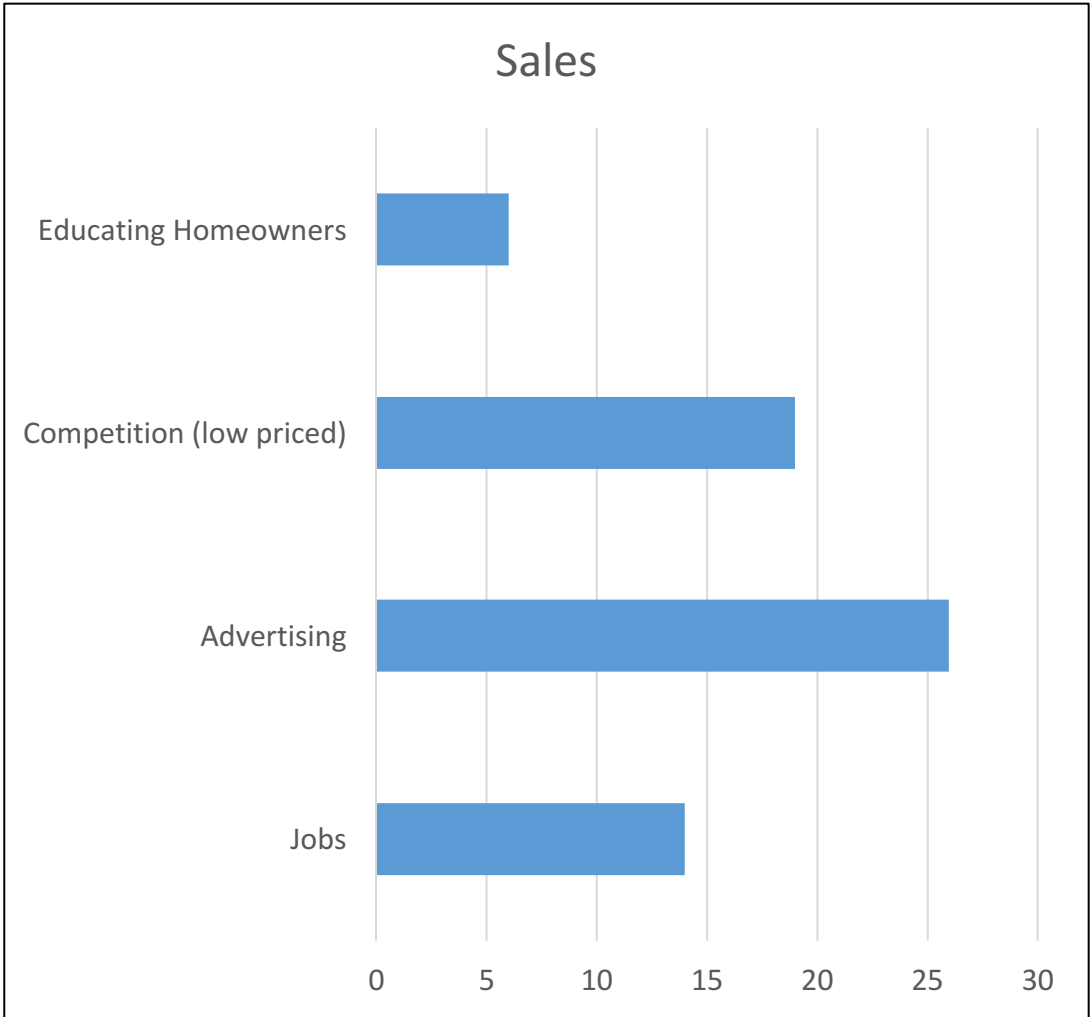
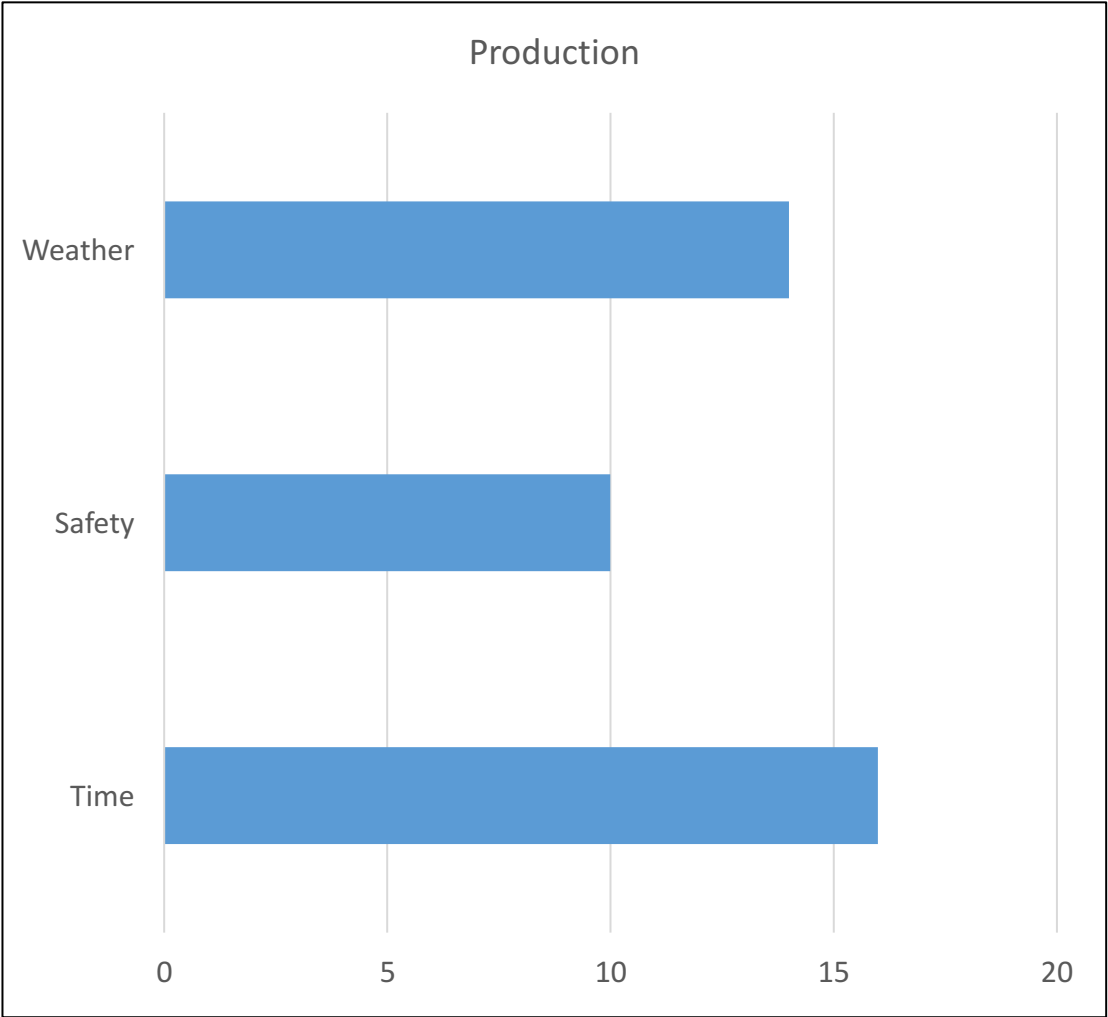
Other notable issues were advertising, government regulations, insurance and pricing.

A surprising answer was the number of respondents indicating that 'time' was an issue and how few mentioned safety as a challenge.

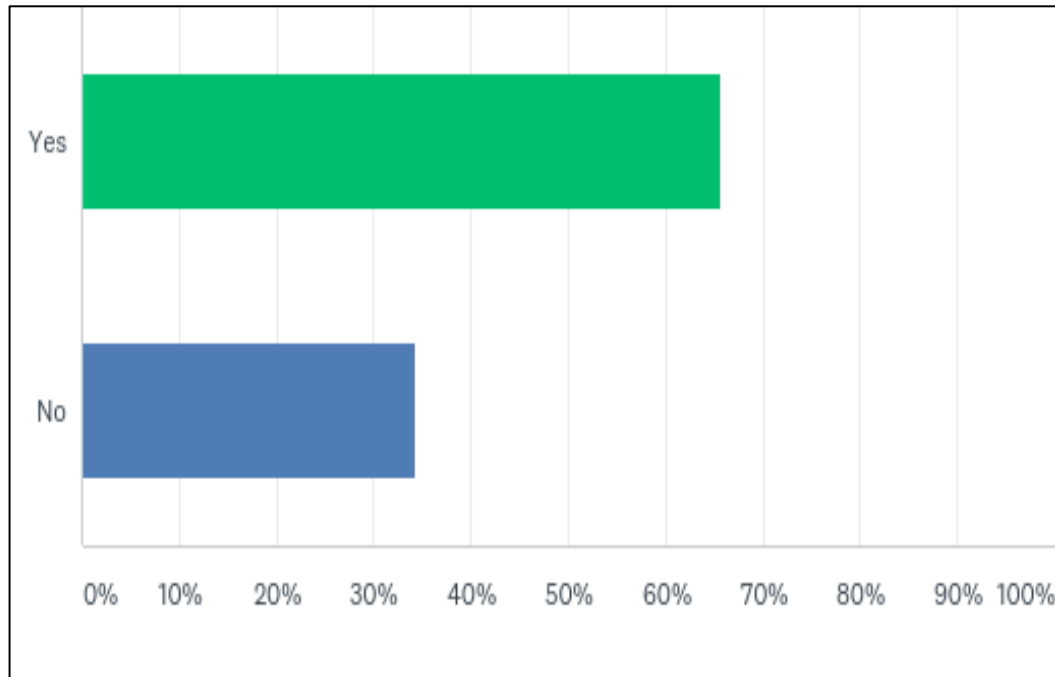
TOP BUSINESS ISSUES TODAY?



TOP BUSINESS ISSUES TODAY?



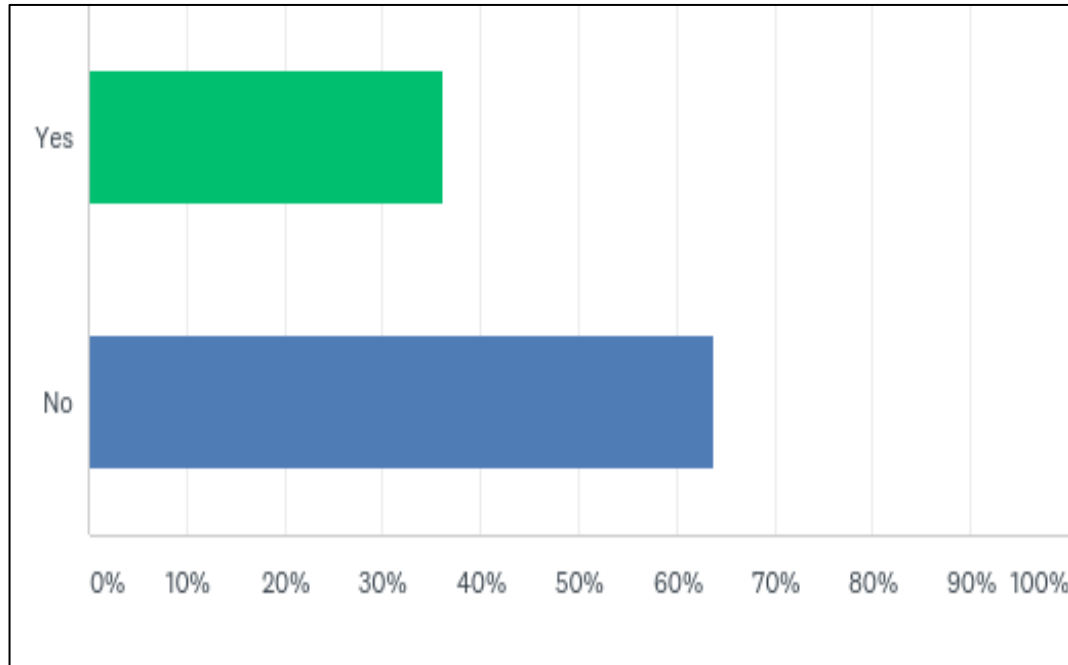
SERVICE AND MAINTENANCE DIVISION



With the industry growth of service and maintenance, over 60% of our respondents noted they had a division.

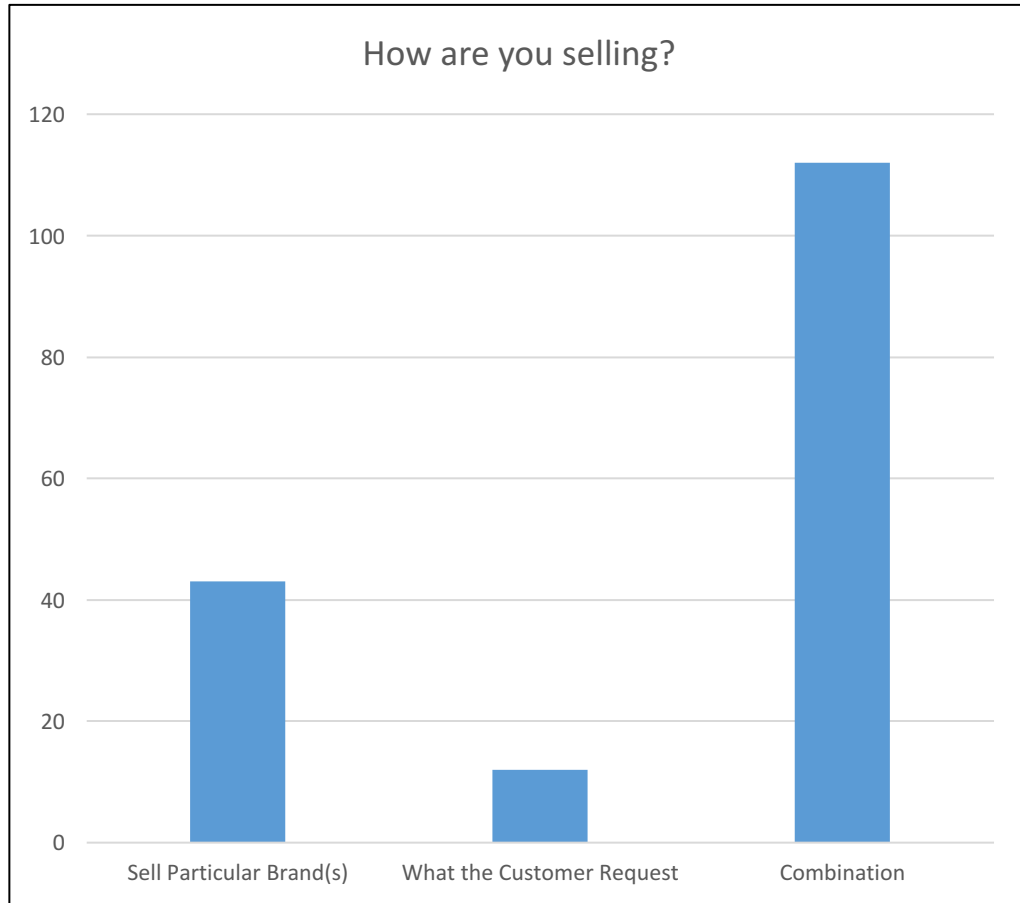
Many contractors have also noted that they look to other contractors and the RCS community to find out what is working and what is new and hot to the service industry.

COATINGS DIVISION



A large part of maintenance is the use of roof coatings. Not all contractors are using coatings so the opportunity to continue rolling out energy and waterproofing high-performance coatings to contractors continues to grow.

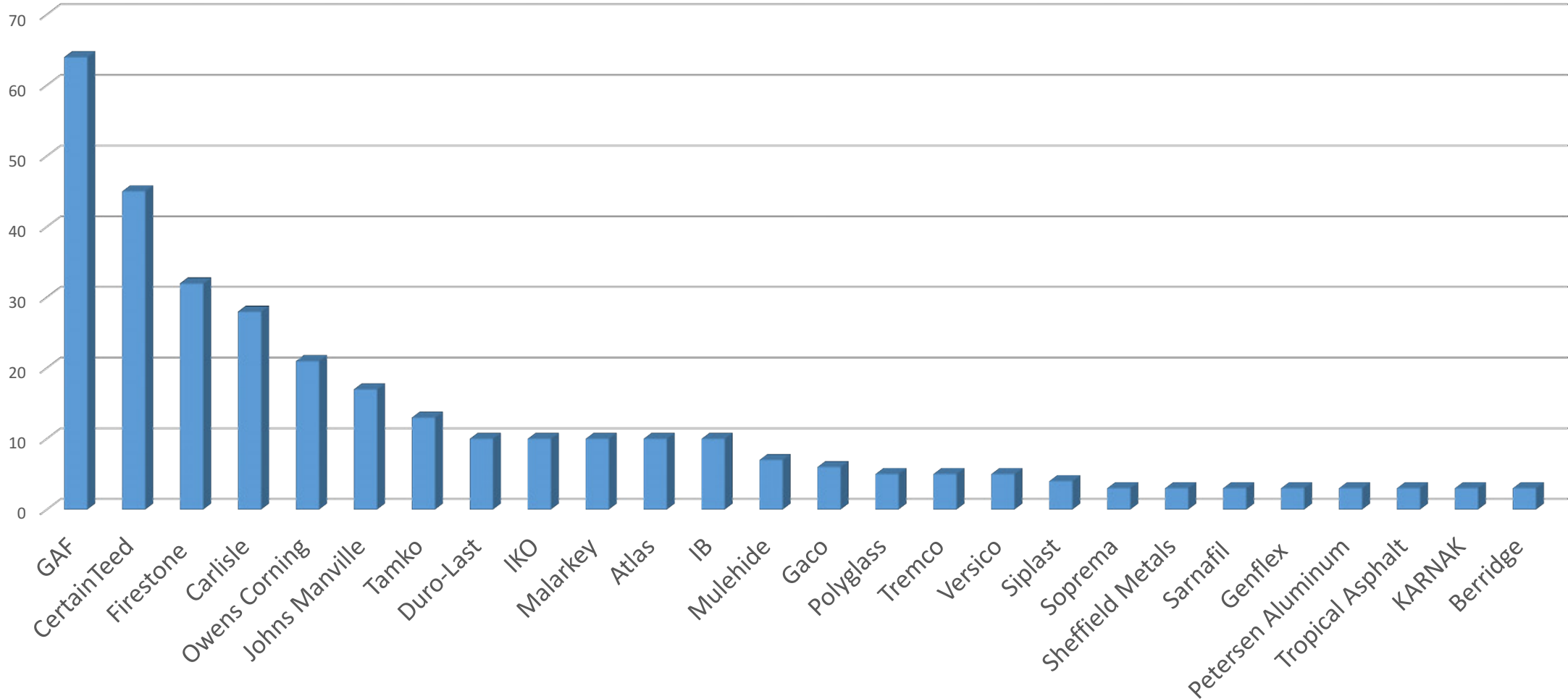
TOP ROOFING BRANDS



Brand loyalty is always a question and in this survey it was clear that contractors are selling a combination of many brands.

The question also highlighted that contractors are selling particular brands and educating the buyers on what they see as the best roofing systems.

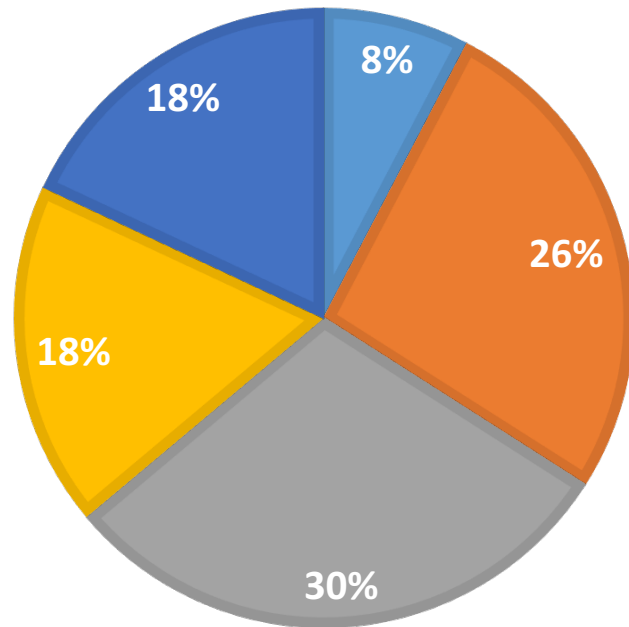
TOP ROOFING BRANDS



HOW MANY DISTRIBUTORS DO YOU BUY FROM?

NUMBER OF DISTRIBUTORS USED

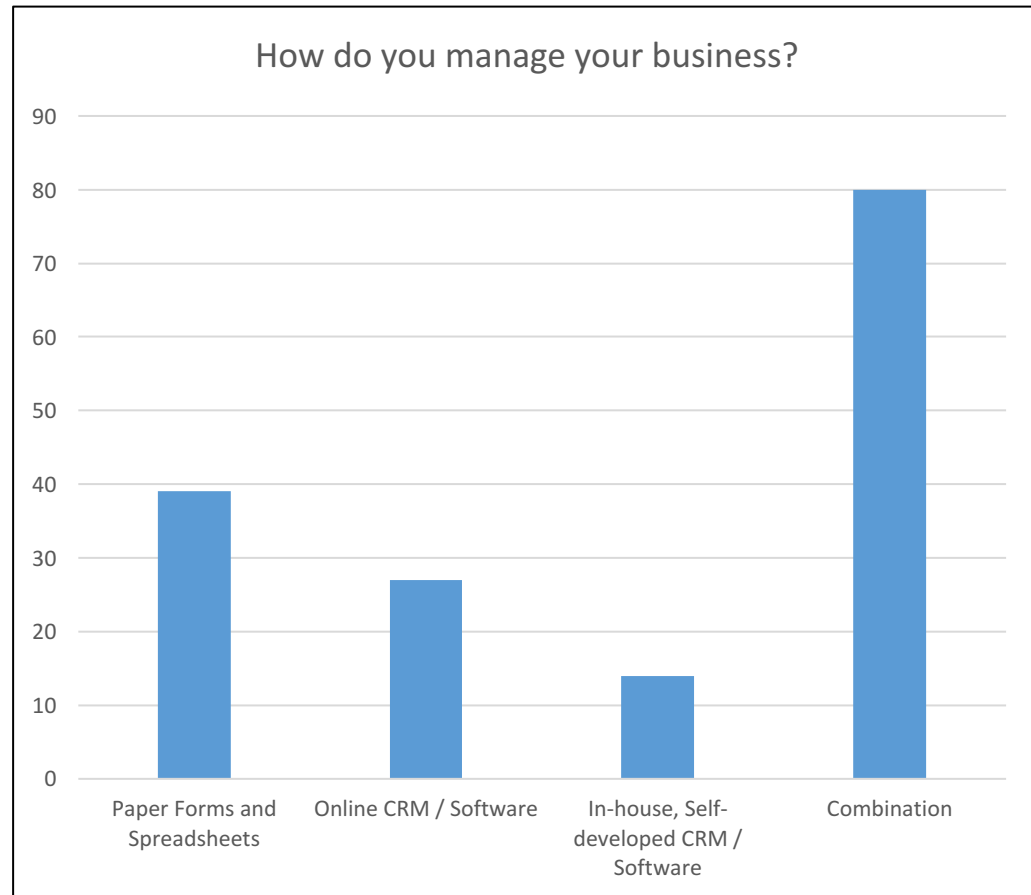
■ One ■ Two ■ Three ■ Four ■ Five or more



Results show that contractors are shopping at many suppliers to get the products and pricing they need.

One of the top business issues was distributor consolidation so contractors are watching the changing landscape of roofing distribution.

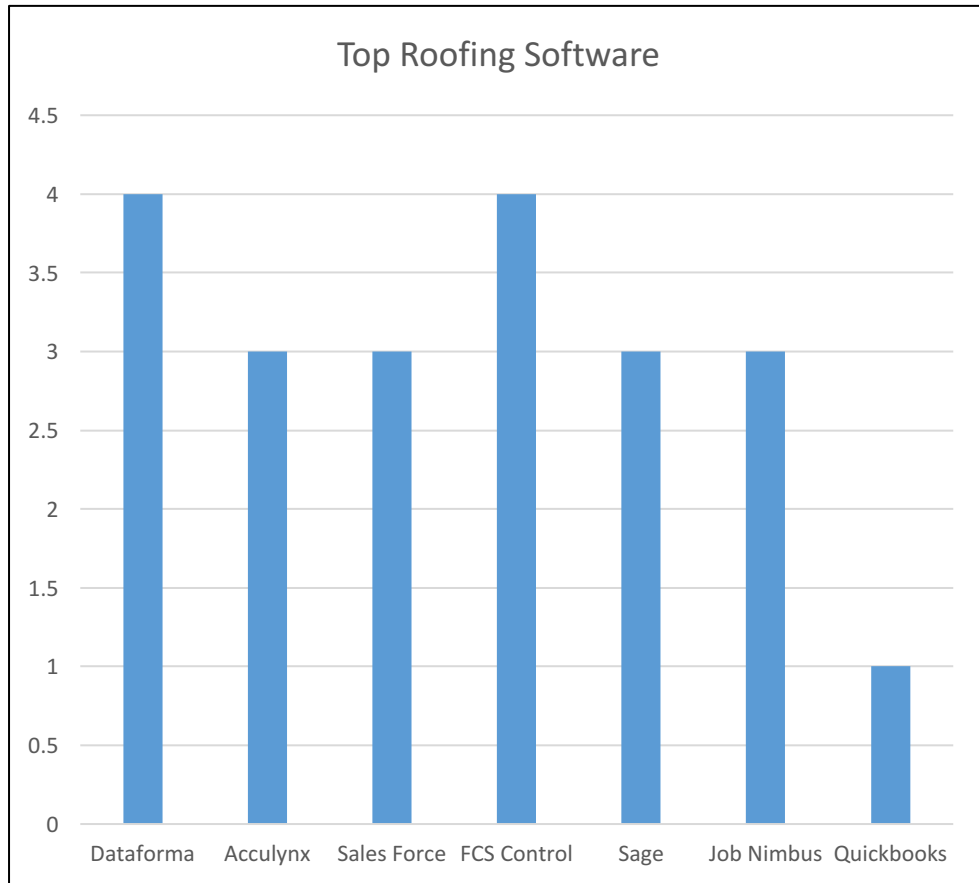
HOW DO YOU MANAGE YOUR BUSINESS?



Managing a roofing company is more challenging than ever.

Contractors are looking to each other and relying on online research and associations to understand how they can run their business better.

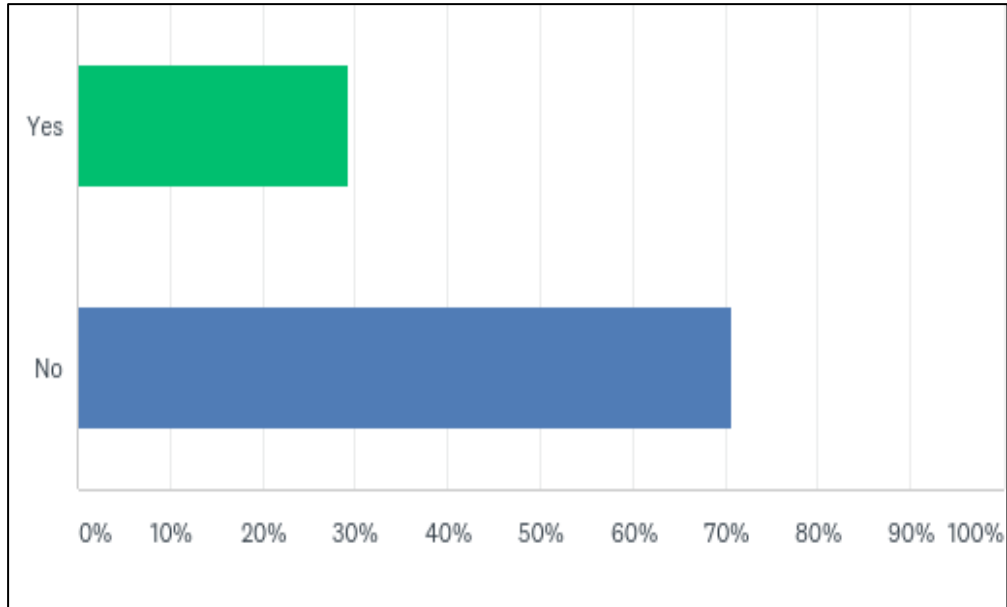
TOP ROOFING SOFTWARE



For those contractors managing their business with CRM or project management software, they are using roofing-specific software.

As noted in the earlier slide, many still are using paper or spreadsheets, an indication that the roofing industry is still in early stages of technology adoption.

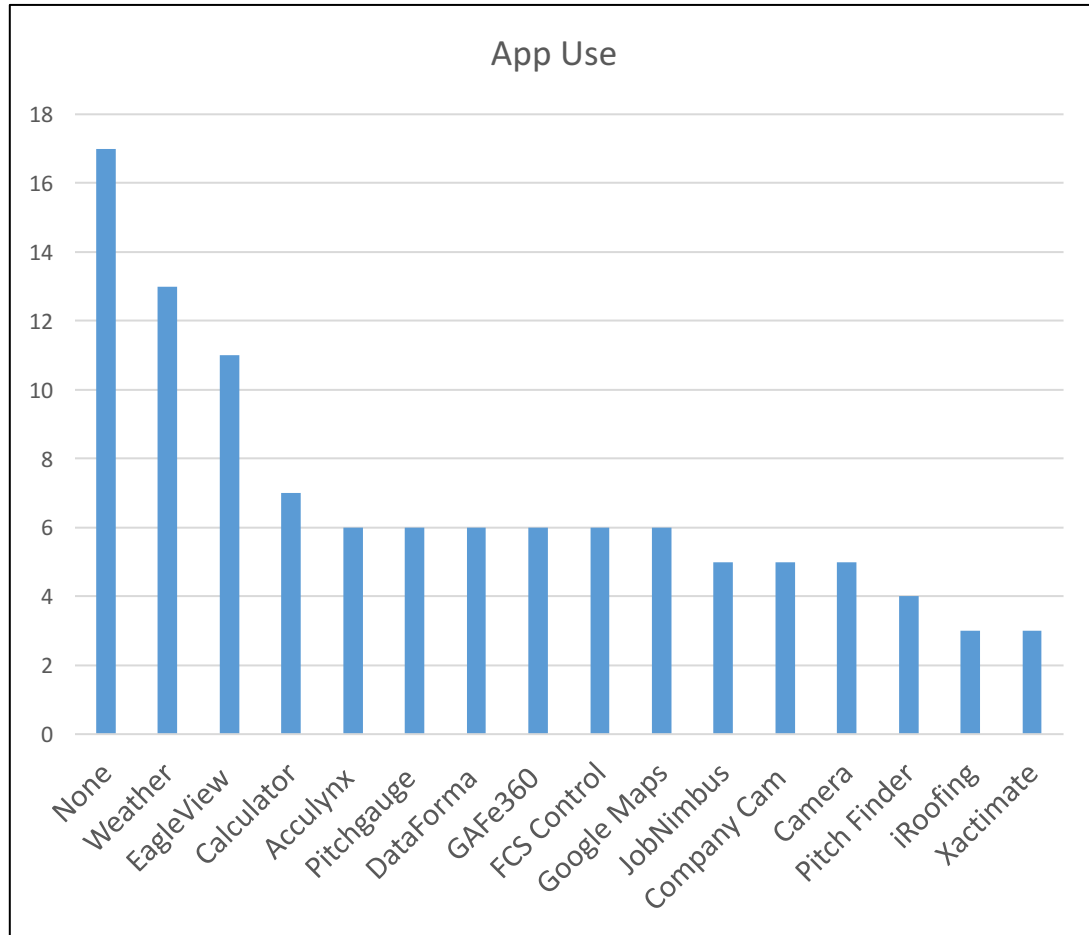
DO YOU USE OR SUBSCRIBE TO TEXT ALERTS?



Communication was a top issue for contractors and adopting new ways of communicating with customers is going to be very important.

RCS will continue to ask which technologies are being adopted and recommended. Texting, although viral in every day life, is still not a main form of communication for roofing contractors.

FAVORITE MOBILE APPLICATIONS IN THE FIELD?



Weather and roof measurement tools lead with many contractors utilizing apps provided by manufacturers.

The need for technology grows with the speed of business and the business-building opportunities that apps and roofing software offer.

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.



Testimonials

I like having weekly updates and staying informed on the recent news in the industry. Contests are fun and engaging as well! The classifieds are great too. Thank you for all you do to promote our industry!

RoofersCoffeeShop.com has and continues to help bring issues and conditions to our attention that we would otherwise overlook or just be uninformed. Thank you and you do it with a touch of entertainment and a smile!

The industry updates posted on RoofersCoffeeShop.com helps me stay up-to-date on the latest trends within our industry. As a social media guru, it's important to know what the latest trends are and the best practices.

Keeps me up on new products.

RoofersCoffeeShop.com has proven it is part of the roofing family and we are pleased to visit them to keep our hands on the pulse of the industry.

Love the group there in the forum. Knowledgeable owners and even some employees in the groups. Been a member since about 2003, though I haven't been in much lately. If there are rules changes, or other government proclamations, you'll hear about it first here at RCS.

Roofers Coffee Shop is great to work with! They are knowledgeable and forward thinking and are constantly providing important information to our industry. They always have opportunities for anyone looking to partner with them on any level! They rock!

Keeps me updated on the industry.