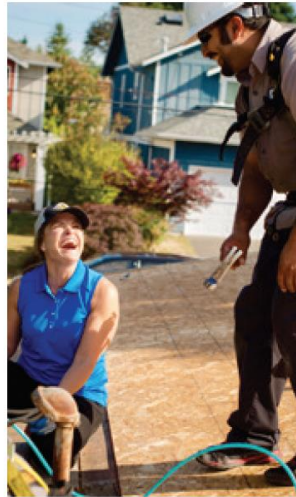


ROOFERS[®]

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



2019 -2020 Trends Report

INTRODUCTION

RoofersCoffeeShop® 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 this Trends Report, we focus on the labor shortage, the top business needs in the industry, contractors' greatest needs and placing classifieds on RCS.

Here is what we found.



SURVEY STATS

Dates

- Date opened – August 5, 2019
- Date closed – December 31, 2020

Promoted

- RoofersCoffeeShop website
- RoofersCoffeeShop Facebook page
- Week in Roofing E-News

Responses

- Total responses – 285
- Complete responses – 202



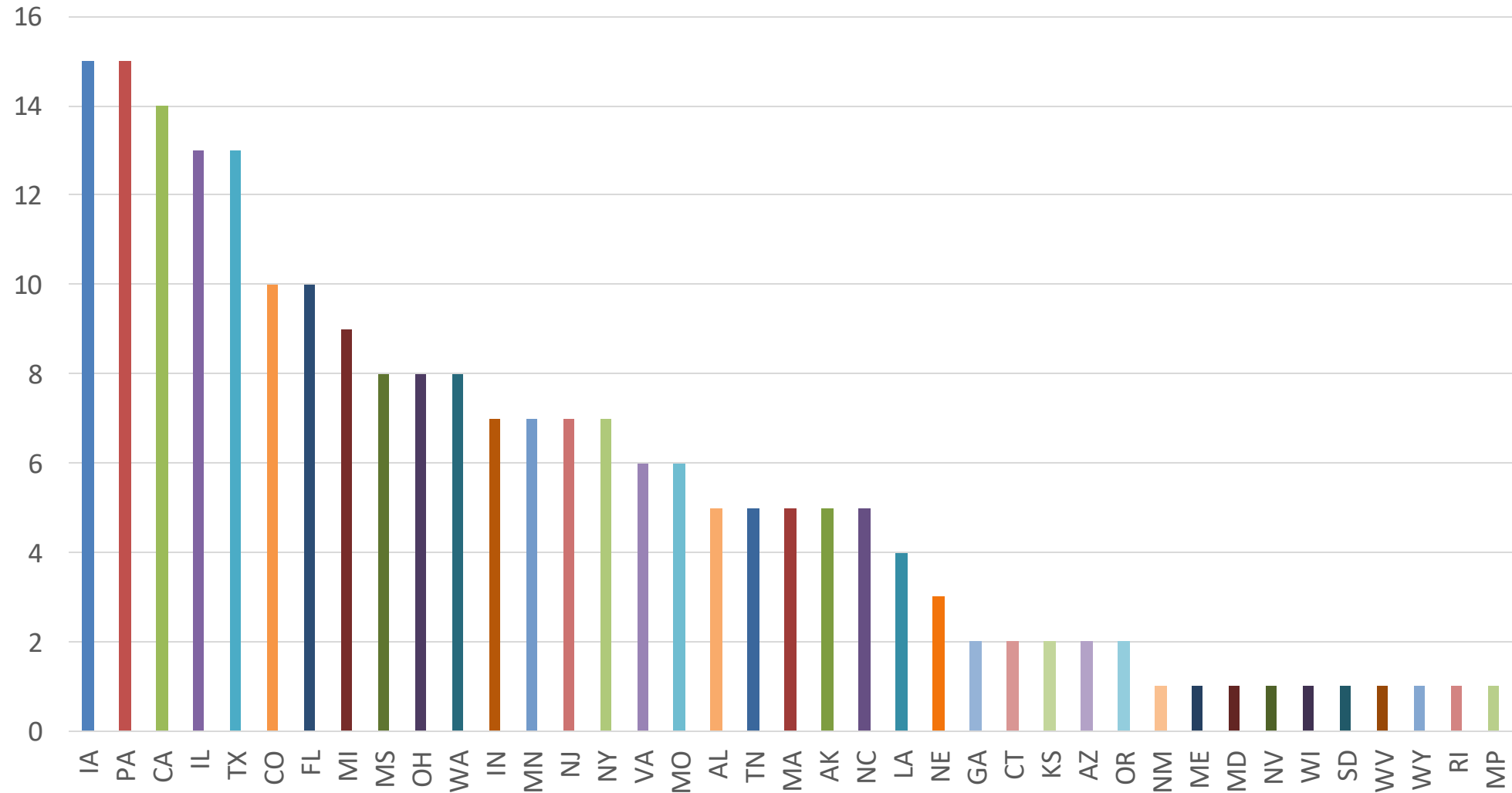
2019 - 2020 RoofersCoffeeShop® Trends Survey

2020 RoofersCoffeeShop® Trends Survey

RoofersCoffeeShop 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. We are happy to provide you this helpful gift of a fandana scarf for your participation.

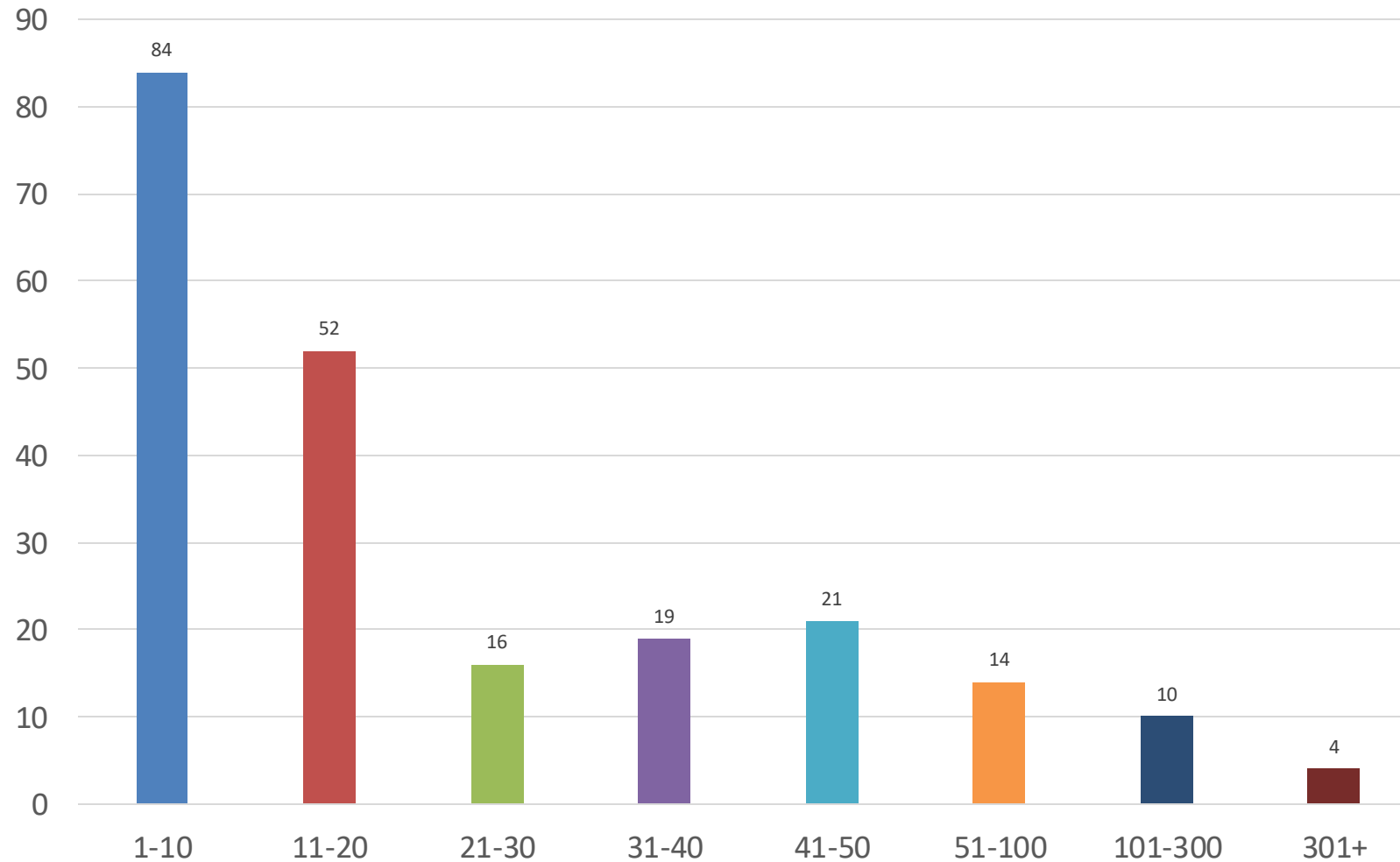


AUDIENCE BY STATE



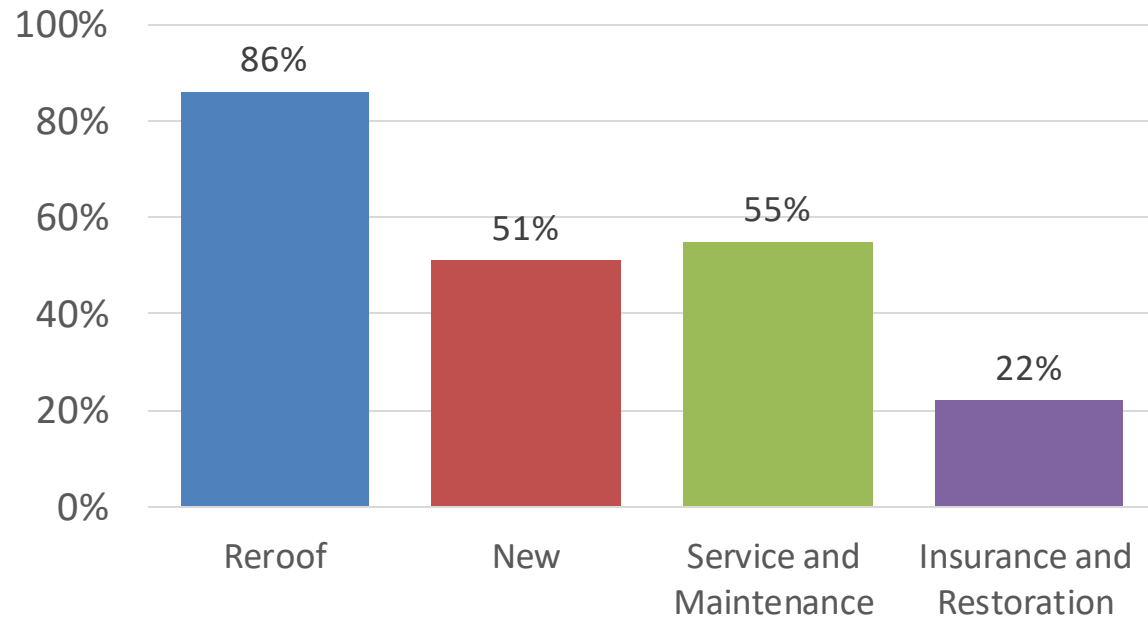
39 states represented

AUDIENCE BY SIZE – NUMBER OF EMPLOYEES



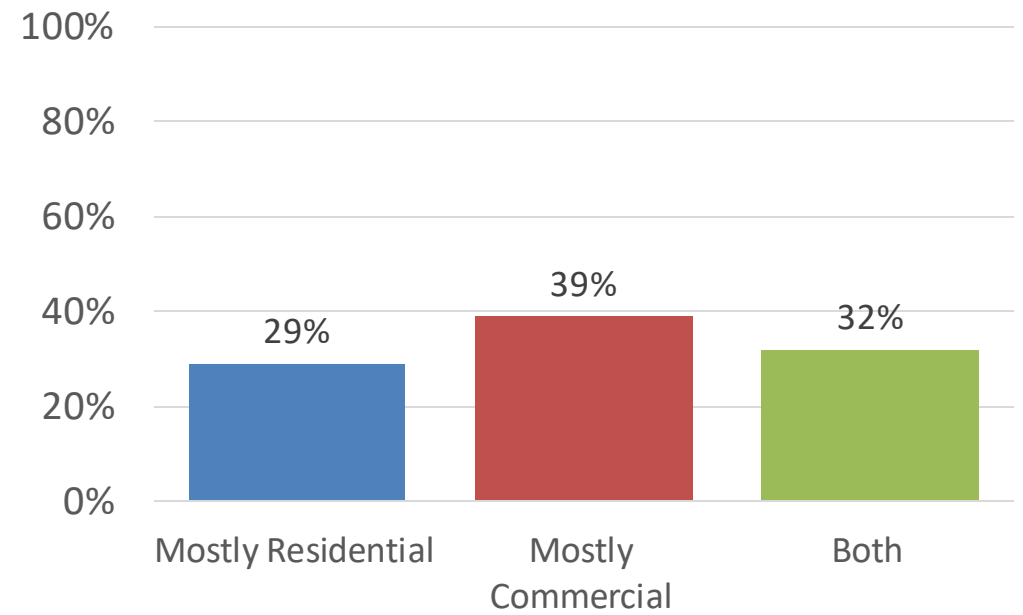
AUDIENCE BY TYPE

What is your roofing business specialty?



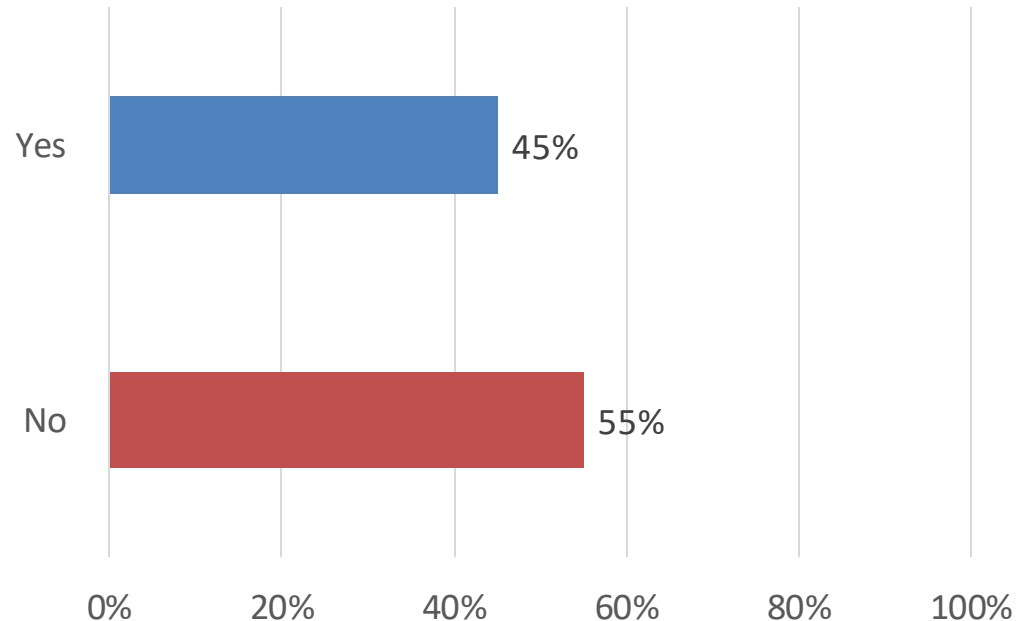
*Survey had option to choose all that apply

What type of work do you do?



AUDIENCE BY OWNERSHIP

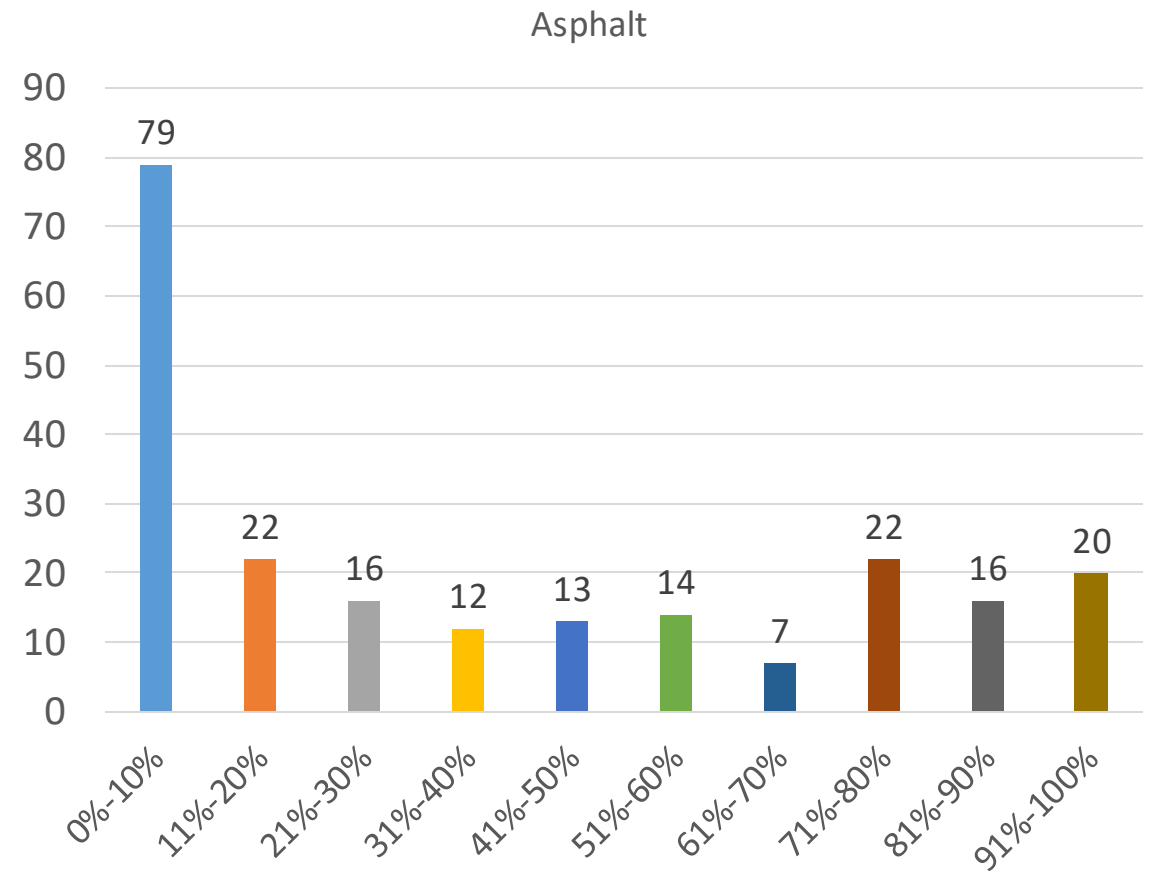
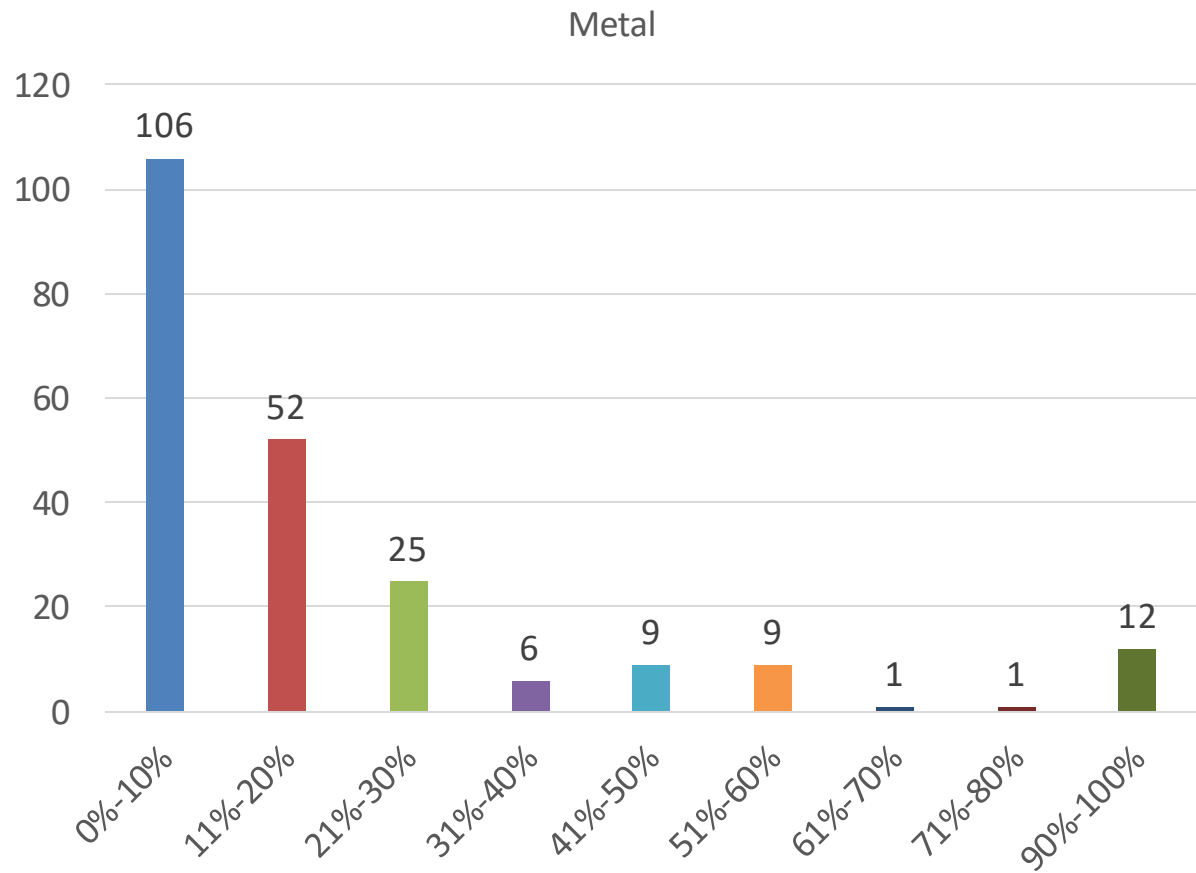
Are you a roofing business owner?



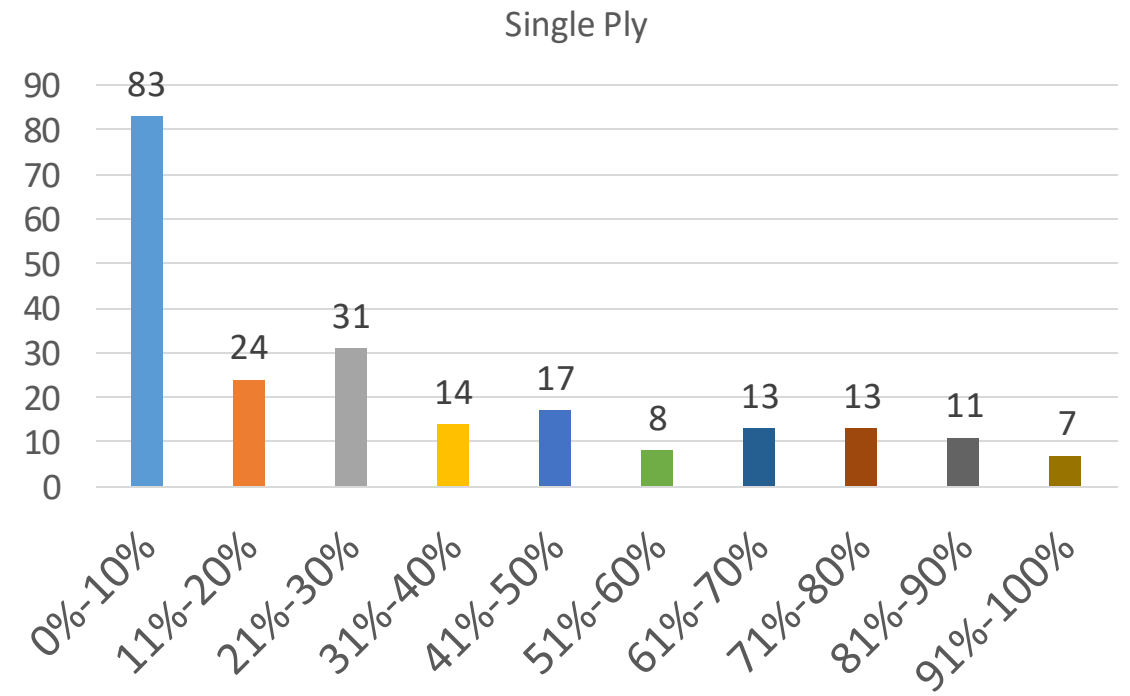
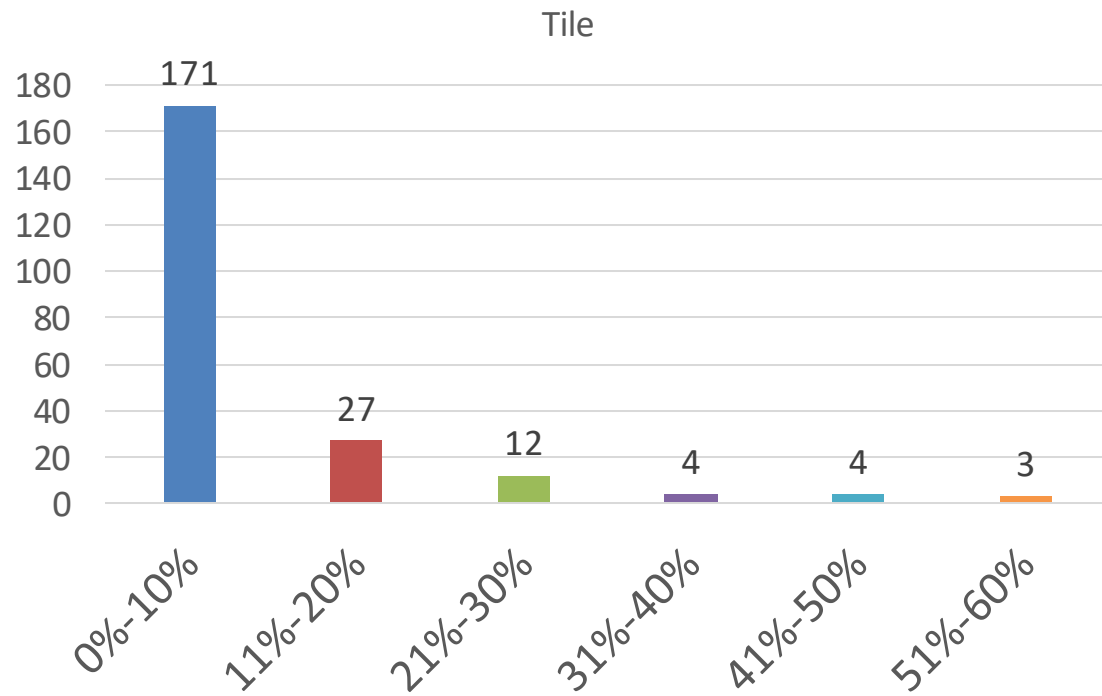
RCS saw a 10% difference between roofing professionals who own their business and those who work for roofing businesses. The majority of respondents do not own their own businesses.

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

AUDIENCE BY PERCENT OF MATERIALS INSTALLED

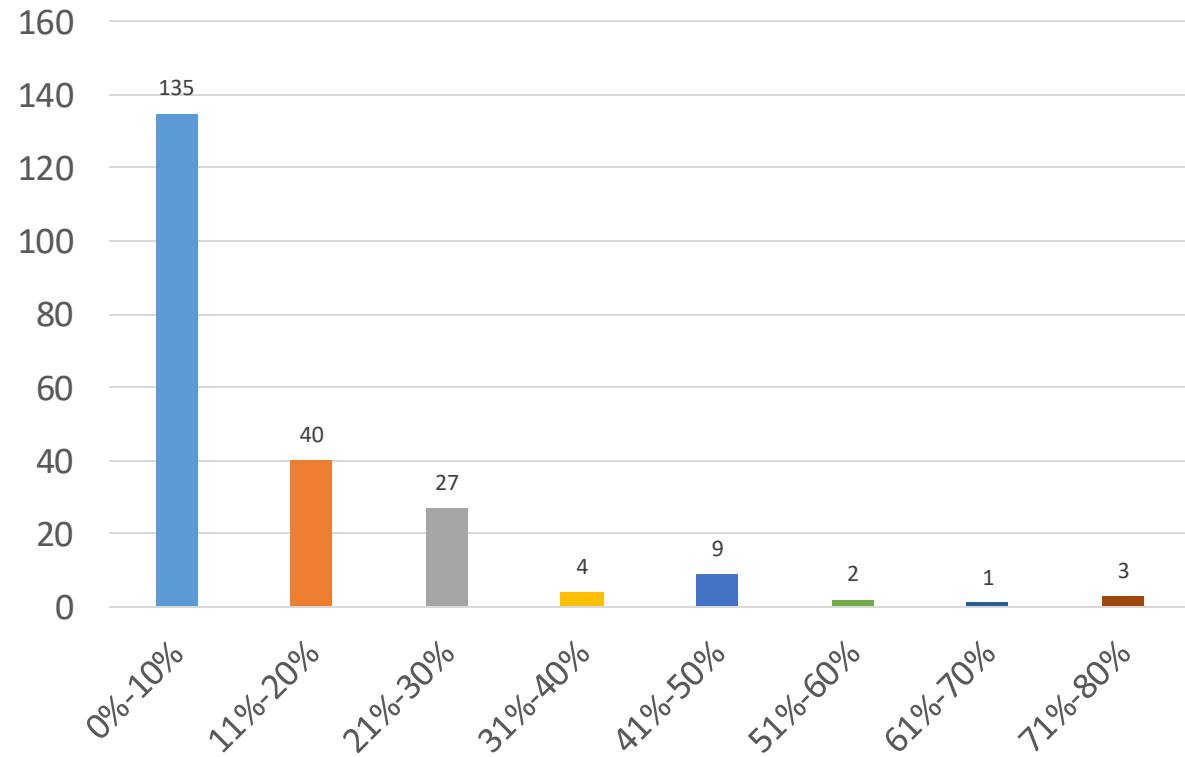


AUDIENCE BY PERCENT OF MATERIALS INSTALLED

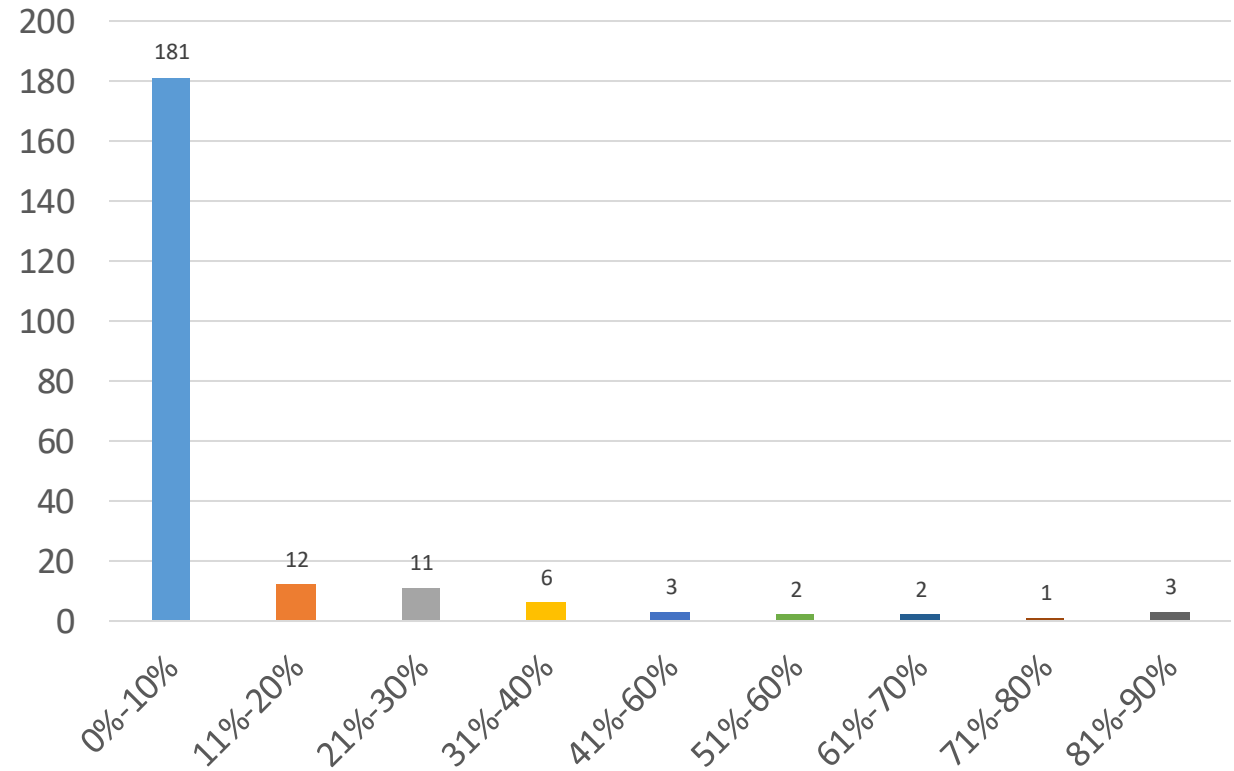


AUDIENCE BY PERCENT OF MATERIALS INSTALLED

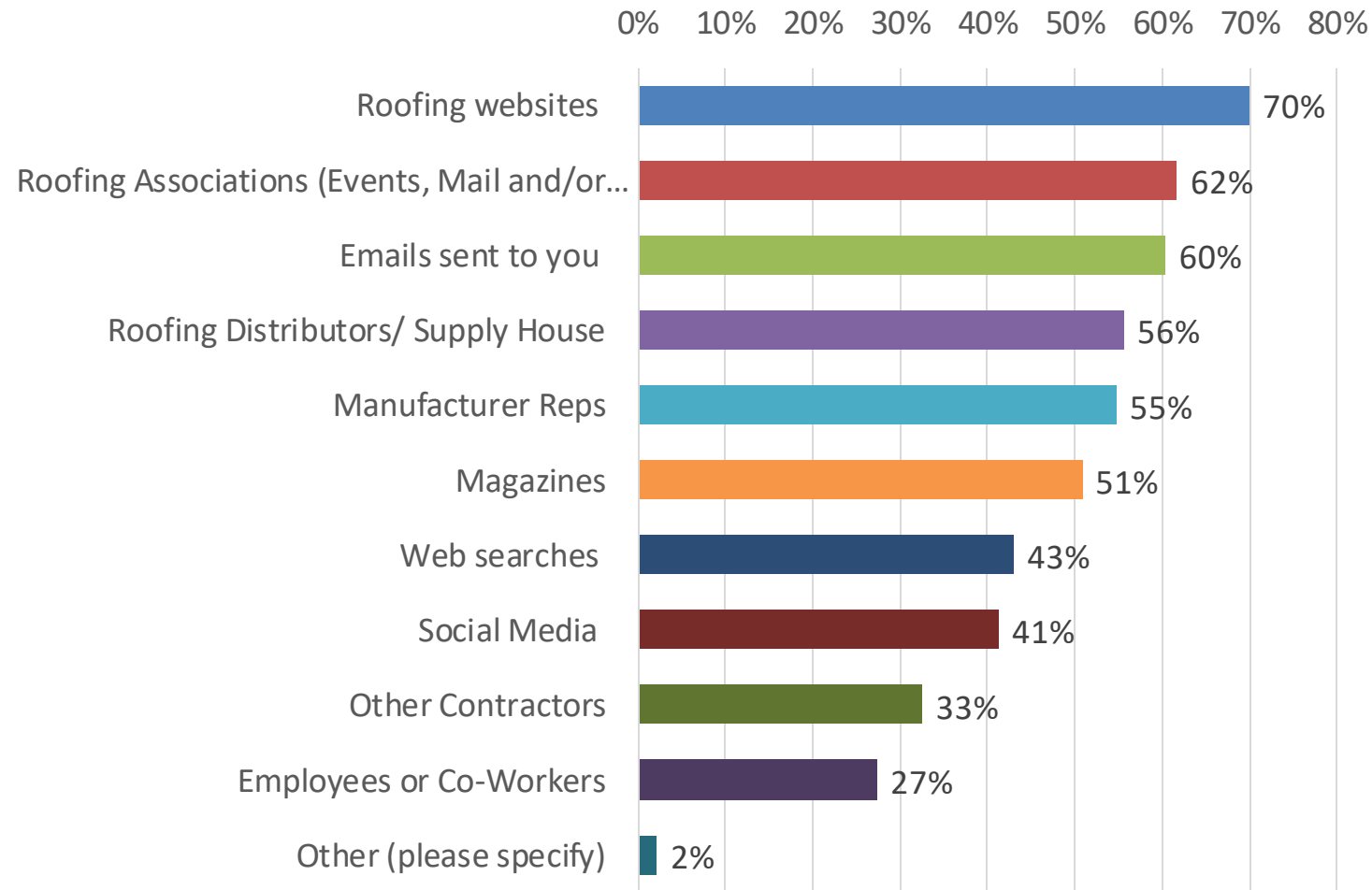
Modified Bitumen



Liquid Applied



WHERE DO YOU GET YOUR INFORMATION?



This year shows that roofing websites are the primary way respondents get their information. Roofing associations is the second most used source, with emails being the third popular option, followed closely by roofing distributors and manufacturer reps.

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

TRADE ASSOCIATIONS MEMBERSHIP

CRA_{ARCA} Roofing Contractors_{Western States} Roofing_{Roofers}
NERCA_{etc} IIBEC_{ABC} MRCA_{RCAT} NRCA_{Iowa}
NWIR_{Association} WSRCA_{MBMA MBCEA} FRSA_{Builders Association}
Yes AGC

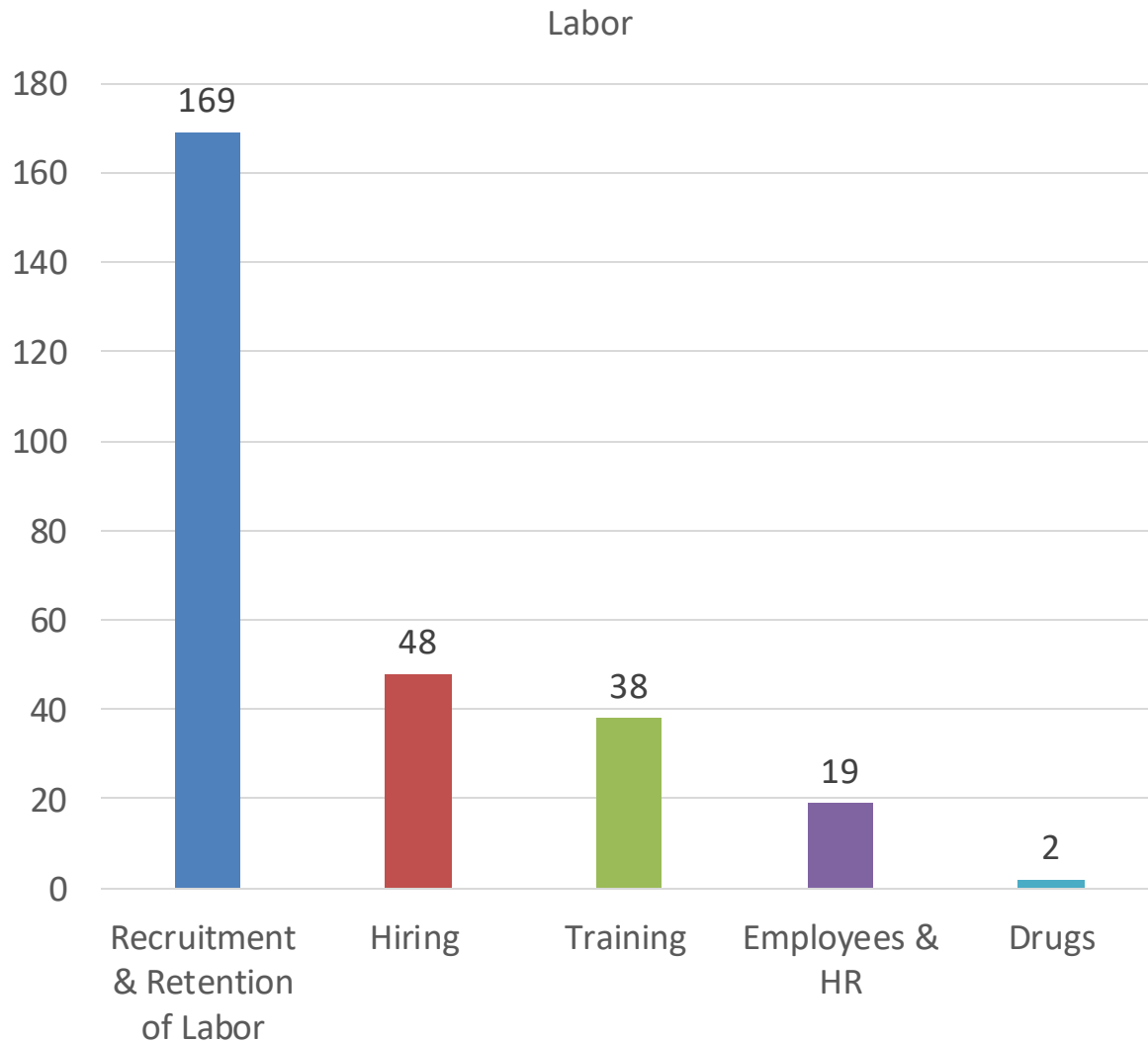
44% of respondents are involved with the National Roofing Contractors Association (NRCA). 171 respondents belong to a trade association, some belong to multiple.

Reasons for not belonging to a trade association include:

- Fees
- Not one near enough
- Haven't been asked to join one
- Didn't know they existed
- Don't see a benefit

TOP BUSINESS ISSUES

TOP BUSINESS ISSUES TODAY?



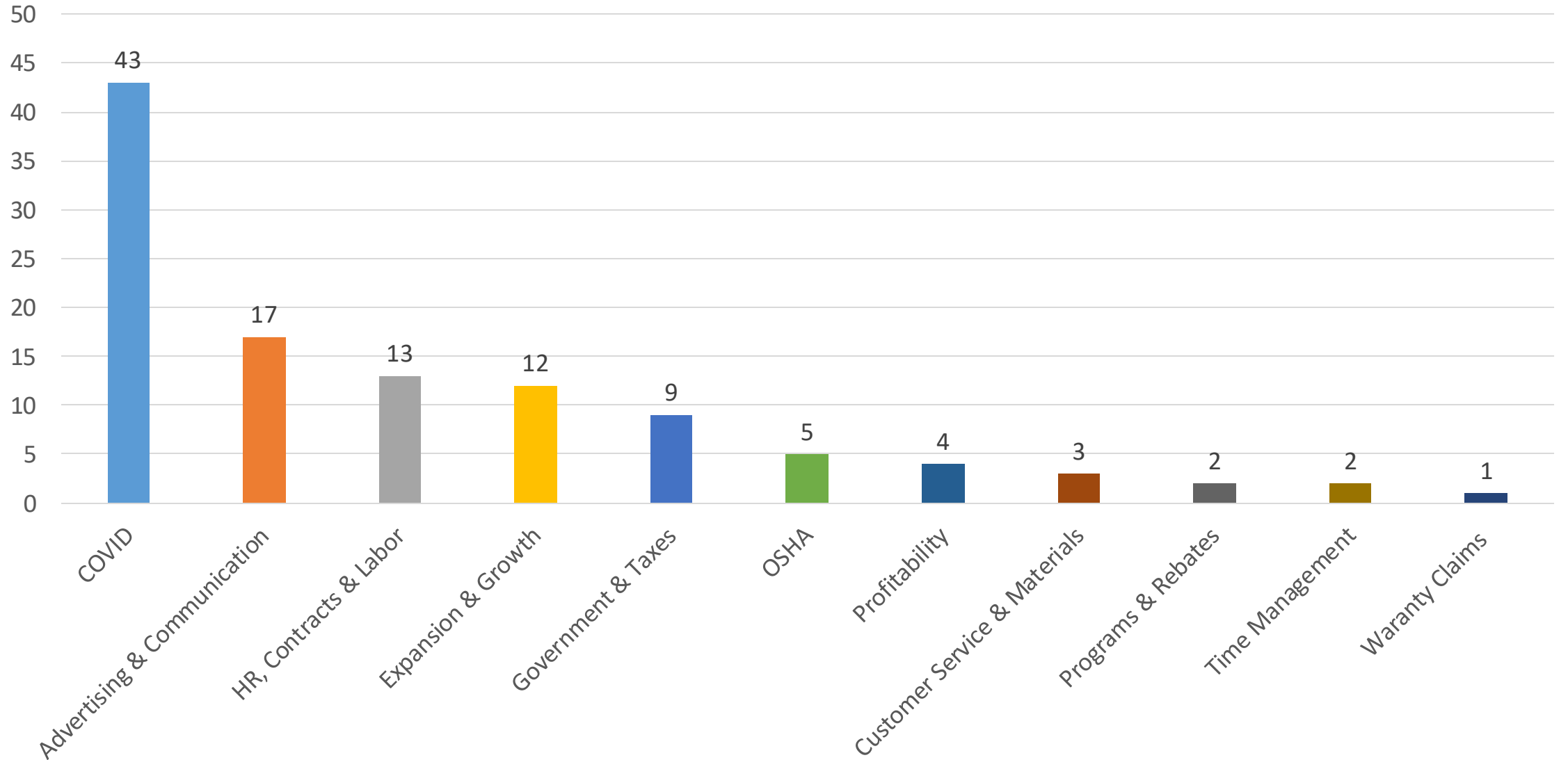
When asked to identify their top business issues, contractors overwhelmingly named recruitment and retention of labor as one of their top issues.

Unsurprisingly, COVID-19 was another top issue the industry faced and continues to face.

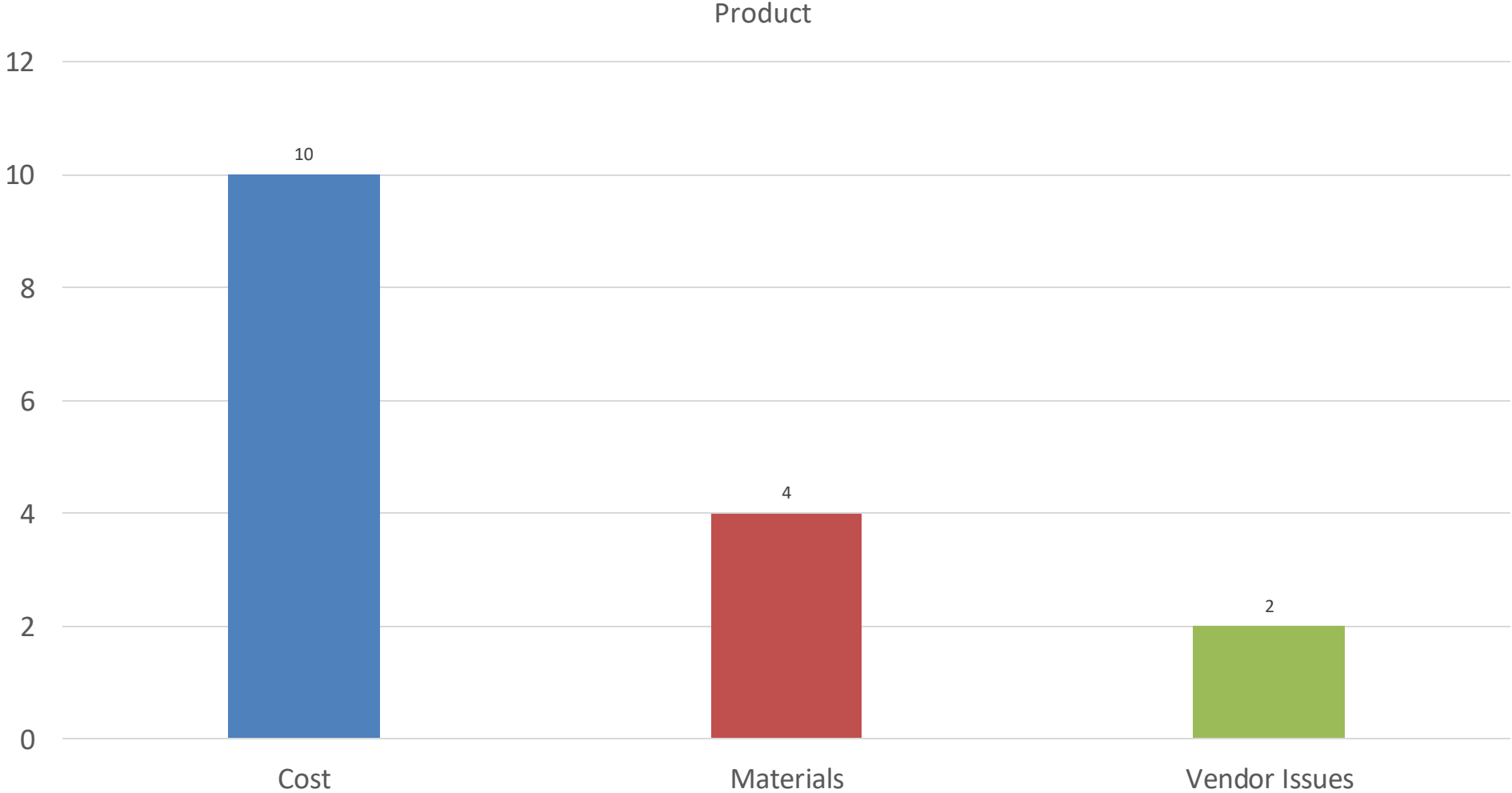
Other notable issues were hiring, training, advertising and communication, safety and technology.

TOP BUSINESS ISSUES TODAY?

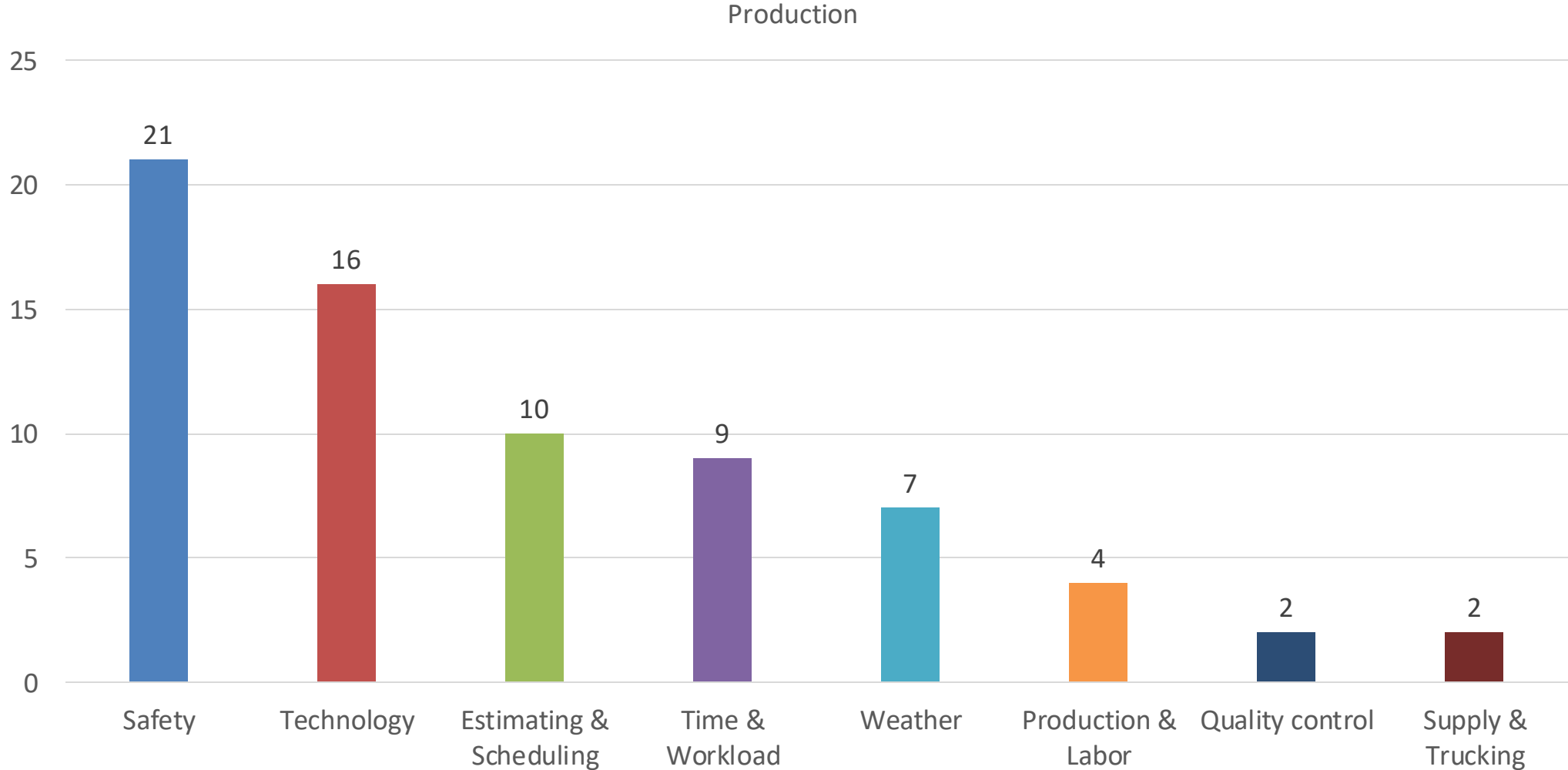
Business Operations



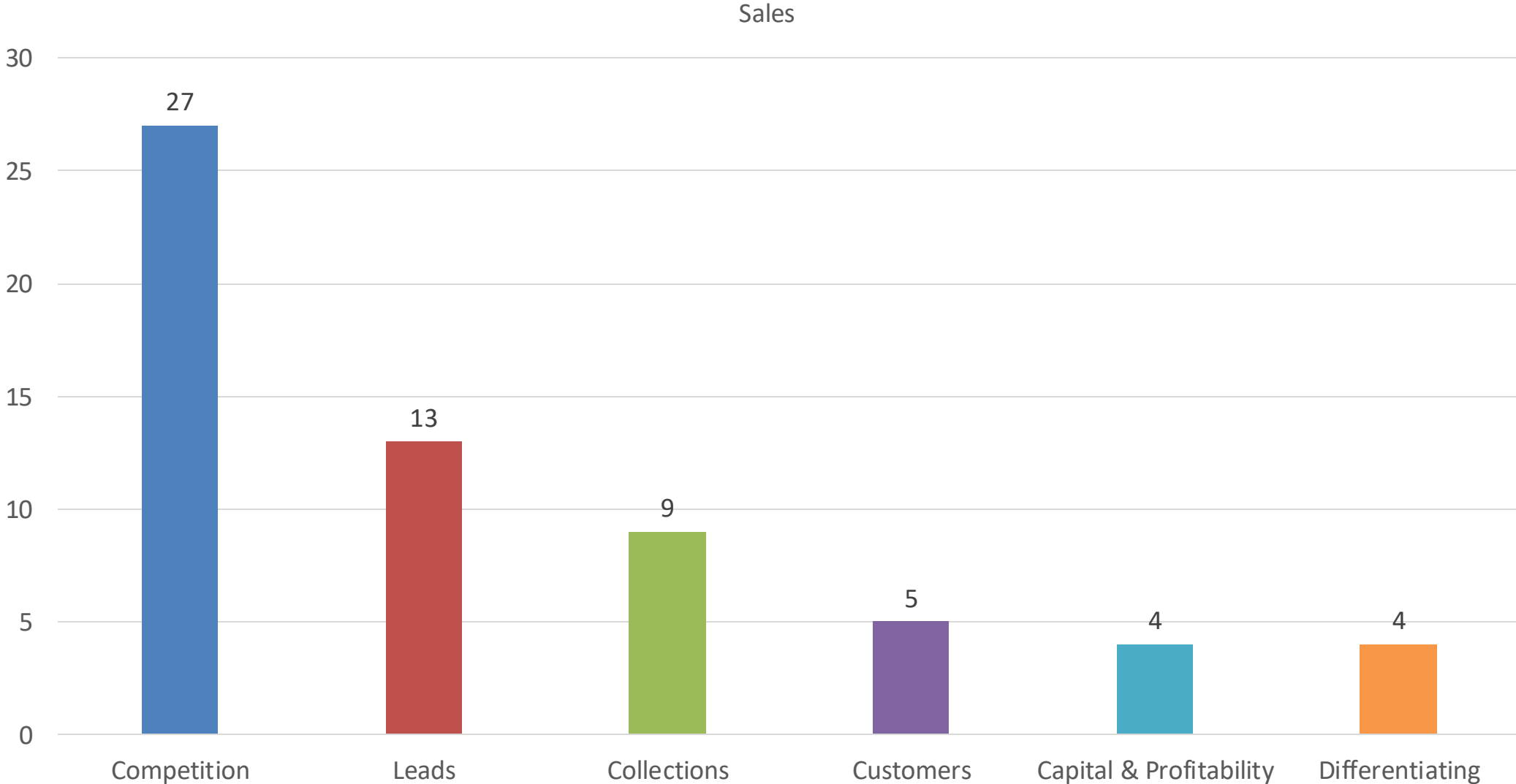
TOP BUSINESS ISSUES TODAY?



TOP BUSINESS ISSUES TODAY?



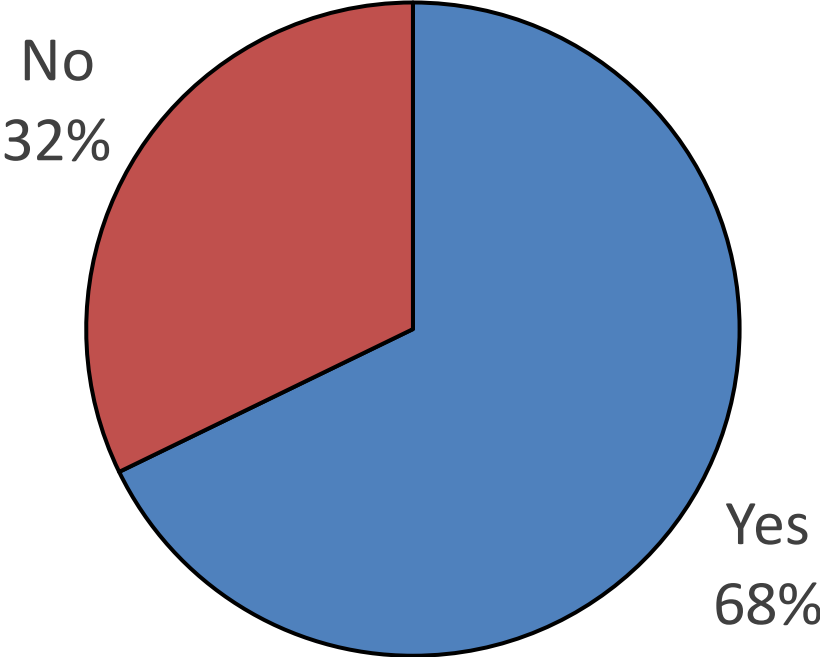
TOP BUSINESS ISSUES TODAY?



LABOR SHORTAGE

DOES YOUR COMPANY HAVE A LABOR SHORTAGE?

The roofing industry has faced labor shortage for years, and still nearly 70% of respondents continue to see this shortage in their companies.



WHAT RECRUITING METHODS WORKED?

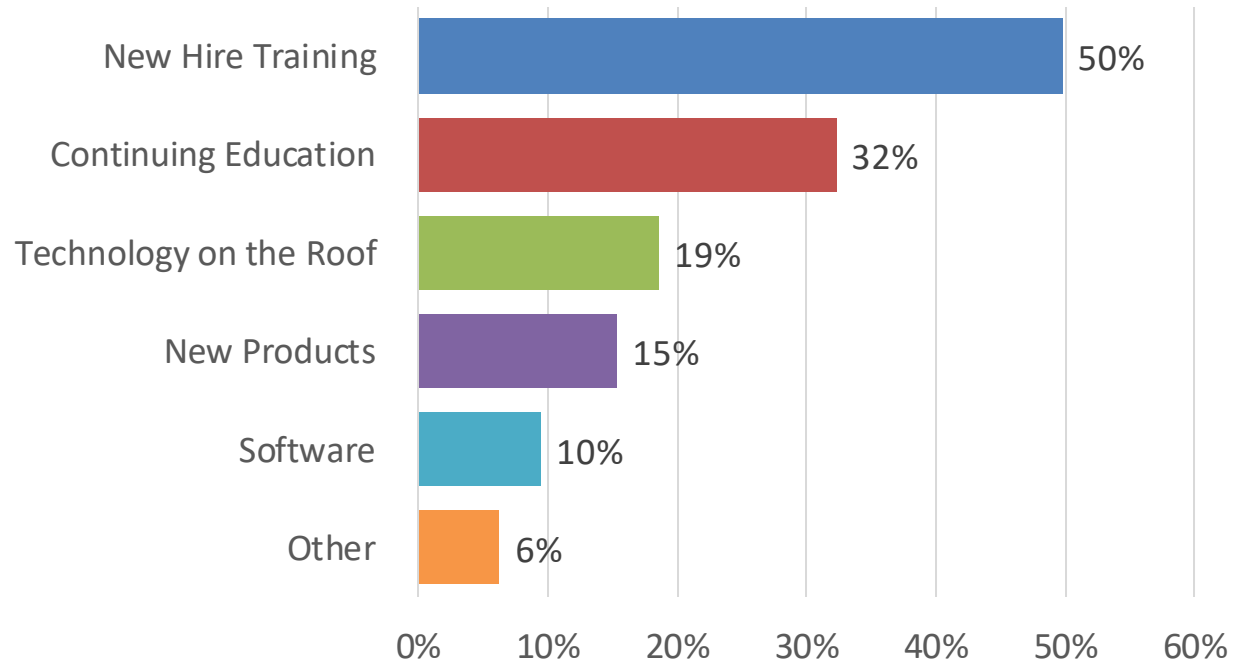
labor benefits ads word one Indeed training Offering Advertising people
employees younger pay wages hire Temp
Word mouth money Nothing Online referrals
finding help much still yet work recruiters Union want work tried recruiting
good skilled labor roofing bonuses

While many have been unsuccessful in their recruiting efforts, here's what has worked for many contractors:

- Word of mouth
- Referrals from employees
- Online recruiting sites – Indeed, LinkedIn
- Offering training, onboarding and benefits
- Advertising – print, social media, radio
- Hiring/referral bonuses
- Company culture and management style

GREATEST NEEDS

GREATEST TRAINING NEEDS?



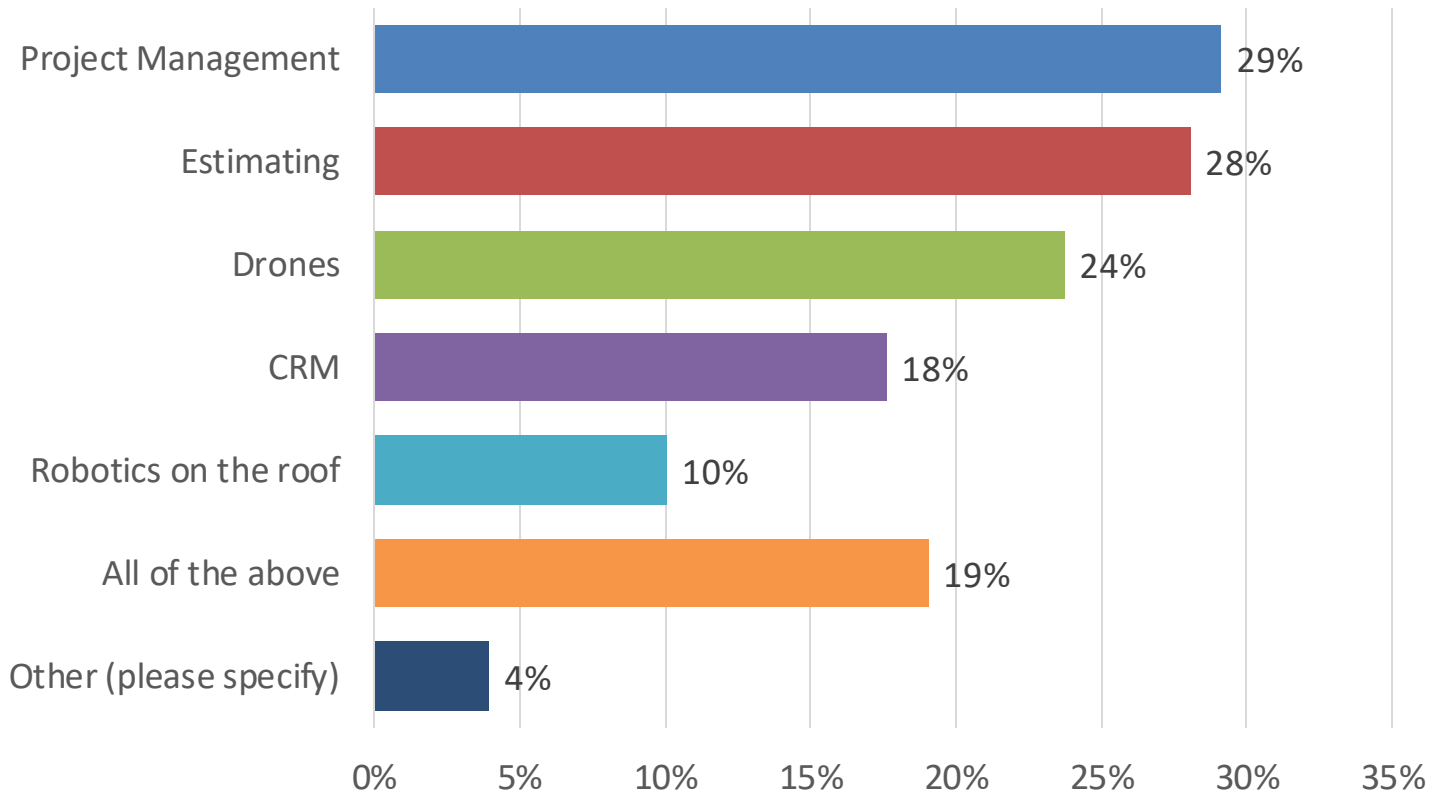
Nearly half of the respondents indicated that new hire training is their greatest need. After that is continuing education for workers.

Training for technology, new products and software are not as great of a need at this time.

Other needs contractors indicated are:

- Mentorship
- Safety
- Legal
- Scaling business

GREATEST TECHNOLOGY NEEDS?

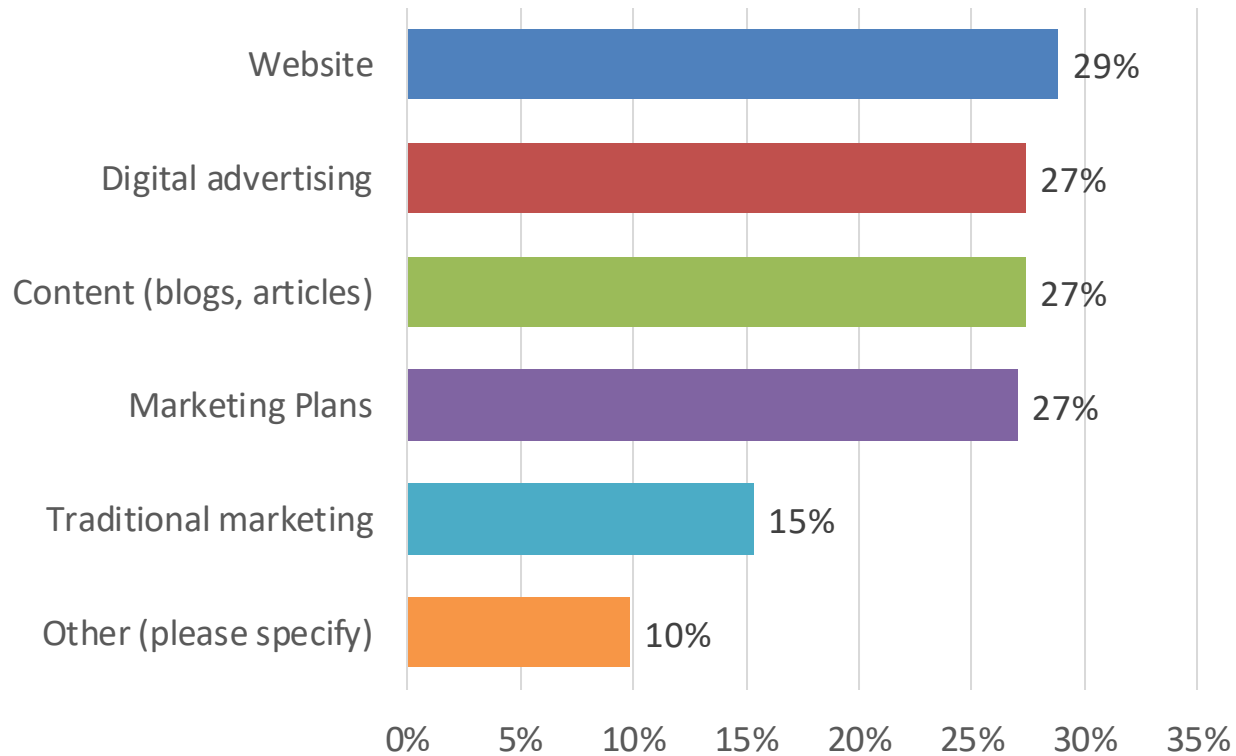


This year, respondents indicated that project management and estimating are their greatest needs.

Drones are a valuable resource to roofing professionals, which is indicated by the over 20% of responses.

The roofing industry is known as a slow adopter to utilizing technology, and nearly 20% of contractors selected "all of the above" as their response, indicating that more contractors are recognizing the value of technology in their businesses.

GREATEST MARKETING NEEDS?



Digital-based marketing is a significant need amongst roofing contractors across the board. Website, digital advertising, content and marketing plans nearly tied with just a 2% difference between website and marketing plans.

Other needs include: word of mouth, customer reviews/referrals, truck wraps and yard signs.

Some companies mentioned they only market through word of mouth and referrals.

WHO WE ARE

RoofersCoffeeShop 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 and our advertisers are a part of that conversation.

RoofersCoffeeShop is where the industry meets for information. 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!

I look to RCS for information from roofing contractors across the nation. I feel it pulls us all together in an open-source forum.

It's nice to come home after a long day on the roof and be able to look through some actual quality content...I find you have a lot of professionalism going on behind the scenes and I like to think of roofing as a great high-end trade to be a part of, thanks guys.

Great information about the roofing community, it's nice to have someone focusing on us roofers.

Missed all the information I would have liked 35 years ago.

A great helping hand to connect roofers with resources (the caffeine is a bonus).

For myself, RoofersCoffeeShop has helped educate me more on various topics within the roofing industry and see different perspectives in the industry as well. I really like their saying "Next time you see a roofer – Look up to them!" I also share the articles and pictures with my team that I see on here.

RoofersCoffeeShop has the ability to change the world.

RoofersCoffeeShop is one of the few sites that I truly read all the articles and check everything out. It is always relevant to what is current, it is motivating with the picture contests and it is intriguing with new and interesting articles and pictures.