



MAKE MORE WITH METAL

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Make More with Metal in 2020

MODERATOR:

- Heidi Ellsworth, RoofersCoffeeShop®, Editor

PANELISTS:

Mark MacDonald, Sherwin-Williams, Sales and Marketing Manager

Heidi Ellsworth: Thank you for attending today's Roofers Coffee Shop, RLW presentation. RLW is the Read, Listen, Watch program that we do, so you can learn anytime you want, however you want.

Heidi Ellsworth: We are very honored today to welcome Mark MacDonald, Sales and Marketing Manager for Sherwin-Williams. I am so excited for this RLW. You are all going to learn so much about metal roofing and even more important, how to incorporate metal roofing into your roofing business, and make more money with metal, but before we get to that, let's start with a few housekeeping items. All attendees will be muted, but feel free to ask questions or comment in the comment area of your webinar panel over on the right side of the screen, most likely. At the end of the webinar we will have a Q&A segment where we will gather your questions and share them with our guests, and finally, this webinar is being recorded and will be available online to view, listen or read.

Heidi Ellsworth: If you would like to share it with other roofing professionals, please do, spread the word. My name is Heidi Ellsworth. I am a partner with Roofers Coffee Shop, and as I said earlier, we are very excited today to welcome Mark MacDonald. Mark, I met through the NRCA. I've been very happy to work with him. He has an amazing history both in the military and in the industries, specifically now bringing years of experience to Sherwin-Williams's performance coatings group, and what I would like to do, because I think better than me [inaudible 00:01:49] too much is I'd like to introduce Mark.

Heidi Ellsworth: Welcome Mark to the program.

Mark MacDonald: Good to be here. Thanks for having me.

Heidi Ellsworth: Thank you. Maybe you can share a little bit about yourself with our listeners, and also talk to us a little bit about what's happening over at Sherwin-Williams? You guys are doing some amazing things in the metal roofing world.

Mark MacDonald: Absolutely. So, before I get into the Sherwin-Williams, I guess how did I get there? I spent 13 years in the Navy. I was in the seal teams on the East coast, and after that I was lucky enough and fortunate to become a part of Collins Aerospace, at that time it was Rockwell Collins, and spent quite a bit of time in advanced research and development with communications and information systems, and I got into program management, which is something that I really enjoy.

Mark MacDonald: It was a great opportunity for me and really, I would say, changed my career path quite a bit in a good way. I left that company and joined Sherwin-Williams back in early 2012, so I'm sitting on about eight years. It was then Valspar, now Sherwin-Williams coil, and since then I've been working similar to what I did before with marketing and innovation, and one of the exciting things that we're doing is we've spent a lot of time thinking about the metal building and specifically residential metal roofing market, and we want to find ways to bring innovation and quality products in a broader way, and so what that means is we

have more than just coil coatings at Sherwin-Williams, and we're figuring out how we can bring that value to our customers across this space.

Heidi Ellsworth: It's amazing the quality brands that maybe sometimes people don't even know like Geocel. Sherwin-Williams is bringing a lot to the market. Can you just real quick for our audience, maybe mention a couple of those other multiple brands that you have out there that you're working with.

Mark MacDonald: So, one of the stronger brands in the market when you get the... Obviously, the Sherman-Williams brand is the vehicle through which we bring our customers value, and under that umbrella we have our coil products, which is things like our Fluropon products, and Weather XL, specifically in the residential market and commercial markets, and then we have a GSL which is a house... Not a household, but a contractor grade sealants that have been well known, and been around for 40 years.

Mark MacDonald: We also have Uniflex, which is a commercial product for elastomeric that a lot of contractors across the country are very, very familiar with, and we have other products within our protective and Marine group for commercial buildings as well, so we're very excited to bring that forward, and even things like touch up paint, with our ready match touch up that we're able to... So, we're able to address a lot of the needs directly in the residential and commercial metal building markets, as well as find places where people have an urgent need. We can fulfill that and also longterm things with products across that range.

Heidi Ellsworth: I think that's probably more important than ever, right Mark? With the popularity of metal, everywhere I turn I'm hearing about metal roofing. Can you share with us a little bit about what you're seeing in the trends with metal and what's happening there with the popularity?

Mark MacDonald: Yeah, absolutely. Sherwin-Williams participates in a number of industry organizations, so we can make sure that we can really understand our customer's needs, and a couple of those are things like the Metal Roofing Alliance and also the National Roofing Contractors Association, and so we're able to get a pretty broad look at a number of different datasets, and surveys, and market studies, and all of those data sets point to growth in metal roof, specifically in residential roof over time, and it's hard to say exactly what has peaked that interest.

Mark MacDonald: We believe that some of the things that have peaked it are the aesthetic value itself and the overall durability of the solution with some of the disasters that have happened across the country has certainly peaked an interest, both with the homeowner and as well as contractors themselves, and even in some cases municipal and local governments have looked at codes to ensure the viability of not just commercial buildings but residential buildings using a pre-painted metal.

Heidi Ellsworth: I think that's why this presentation, what we're doing today, our conversation is so important for roofing contractors, because they're going to be missing huge amounts of opportunities by not offering metal roofing in their business.

Mark MacDonald: I agree. I think there's quite a few drivers, some of which we've talked about. I think in addition to some of the regional things that we're seeing where you're looking at Southeast with some of the winds, the wind loading. We look at the West, more towards the West coast with fires. Looking at fire resistance in terms of that roof maintaining its integrity, so those are certainly drivers, but on top of that, you've got major initiatives with a solar roof, and a solar roof, when you look at the life cycle of that roof, do you really want to put a 25 year set of solar on an asphalt roof that's got 10 years into it, and the answer is no, and so now there's a lot of people waking up and realizing that really the best pairing for a solar roof is also a pre-painted metal roof.

Heidi Ellsworth: Exactly. I work with, as you do, you and I both travel a lot. We work with a lot of roofing contractors and there are some perceived notions out there that it's hard to get into metal, training your crews, estimating, all those kinds of things, but a lot of that is perceived. Can you talk to our contractors who are listening really about how to get beyond some of those perceived barriers and how to get more metal into their business

Mark MacDonald: Absolutely. I think one of the key components that we're going to talk through in the presentation is utilizing two things, really is the theme. I think the first one is a partnership with a metal panel manufacturer. That's really key to getting the right training, understanding your costs, understanding the product itself, which we'll talk more about, understanding what the history is with putting these products on different types of roofing takeoffs. That's a key part of it, and the other part that's tightly coupled with that is finding where you can technology to help you do all those same things that I just talked about, so I think it's that partnership with the manufacturing, one or more partners, and then utilizing technology wherever you can to make that introduction and then make use of metal.

Heidi Ellsworth: Yeah, but I do hear from again, "How do I get my crews trained?" How's that working, and I know you've been working really hard on this with the NRCA, so maybe share some of the tips and some of the things that are happening in the industry around training for metal roofing crews.

Mark MacDonald: Well, I think one of the most exciting things is a position that the National Roofing Contractors Association has taken with regard to this topic, and they have established a pro certification program. So, what is the pro certification program? The pro certification program is standardizing what it means to be a qualified installer and offering a certification that can be given to a roofing contractors, so that the homeowner knows that they're getting quality labor associated with their roof, so that's a key portion. Now the training portion of that is incumbent upon manufacturers to make sure that they understand the technical standards associated with that certification, so that training does

come back to the manufacturers, and that's where contractors obviously would go to receive that training.

Mark MacDonald: There are other areas that are being looked at, for example, vocational schools. One of the ones that recently we made some progress with is the SkillsUSA, so the NRCA is working with SkillsUSA to get out there and get even longer term, getting younger folks involved with roofing, and it wasn't so long ago, like last year, when SkillsUSA would have a building which had walls and flooring, electrical, plumbing. It had everything except for a roof, and so now they are beginning to incorporate roofs, so that's really... In order to support the growth in the market, we need more contractors that are trained in the installation of roofing, and specifically metal roofing, so the National Roofing Contractors Association is also working with the Metal Construction Alliance to make sure that we're in the same page with that certification and timing, so that we can get our metal roofing crews trained and certified down the road.

Heidi Ellsworth: That's perfect, and just a minute ago, you mentioned also manufacturers. A lot of manufacturers are doing trainings too, aren't they? That are happening right now?

Mark MacDonald: That's correct. Yeah. Depending on the size of the panel manufacturer, obviously there's quite a few different size and scales, but your larger metal panel manufacturers that offer custom profiles absolutely offer training to all of their contractors, and it's just a matter of reaching out and finding that panel manufacturer to partner up with and get that training.

Heidi Ellsworth: Yeah. I think training... A lot of times we always think it's the crews installing the roof, which is obviously one of the most important things, but there's also a lot going on with technology in metal roofing, and how that's working, so maybe talk a little bit about that and on how contractors can start incorporating that with the metal for their business.

Mark MacDonald: I really think there's been a dramatic shift over the last several years in two areas. One is imagery and another one is a software, and those two things are really, really tightly intertwined, so on the one hand you have the availability of satellite imagery to look at roofing takeoffs and develop roofing takeoffs for, and the asphalt industry has been doing that for some time. Metal on the other hand is a little bit more complicated in many cases than that and requires a bit more accuracy for some of those estimates, or can require more accuracy, and in those cases there are other alternatives such as aerial, going down to airplanes and even in some cases drones, and all those things are available to get information to get roofing takeoffs and make that whole process of estimation much, much easier, which is a huge gain for the market itself.

Mark MacDonald: It makes estimations, increases the confidence and ease of getting in a... The confidence in the estimation and the ease of getting it. Another piece that's critical, I think in making contractor's lives easier, is to develop the advent and development of software to do things like panel layouts, and bill the material

estimations, and even labor estimates, and several years ago these things were few and far between, and now these pieces of software are readily available, so there's imagery that people can subscribe to, sign up for, pay for, and there are pieces of software that can be integrated in with manufacturers for complex roofing profiles, so these are the things that make getting into these industries far easier than they were maybe five or 10 years ago, and as time progresses, these tools are getting more and more sophisticated, so it's an exciting time, I think, to be in the metal roofing industry for some of those reasons.

Heidi Ellsworth:

Yeah. I know on the Coffee Shop, we have so many different technology companies that are... They are changing the way contractors do business, much like what you're doing with the metal, and I think when all of that starts coming together... The customer demand is just growing, especially when you look at things like sustainability and energy savings. We just had a podcast yesterday, I think [inaudible 00:15:47] told you, with MRA, Metal roofing Alliance, and this is a huge deal, so share some of the stuff that's happening here.

Mark MacDonald:

Right. Absolutely, so I mean beyond the clear aesthetic value of a metal roof, which when you're talking about a homeowner, your ability to choose any kind of a beauty aspect is really not there with asphalt. Not one size fits all is not quite accurate, but it's close, whereas metal comes in all shapes, and different sizes, and colors for that homeowner, and with that, the exciting part is in addition to this aesthetic piece, we can also offer... Our industry can offer some sustainability credits as well, and the sustainability piece, whether it's a commercial building or residential, there's energy savings and things like solar reflectance to keeping that roof cooler, which means you have to spend less energy in the home or commercial building cooling that building.

Mark MacDonald:

That can be a big deal depending on where you're at geographically, so that's definitely an advantage that a metal roof would have over virtually any other surface that's put on a roof, so I think that's something that's been... Our customers that have been taking advantage of this for some time in our industry, and I think it's an exciting thing that homeowners are learning about over time, and I think it's something that homeowners are also excited about. On top of that, when you're talking about a roof that's going to last 40, 50, 60 years, when you look at that kind of a lifespan, the sustainability piece where you're not having to tear that roof off and replace it every 15 years or some cases, a shorter span than that, that's really what sustainability means.

Mark MacDonald:

Not having to tear something off and completely replace it on the short cycle, and so that's something that metal... Metal is a well known quantity. Pre-painted metal has been around for 50 years. Metal's been around since metals been metal, and we know that it lasts a long time and you can see that on buildings across the country, and across the globe, and like we talked about a few minutes ago, now that the solar industry is gaining traction in both the residential and commercial sectors, people are seeing the benefit of utilizing a metal roof because of that lifespan, because you don't want to have to tear off the solar because you have to replace the roof in half the span of the solar cells,

so for all those reasons, the metal panels, metal pre-painted metal roof is just such a great opportunity to achieve some of the sustainability that's out there in the market.

Heidi Ellsworth:

Yeah. What I keep hearing too is that homeowners and building owners are looking for those kinds of solutions, and it was interesting just working on some articles for the Coffee Shop on that next generation. They want to spend their dollars on things that are saving the world or sustainable with energy, so for a roofing contractor, this is really important that they have this in their selection when they're talking to different homeowners out there.

Mark MacDonald:

That's right, and there's even some very extreme sustainability programs out there that are held by the International Future living Institute. They've got a sustainable program called their Declare Program, where you have to publicly declare the ingredients on any particular item that's delivered to a job site, and then they have a red list of chemicals of concern that's thousands of items long, and there are products in the market that are pre-painted metal products that can actually meet those requirements, and I think that's definitely gaining traction in the architectural community, and I think it's something that in the future homeowners will, like you're talking about, would be increasingly excited about that kind of a capability.

Heidi Ellsworth:

I think so too, and I think one of the things that is so important is for our listeners, for our contractors out there, how do they do this? I know we talked a little bit about NRCA, and the training, and technology and stuff, but really, to get into this business and to offer metal roofing with all the benefits. It's about really understanding your manufacturers, so I know you work with all of them and you do such an amazing job. Can you talk about the importance of forming those relationships and also maybe give a few tips on how our contractors can form those faster?

Mark MacDonald:

Absolutely. I think that when we look at how we've approached the market, we realized early on that really the key to understanding the market and the customer base is really through the metal building and metal panel manufacturers. I mean, they really... Each of them individually deeply understand their customer base. They deeply understand the market itself, and so we realized that without them, we really can't figure out how to solve problems because they're such a key part of that conversation, so the reason we do have it at Sherwin-Williams, a deep, deep understanding of the commercial and residential markets is really because of the strong relationship that we have with our customers, the metal building and metal painting manufacturers, so for a contractor I would say the same is true and that if they want to understand the products that they're using and how those products fit into their customer's needs, that conversation has to start early with those folks.

Mark MacDonald:

We talked earlier about the regional capability of metal to meet homeowners needs, and I think that regional concept of finding the panel manufacturer in the contractor's region, figuring out what roofing profile they want to offer, talking

to that a manufacturer, and just learning about those products initially is really important, and then once that happens, then learning about the rest. Learning about how to make more money with metal, so these metal panel manufacturers are going to have an understanding of these products, how they fit together, how the bids fit together, what the estimates look like, what they've seen in the past, lessons learned over decades and in many cases, so that's a key. That's a really key first step is finding the right manufacturer for the contractor and then developing that relationship so that they can go out into the market and make a lot of money.

Heidi Ellsworth:

Yeah. I know our listeners will be listening to this for the next year and longer, but next week is International Roofing Expo, and there is then amazing regional shows coming up in June with the Western States in the Florida show, and that I think is... I would really recommend that our contractors talk to the metal manufacturers at those shows because they're there to help build those relationships at that time. I think also, obviously on the Coffee Shop we have a number of those manufacturers and Sherwin-Williams, so there's a lot of good places where they can find out how to get in touch with them.

Mark MacDonald:

I think that's a great note to talk about, is that we actually pointed a number of our contractors to manufacturers based on their geography at IRE last year, and I imagine we'll do the same thing this year because I... Like to your point, what a great venue to make that connection, and I think there's no better show in the United States to do that for metal roofing.

Heidi Ellsworth:

It is, and we did it at METALCON too, Mark. Remember we had that great passport that went out to all the different manufacturers that Sherwin-Williams works with, so there's a lot of good opportunities in the network to find that. [crosstalk 00:24:16]

Mark MacDonald:

Absolutely.

Heidi Ellsworth:

I'd really like to just hit one more time to... When you're working with these manufacturers, they're going to know the benefits, the features and benefits, the best way to sell metal in their markets, and that regional approach is just so important. Can you talk a little bit about building codes, regulations, regional? For the contractors out there, it's going to be so different if you're in Oregon compared to if you're in Florida.

Mark MacDonald:

Right. Absolutely. You've got this little map on the left that just talks about the different environmental dynamics, in this case, really look at the climate and how it differs and how... And if you want to understand what the benefits are, a homeowner is really not going to resonate if you talk up to them and say, "Well, this pre-painted metal roof is really strong. It's really durable." Because that doesn't mean anything, but it means a lot when you're talking to someone that say lives in Northern California, who's maybe in an area that's a prone to forest fires, and you say, "Hey, this metal roof is actually fire resistant and will stand up in a fire." Or if you're looking at the Gulf Coast at someone who's in Louisiana

and saying, "Hey, the wind load on this... This roof will survive a major hurricane."

Mark MacDonald: And so knowing what that story is, it's important. It's a key regionally, and it's also key to get back to that manufacturer to talk about what their experience in that market, selling their product. It's always going to come back to that manufacturer for sure, and again, that's how we've learned a lot about these regions and these needs that we've got up on this presentation, and it's just the first step. Get that relationship with the manufacturer, discuss regionally, what is the right message for that homeowner. It's going to be different as you can see on the map across the country, so you're not going to have someone necessarily in Northern Minnesota who maybe cares about fire, but they're going to care probably a lot about snow, and what does that look like?

Mark MacDonald: What type of roof make sense to put in an area that does have a lot of snow, for example, and what type of products go on that roof to either keep the snow on or keep the snow off, and there's people who want one or the other, and in the same region we might see both capabilities asked for, so it's kind of an interesting thing, and the only way to do that is to talk to a manufacturer.

Mark MacDonald: As far as building codes, we see those evolving as we see these natural disasters continue to have greater and greater impact on our communities. In different areas we've got earthquakes, we've got fire, we've got wind loading, hail, so it all depends on that region, but the codes are starting to react to this, especially with wind load. We see more and more codes coming out in the Southeast to reflect that need, so I think it's just staying on top of it and instead of having to go hunt all this stuff down yourself, find a manufacturer and ask those questions.

Heidi Ellsworth: And I think one of the things that once the contractors have this in mind, how they're going to get their training, the features and benefits, building codes, regional initiatives, then it really comes down to... Let's talk about the fun part. This is a profitable business, selling metal roofs. What are you seeing, Mark, with that?

Mark MacDonald: Well, we have a number of folks that we've talked to and I guess the math is pretty simple. You have a higher quality, higher cost product, and when you have higher quality products and more costs, you typically have a higher margin, and so people that put on metal roofs are making more money per square foot of roof that they put on. I think then question is, why isn't everyone doing it?

Mark MacDonald: And I think historically it's because it's harder to do. It is harder to do, it takes more time. The good news is, like we've talked about, there's plenty of opportunity to get training on how to do it and there's tools that are in place to make it easier to estimate and bid, and so I think those are all exciting things that make it easier to go make more money with these higher quality products. I think one of the most important parts is understanding what makes up a quality roof and then understanding how to sell that to a customer, and again, I hate to

say it... I don't hate to say it, but it's partnering with your metal manufacturer to learn how to have that conversation.

Heidi Ellsworth: I think they're really the key to. That is really what's going to bring it all together and help people jumpstart quickly into offering metal roofs in their market. It'd be kind of wrong if we didn't talk about the paint, the quality paint, that really makes metal roofing what it is. Sherwin-Williams is pretty cool, Mark, I'd love to hear more about that.

Mark MacDonald: Absolutely. This is a business we started off as a Valspar more than 50 years ago, and we had the first, what was commonly referred to as Kynar, which is actually a base resin, it's a branded resin. It's part of what we would call a PVDF system, and our PVDF is called Fluoropon, and Fluoropon was the first PVDF product in the market space, and we still have panels from that initial run on a test fence in Fort Myers, Florida, and they still have paint, and that's why people trust us in this market because they know and we know that our products last. They're there to stay, so we are an industry leader in this area for sure, and we know what quality coatings are because we make them.

Mark MacDonald: It's so important for contractors to bring forward quality products, so what are quality products? Well, those are defined by the Metal Construction Alliance, and that information can be obtained fairly easily through the Metal Roofing Alliance, which is a great, great resource for information, so there are industries invested a lot in that organization to make sure that homeowners and contractors have the information they need, so when you ask what is a quality metal roof? Well, part of that is the metal itself. What kind of substrate? How thick is it? That's an important question. Where did it come from?

Mark MacDonald: So, those are important questions about the metal itself. Beyond that, what coating is on it? Who is the coat? Is it a Sherwin-Williams product? Is it something else? Do you know what it is? What kind of technology is it? What types of sealants are being used on the roof? Are they quality sealants? So, all those questions are really important, especially when you're talking about an investment like a pre-painted metal roof, which it is an investment and it is something that's going to stand the test of time, assuming that the right products have been chosen for that roof.

Heidi Ellsworth: Putting that whole system together and really believing in the manufacturers on who helped make that happen, I think it is critical because the contractors, they have to deal with the owners if things don't work, so really having the right products up front makes a huge difference.

Mark MacDonald: Absolutely, and it's something our entire industry supports to making sure that the contractors down to the homeowners are aware of what quality products are available and how to know that you have quality products, and those are really important conversations that need to happen between... Starts with the manufacturer and the contractor and then ends up with the homeowner, and so that's something that we feel really strongly about as a member of this industry,

and we certainly are a resource that people can come to, and we can point them in the right direction for that information.

Heidi Ellsworth: That is excellent. This has been great, Mark. Thank you. I continually learn. I learned so much about metal roofing the last couple of years working with you, I so appreciate it, so I'd really like to open it up right now to see if there's any questions from our audience on this great presentation, and how they can make more with metal, so I'm going to check. If you have a question, please type it in the box on the right or in your webinar box, and I do have a couple that have come in, so Mark, are you ready?

Mark MacDonald: Sure.

Heidi Ellsworth: Here we go. Okay. The first question goes back again to the training of the crews and then seeing that that's kind of a challenge for them. I know you said talk to your manufacturers' reps, can you talk a little bit maybe more about that training for crews?

Mark MacDonald: Yeah. Yes, sure. It is hard to get training, because we're talking about... It's not that every manufacturer is going to have training. There are wildly different types of metal panel manufacturers as anyone who's in this industry knows, and if you're not in the industry you wouldn't know that, but there's a very wide range of size and capability in terms of people who make metal panels, so you'll have everything from someone making metal panels out in a barn somewhere and all the way up to a national manufacturer, so clearly, someone who's making panels in a very remote area is probably not going to have the training that we're talking about, however, the people who are national based do, or likely do, and so I think it's basically reaching out in your region. If someone needs help reach out to me through Heidi, and I can certainly help you find a manufacturer in your area that offers training.

Mark MacDonald: I mean, that's why I'm on this call to help jumpstart that kind of a conversation, but there are... I don't want to name any specific customers on this webinar, but there are certainly customers out there who have substantial training programs, where we do have some customers who have sites that are dedicated to nothing but training, and they have significant operations across the country to do that, so I think it's just a matter of finding the right person. If there's people on the call or who want to reach out to me through Heidi, I can help facilitate that conversation and get that going with a manufacturer in your area, if that's what you'd like.

Heidi Ellsworth: Perfect, and all of our listeners can find your information on how to make more money with metal, and get more training on Coffee Shop. In the directory, we have different brochures up there. In fact, there's a brochure in the handouts right now in your webinar panel, so it really is... There's a lot of places, it's just about reaching out and asking, and any of those that come in with Mark and his team, we'll get those answers back to everybody. Okay. The next question that came in is about selling metal. The contractor here says, "How do I get more

training or how do I help my sales team to sell more metal roofs, increase their closing rates for that profitability we were talking about?" So, any thoughts on that?

Mark MacDonald: Yeah, absolutely. That's a great question. I'm glad people are asking these questions because that starts the conversation. So, the first resource is if you go to Google and you look up the MRA, the Metal Roofing Alliance, they've got it at their own website. You can pull up their website and they're a tremendous resource for basically answering not just all the FAQs and presentations that they have on their website where you can, almost any question you can think of has been asked and they have the answer's in great detail about how do you sell a metal roof, what are the key benefits to the homeowner?

Mark MacDonald: And they've got all that information there, which is just fantastic, so that's one site. I would say in addition to that, the MRA has what they call Ask the Experts, so you can go online and in real time ask someone that... Well, maybe not realtime but slight delay, and ask a question that you have and they have people on that participate in their board of directors, and also people that are just experts in the industry who will answer almost whatever question you have within reason on demand, so I would say start with that.

Mark MacDonald: That's a great resource. The second piece goes right straight back to the manufacturer because the type of panel that you sell, especially if it's a custom panel with one of these national or regional manufacturers, they are going to have loads of advice of how to sell their particular panel in their particular regional and local market, so I think it's a combination of those two things.

Mark MacDonald: If I was you, if I was going to pick one thing first, maybe start with the MRA and just peruse that, digest that, and then once you've picked a direction you want to go in that can point you to a manufacturer, and it's just going on Google, and finding one in your local area, and there should be at least a few of them within a... I don't want to say a short distance, but a reasonable distance from where you're at, so I think that's what I would say is the best course of action. Is at the MRA, the Metal Roofing Alliance. Use those resources, use them early and often, and then couple that with a conversation with your local or regional manufacturer.

Heidi Ellsworth: It's funny, we just had a question come in that you actually just answered, and so they said, "What is the first step?" And so that Metal Roofing Alliance, first step. That's the first step for anybody who wants to make more money, incorporate it into their business, get sales training, get training for their crews. That's really the first step across the board, and they are a partner of ours on Roofer's Coffee Shop, so you can find the Metal Roofing Alliance, you can Google it, you can go to our directory and look in the directory and get information on Metal Roofing Alliance, METALCON, NRCA, and of course Sherwin-Williams, and a number of metal manufacturers too, so I'm going to kind of give us a plug there, that there's a lot of learning that can be done right

there on Roofers Coffee Shop also. Thanks too, Mark. You and your team for helping get us all that information on the site.

Mark MacDonald: Yeah. Absolutely, and I just realized that I've said Metal Roofing Alliance a lot, but I actually haven't said the website, which is my mistake, so the website, which was probably more helpful, is www.metalroofing.com. That's www.metalroofing.com, and really when you go to that site you're going to see a plethora of information right away.

Mark MacDonald: You can view metal roofs. It's got on site, a bunch of benefits and performance, all of which we briefly touched on, and then they have great detail on that. They have a visualizer to see what these different types of roofs look like on different homes. You can contact professionals, you can contact the experts and you can reach out and try to find a manufacturer, so there's all sorts of powerful information on this site that can really start you headed in a direction you might want to go in, and then that leads into, "Okay, now I want to talk to a manufacturer to really take this to another level."

Heidi Ellsworth: Yeah, and you better not forget your own site. www.makemorewithmetal.com

Mark MacDonald: That's right. The Sherwin-Williams, we've dedicated a... The metal roofing industry is something that is really important to us, and so we have www.makemorewithmetal.com, and we're here as a resource as well in this market. We certainly are looking to... This is part of our outreach. We're partnered with Roofers Coffee Shop to make sure that we're getting the information out like we are today, and we really appreciate Heidi, you and your team giving us the opportunity to do this because I think this type of dialogue, this type of outreach to the contractor community is exactly what our industry needs to grow.

Heidi Ellsworth: Well, we love it and we love having experts like you and your team sharing this knowledge, because I think that's how we all get better and the industry gets better, and the fact that you give back so much with NRCA and all the groups out there. We really appreciate it, and we appreciate you being here today. Thank you so much, Mark.

Mark MacDonald: You're welcome. It was a pleasure. Thank you.

Heidi Ellsworth: Thank you, and thank you all for listening. As I said before, please visit rooferscoffeeshop.com to learn more about how to make more with metal. More money with metal is what it's all about. I mentioned earlier in the webinar panel, there is a handout on everything that Sherwin-Williams is offering, but you can also find that on the Sherwin-Williams RCS directory, so you're going to find brochures, videos, all types of learning opportunities in the directory that will keep this going, plus many blogs, and also some podcasts that we're working on too, so keep watching for all the great stuff coming out from Sherwin-Williams, but also please visit our read, listen, watch navigation on the site for our whole RLW initiative.

Heidi Ellsworth: It's where you can listen to, watch webinars, listen to podcasts, read eBooks, read the transcripts and blogs from these presentations, and there is a lot of great information. A lot of learning to be had right there on RCS, so thank you so much for being here today.

Heidi Ellsworth: Thank you for learning not only on live but on demand. The way you want to learn, when you want to learn. Please join us February 26 for our next RLW, and we'll be featuring Supreme-a with some great talk about technology innovation. They are just doing some amazing things that they're going to share on how you can now add technology and other types of products to your business also.

Heidi Ellsworth: Thank you again for attending today and have a great day.



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