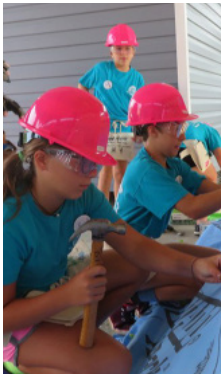


# ☕ ROOFERS®

## = C O F F E E   S H O P =



## ABOUT US

**RoofersCoffeeShop®** is the leading online resource for roofing information. RoofersCoffeeShop was established in 2002 by Vickie Sharples, with a little help from her friend Heidi Ellsworth. It was a support site for Roofers Exchange, a newspaper focused on classified ads. Working together they named the new site RoofersCoffeeShop. This represents a space similar to how many contractors in the past used coffee shops or diners early in the morning to meet with fellow contractors and crews. While there, they were able to exchange advice, tell stories and talk business.

By naming the website RoofersCoffeeShop, it gives the roofing community a sense of past comfort and a doorway into new technologies that are essential to a strong business in today's world.

It is now comprised of a community of roofing professionals that share ideas, tell stories, conduct research, sell items, find items and get help. We are able to connect with roofing contractors across the country, not only selling but learning about key issues and trends through the site's tools such as the forum and classified advertising. It is one of the premier networking sites in the industry, helping contractors find information, materials, services, tools, labor and training all in one place. RoofersCoffeeShop has become the place to celebrate the roofing industry and the great people that work in roofing.

***From the rooftop to the boardroom, RoofersCoffeeShop is for all roofing professionals!***



## R-CLUB

The most exclusive roofer's club in the world! Maybe the only roofers club in the world! RCS is proud to announce a new way to join in some roofing fun. Join a community built just for roofers. Find the things you need, learn a little and socialize with the people that understand you most. We are kindred spirits, the brother-sister-hood, the place the industry meets!

## CLASSIFIED ADS

The days of the nickel ad newspapers are fading into the past but online classified advertising is hotter than ever. In fact, there are many ways to utilize classified advertising in your business including finding labor, finding work, selling and trading equipment, materials and tools. RoofersCoffeeShop is the place to sell items to like-minded professionals, knowing you are talking and doing business with people in the roofing trade.

## FORUM

Since 2002, roofing contractors have been sharing ideas, concerns, solutions and a brother/sisterhood of support and mentoring for each other. The RCS Forum is one of the best places to learn about what is going on in the roofing industry and how best to interact with the professionals who call roofing home.

## SCHOLARSHIPS AND AWARDS

Sharing the success of the roofing industry is one of our favorite things to do. We also want roofing contractors and future roofing professionals to know how to get more involved. Our awards and scholarship pages share what is happening and how to apply to win money for school or recognition for your company.

## SAFETY TIPS

Every week, see the RCS safety tips from leading roof safety experts. Also, as part of the R-Club, you have access to years of toolbox talks and safety meetings in English and Spanish. These were specially created for us and we saved them for R-Club exclusive use.

## EVENTS

If you want to know what is going on in the roofing industry, RCS events will keep you informed. If you want to publicize your event, the Coffee Shop is the place to do it. With thousands of impressions of our events page every month, it is the place to be seen.

## RLW - READ LISTEN WATCH

RoofersCoffeeShop excels at engagement with roofing contractors. Our roofers have shared that they want to learn, when and how they want to; whether that is reading blogs and Ebooks late at night, listening to podcasts during the morning drive, and/or watching videos or webinars over morning coffee at their desk. We are shaking up the way contractors learn.



# Be Part of a Community

## CONTRACTOR QUIZ

Everyone likes a quiz and now you can develop your own quiz to share with roofing contractors. Not only is it fun and educational but it also generates leads.

## SURVEY

At RoofersCoffeeShop, we want to know what the industry is seeing and experiencing as they continue to roof and protect buildings across the nation. Surveys on RCS are a way to engage roofing contractors and really understand trends and opinions.

## RCS INFLUENCERS

What “influencer” means: Authority, Mentor, Guide, Expert, Consultant. That’s the group we have put together in our RCS Influencers. Our Influencers have expertise in different areas of the operation of a contractor’s business. With their opinions, tips and advice a reader can learn a lot.

## WEEK IN REVIEW

Every week, RCS shares what happened on the site with a clever and fun e-newsletter. Sent to over 20,000 readers, this is an e-news people look forward to receiving every week.

## LOOK UP

When someone looks up and sees a contractor installing a roof, we want them to remember that the contractor is providing our homes and buildings the ultimate protection. We have given away thousands of bumper stickers that say: “When you see a roofer, look up to them.”

## ROOFING RESPECT

The campaign is in honor and admiration of our hard-working men and women in the roofing industry and it is the Coffee Shop’s way of saying Thank You!

## RCS CARES

How many free roofs have roofers, distributors and manufacturers given away? A lot. We want to highlight all the opportunities and ways to get involved with amazing charities. It is one of the best ways to promote your company’s culture.

## EN ESPAÑOL

RoofersCoffeeShop is doing its best to represent the entire roofing industry and that means becoming a resource for our Spanish-speaking roofers. We have had a few posts in the Spanish language, but we want to give Español a home on the Coffee Shop; our entire site is translatable at a push of a button. Advertisers can also send multi-language ads at no additional cost.

## CANADA

RoofersCoffeeShop in Canada is not new for Canadian contractors who have been frequenting our website since its inception. We want to make Canada feel more at home on the CoffeeShop. So, we have implemented great Canadian benefits including with a click of a button French translation, Canadian province categories in our classified sections and Canadian trade associations on our associations directory.

## SOCIAL MEDIA

With over 30,000 followers, RoofersCoffeeShop has a welcoming presence on Facebook, Instagram, LinkedIn and Twitter. It is fun, it is informing and it is a community.





# JOIN US

## Visit our Website

[RoofersCoffeeShop.com](http://RoofersCoffeeShop.com)

## Follow Us on Social



## Subscribe to our Weekly Week-in-Review email

[RoofersCoffeeShop.com/sign-up](http://RoofersCoffeeShop.com/sign-up)

## Request a Sticker

[RoofersCoffeeShop.com/respect](http://RoofersCoffeeShop.com/respect)

## Join R-Club

[RoofersCoffeeShop.com/rcs-club-sign-up](http://RoofersCoffeeShop.com/rcs-club-sign-up)

## Place a Classified Ad

[RoofersCoffeeShop.com/classifieds](http://RoofersCoffeeShop.com/classifieds)

## Contact Us

[info@rooferscoffeeshop.com](mailto:info@rooferscoffeeshop.com)

714-203-1417

*“Where The Industry Meets”*

**[www.RoofersCoffeeShop.com](http://www.RoofersCoffeeShop.com)**