

RTRENDS 22

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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, difficult materials to find and contractors' greatest needs.

Here is what we found.



SURVEY STATS

Dates

- Date opened – February 6, 2022
- Date closed – August 31, 2022

Promoted

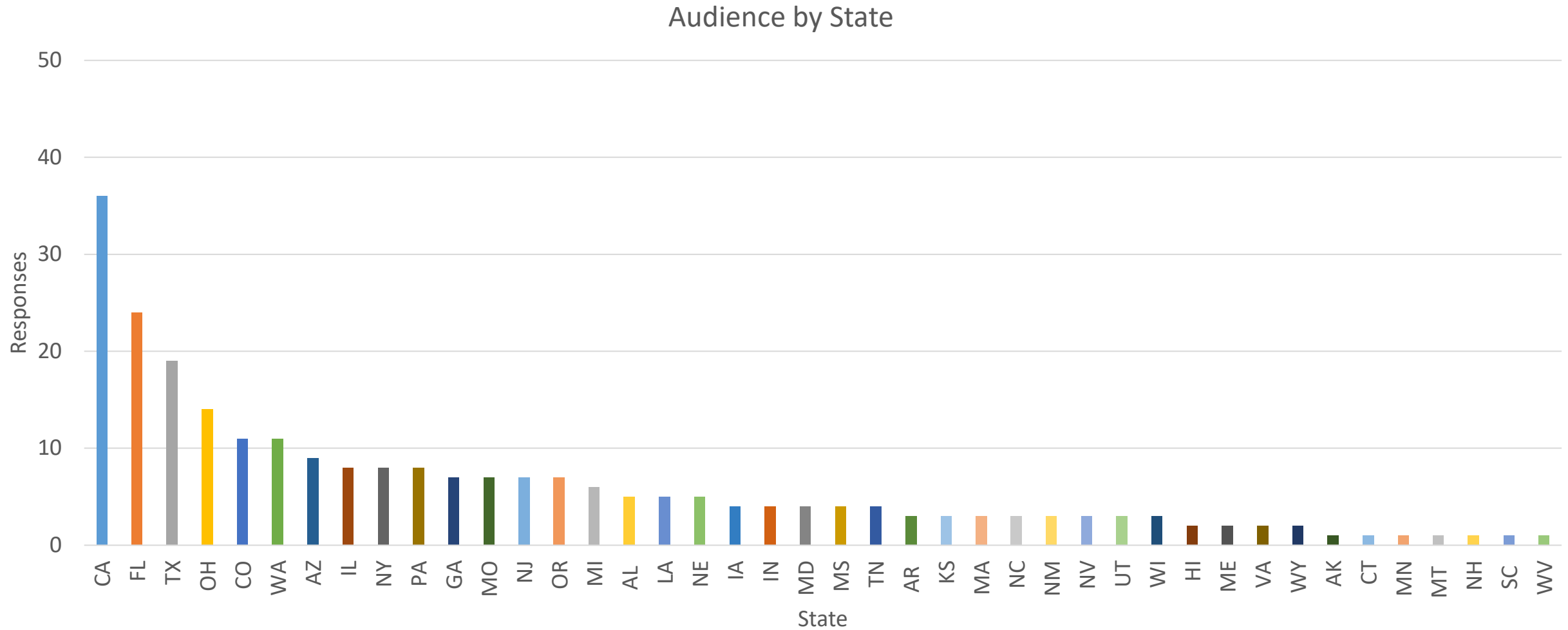
- RoofersCoffeeShop website
- RoofersCoffeeShop social media
- Week in Roofing eNews

Responses

- Total responses – 256

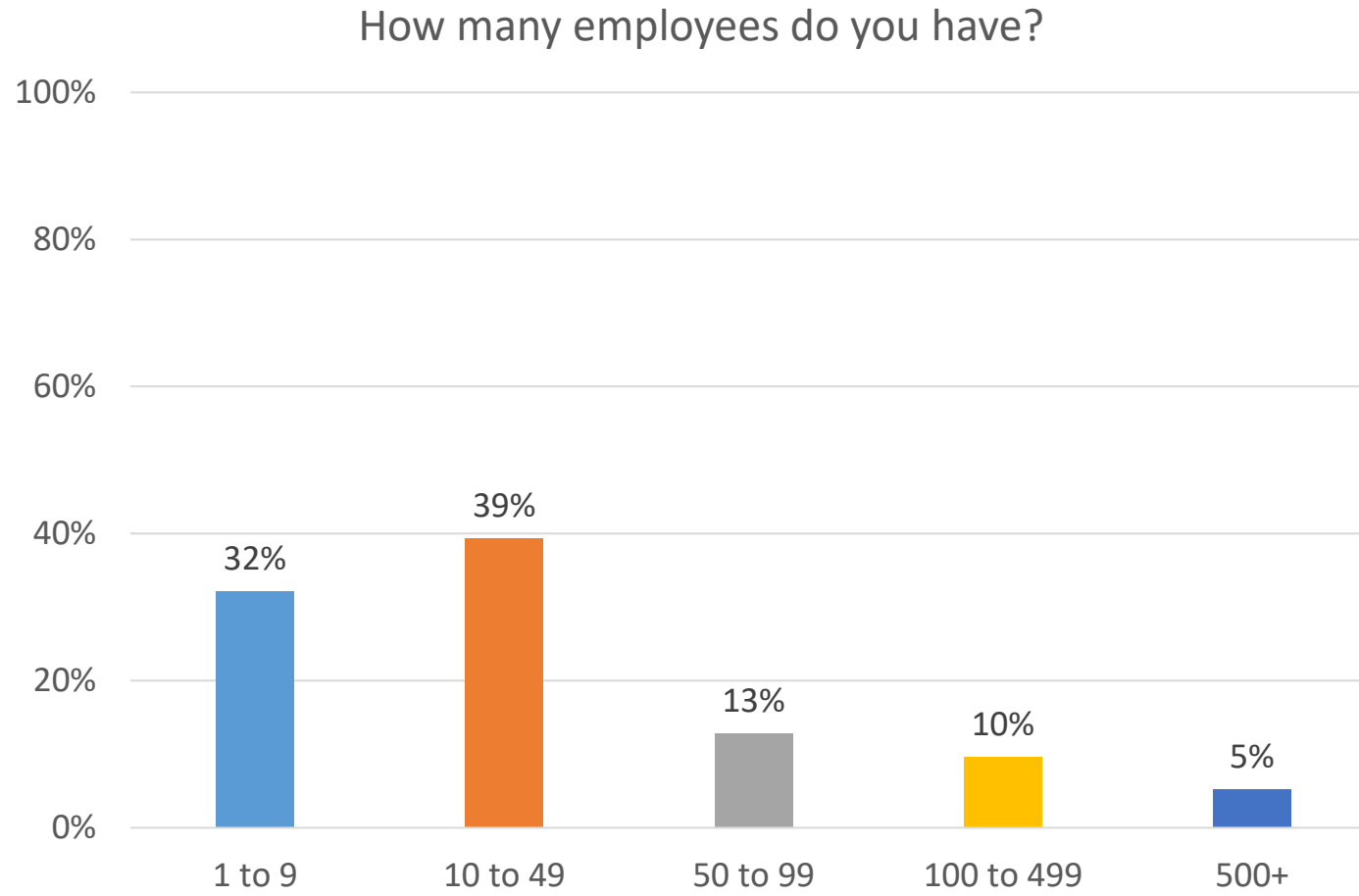


AUDIENCE BY STATE

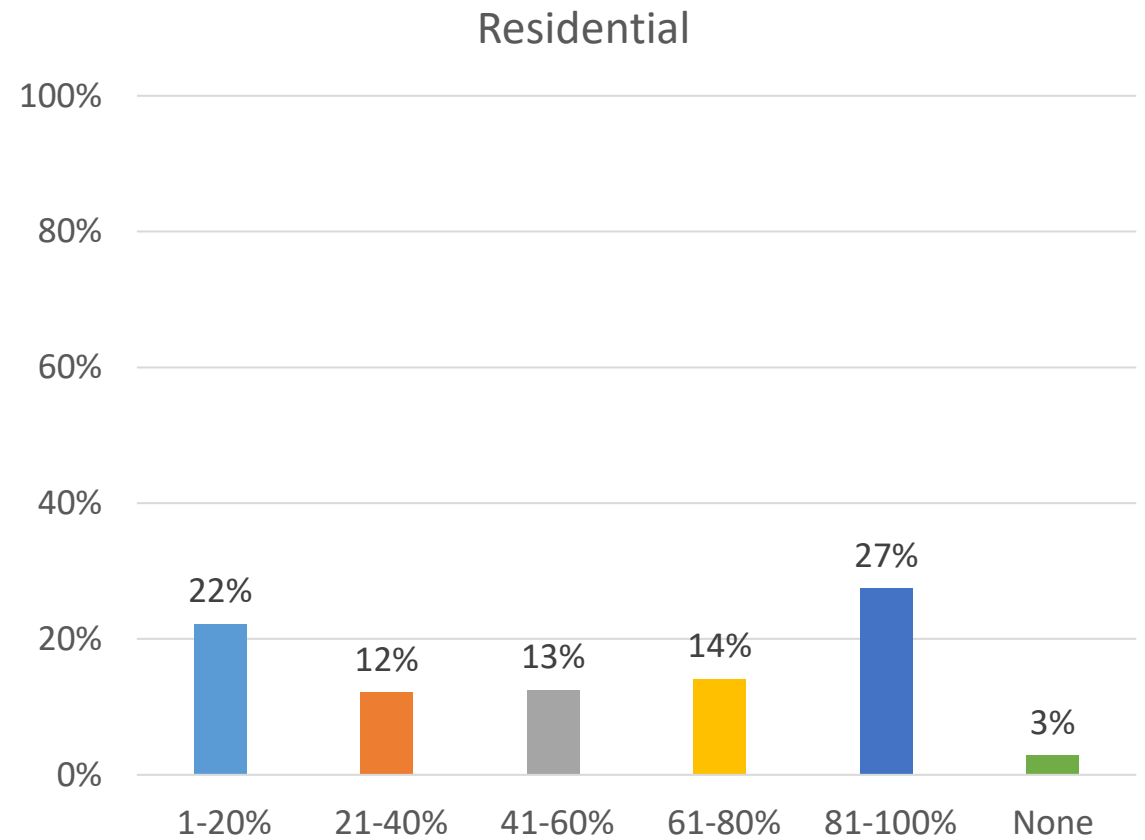
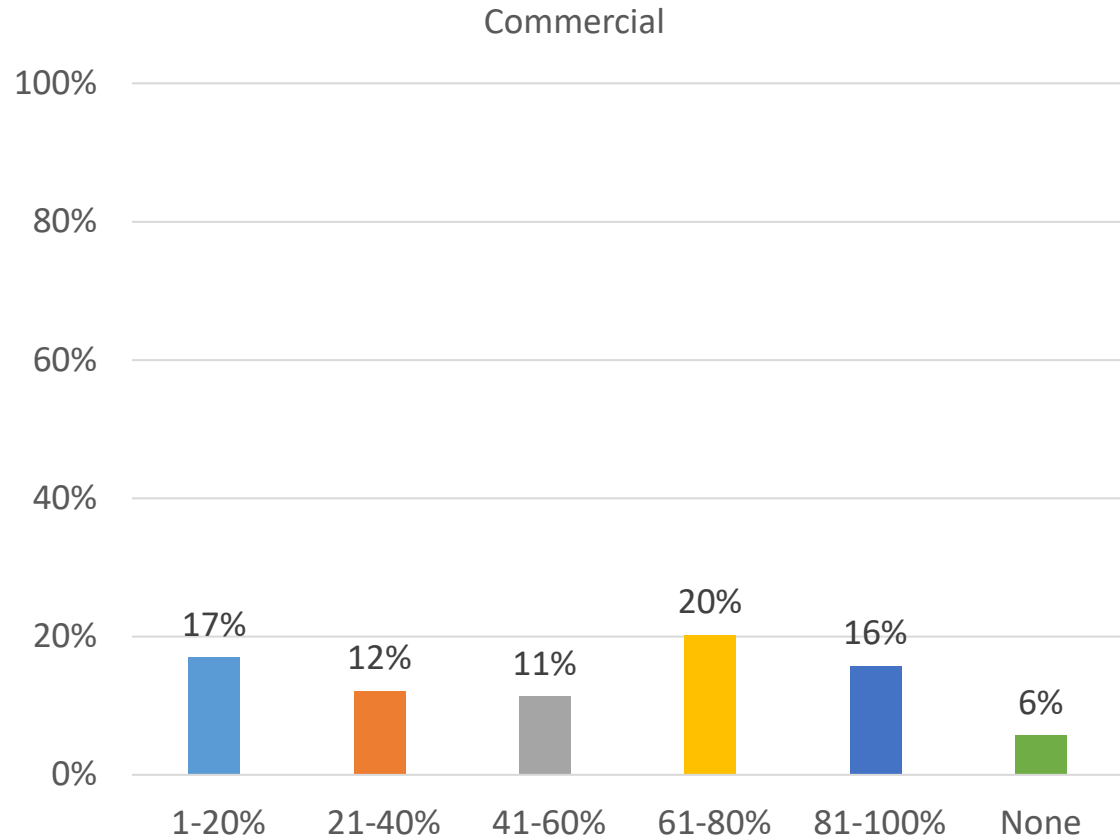


42 states represented

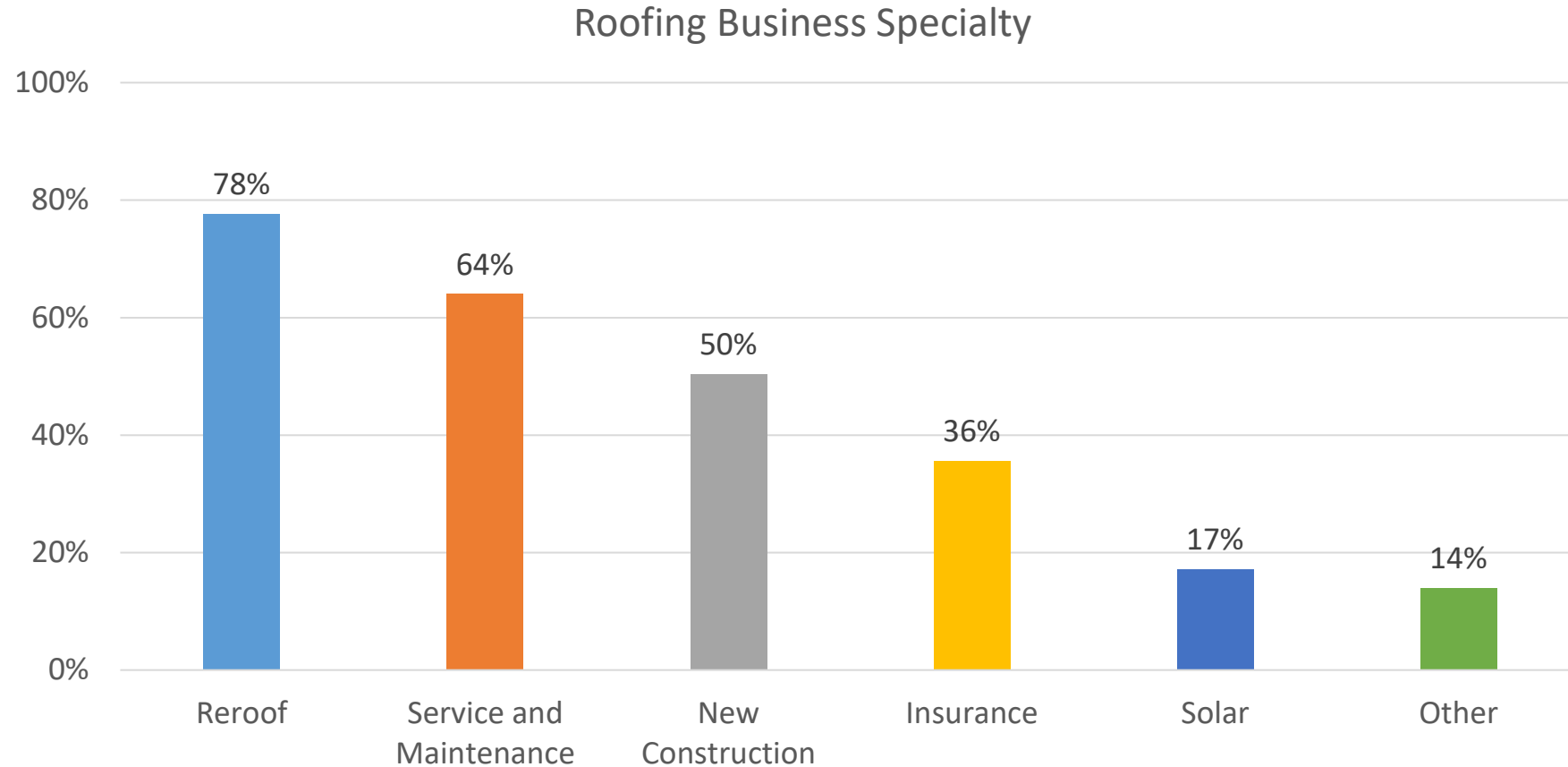
AUDIENCE BY SIZE – NUMBER OF EMPLOYEES



AUDIENCE BY TYPE



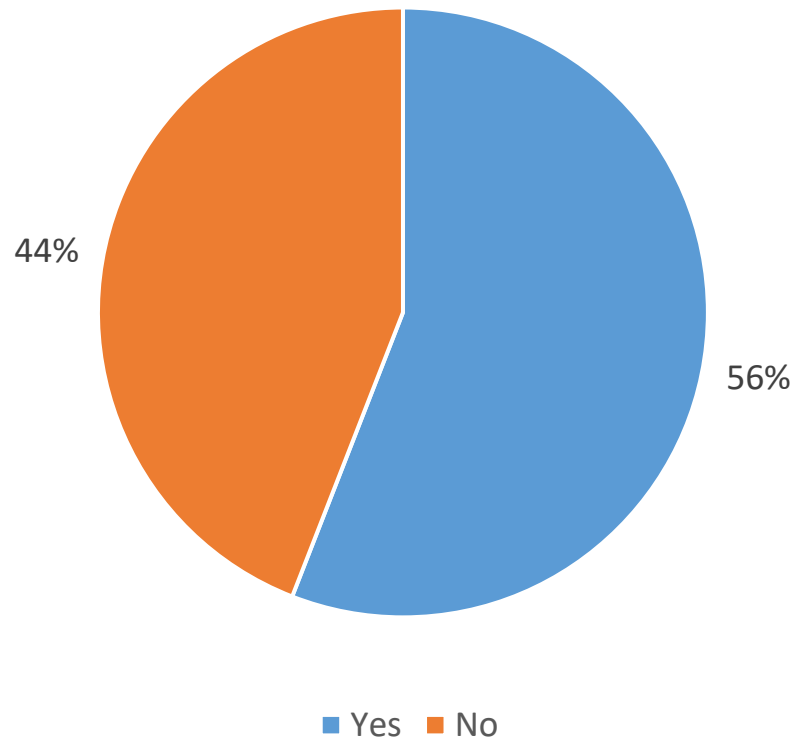
AUDIENCE BY TYPE



*Survey had option to choose all that apply

AUDIENCE BY OWNERSHIP

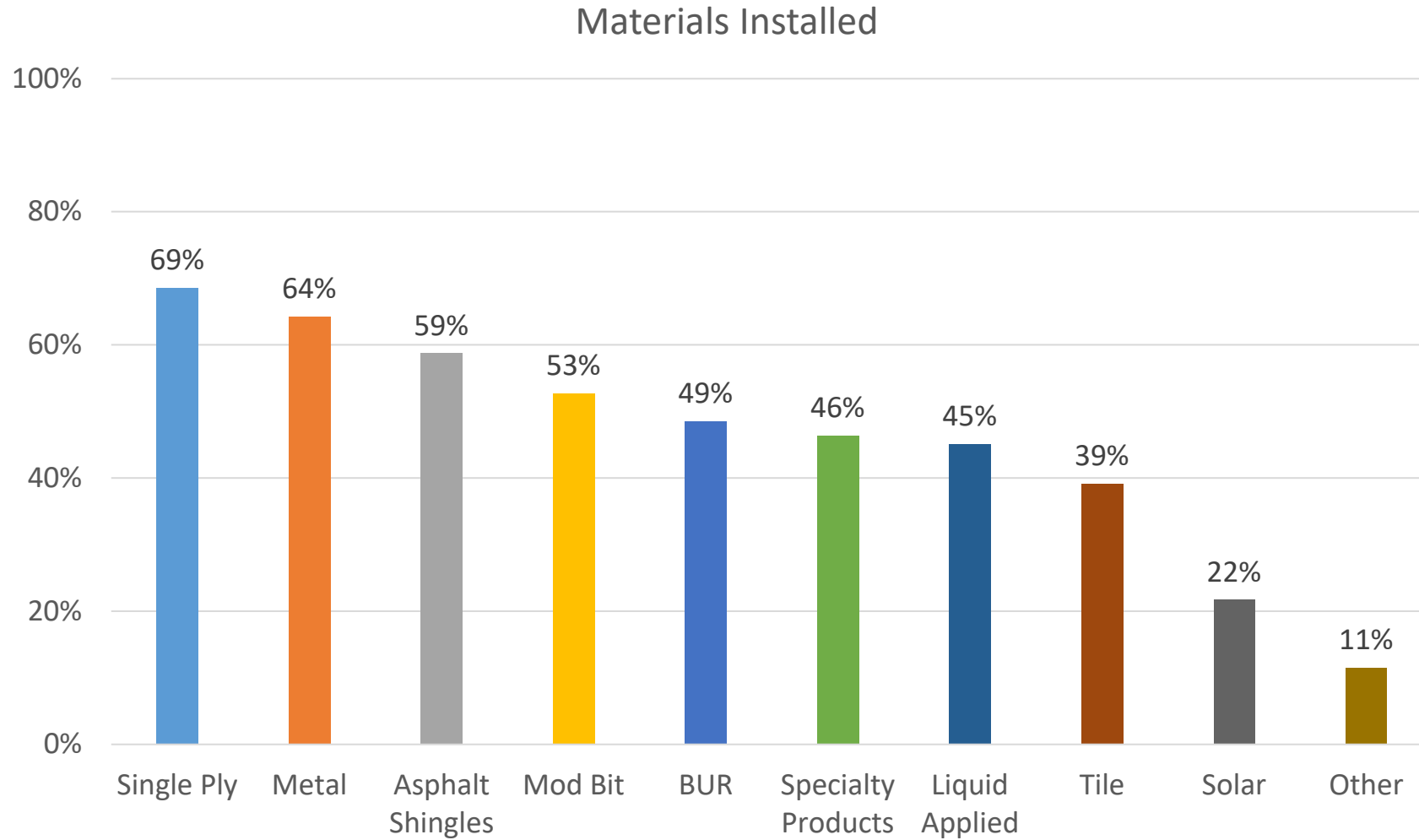
Are you a roofing business owner?



RCS saw a significant shift in the number of responses from roofing business owners this year. Previously, the majority of respondents worked for roofing businesses

This year, there is just over a 10% difference in ownership with the majority being business owners.

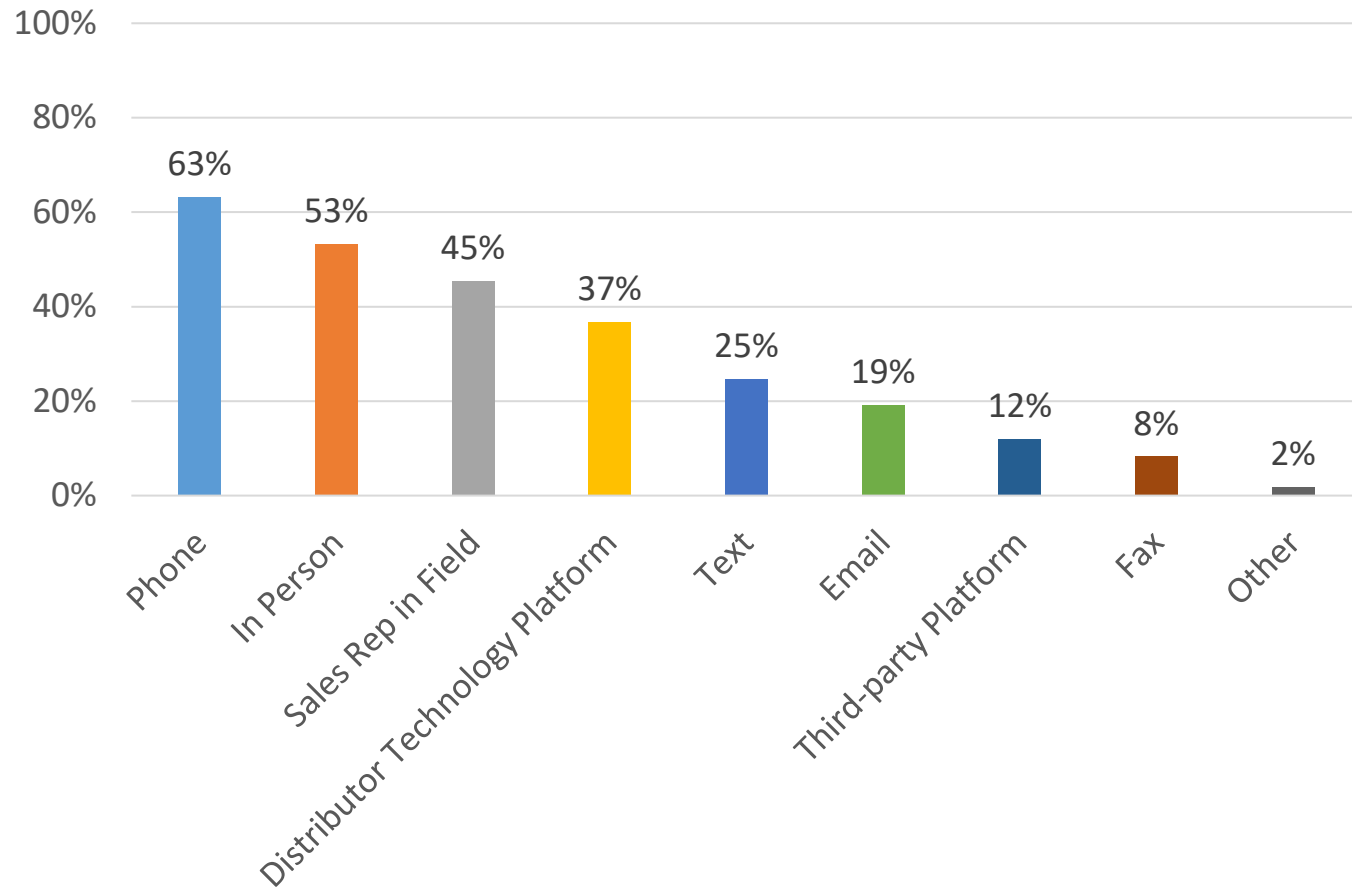
AUDIENCE BY MATERIALS INSTALLED



*Survey had option to choose all that apply

HOW CONTRACTORS PURCHASE FROM DISTRIBUTORS

Purchase from Distributor



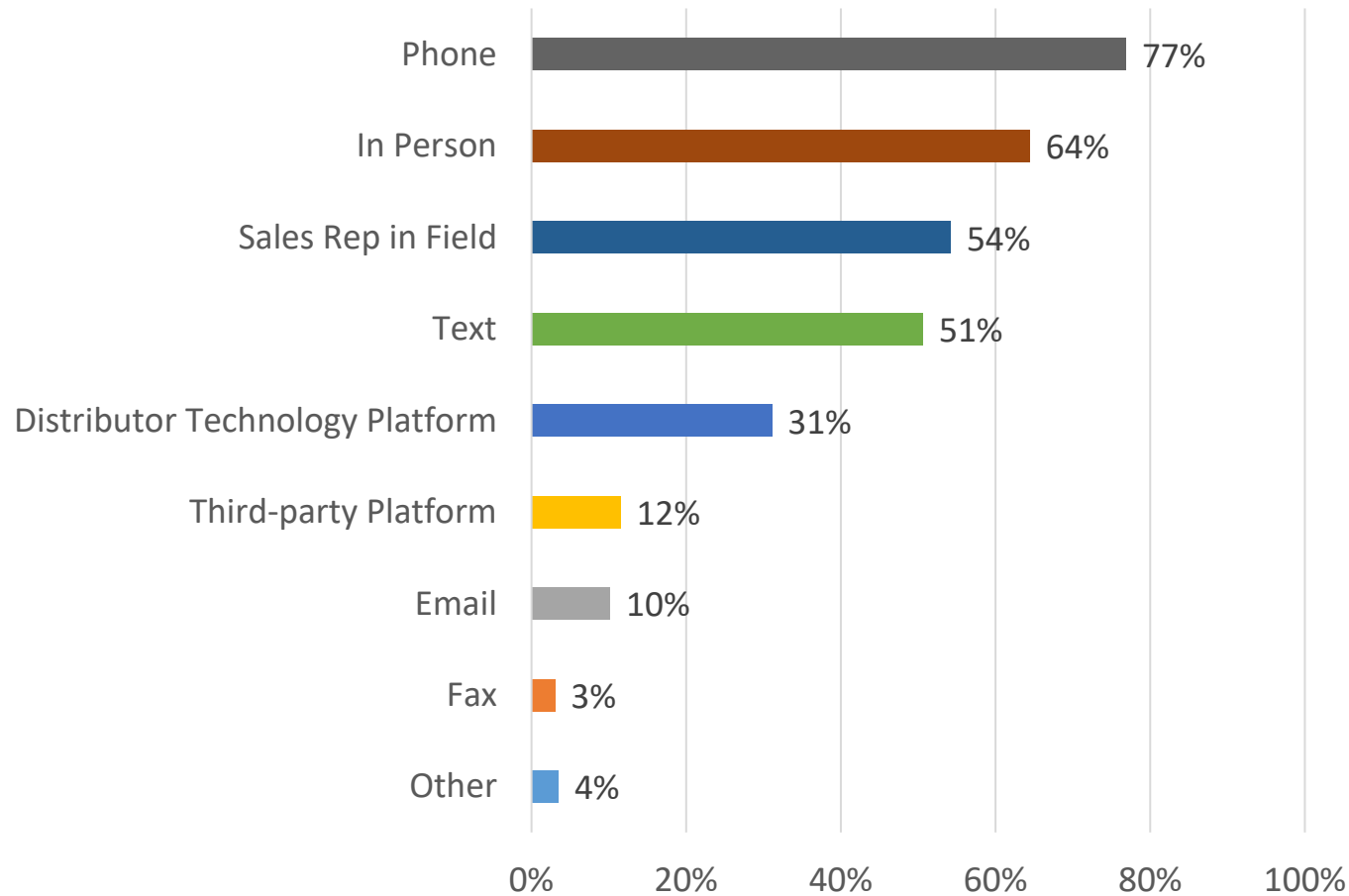
*Survey had option to choose all that apply

Most respondents use the phone when purchasing from distributors or like to be there in person. The next highest response was making purchases through a sales rep.

Fewer respondents utilize technology for their purchasing process. Of those who do, distributor technology platforms are a popular choice, with 37% of respondents utilizing that method to make purchases. Text, email, third-party platforms and fax are not widely used.

HOW CONTRACTORS INTERACT WITH DISTRIBUTORS

Interact With Distributor



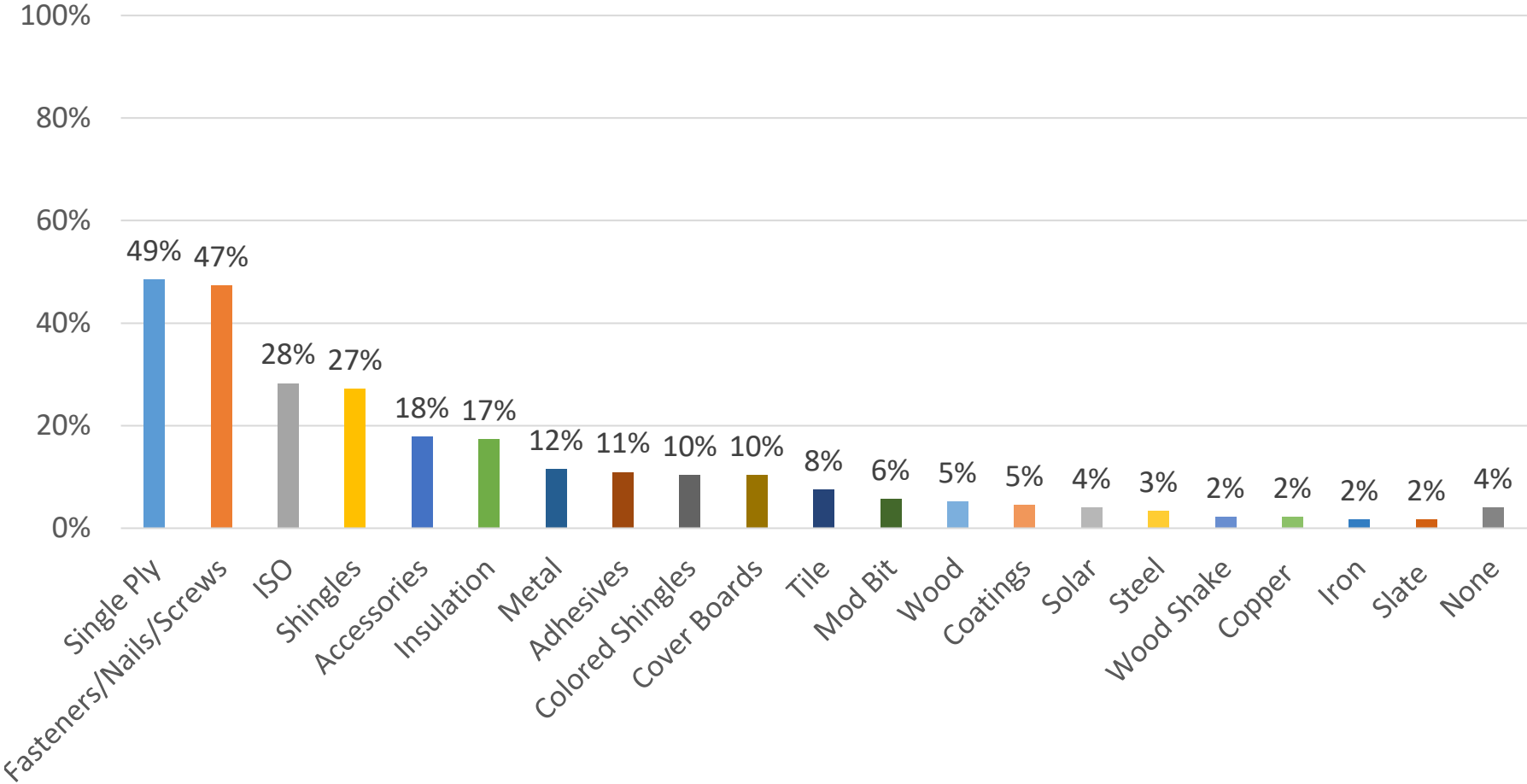
*Survey had option to choose all that apply

RCS also saw that the majority of contractors – 77% of respondents – prefer to use the phone when interacting with distributors for reasons other than placing orders. Similarly, respondents prefer to interact in person or with sales reps in the field.

Texting is another popular way to engage with distributors based on responses, as well as utilizing distributor technology platforms.

DIFFICULT MATERIALS TO OBTAIN

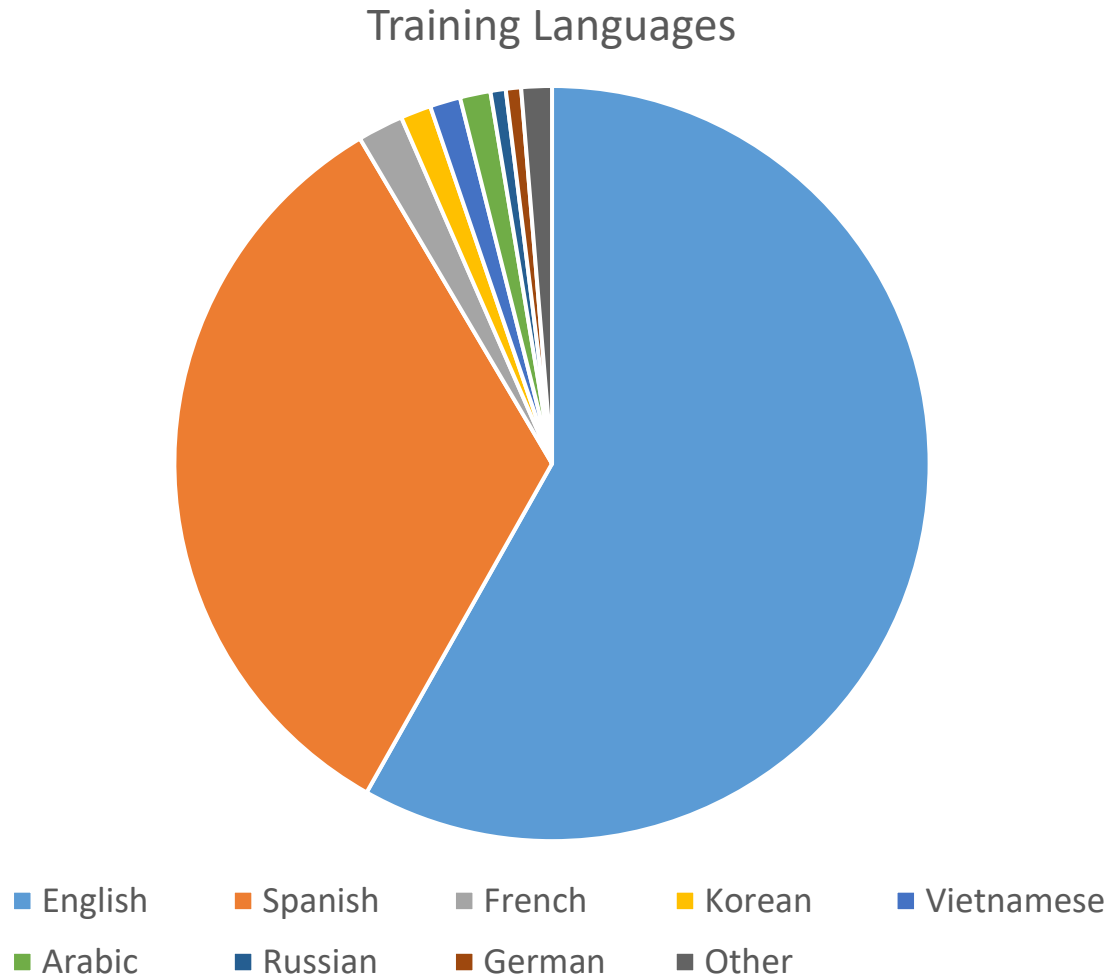
Difficult Materials to Obtain



Due to supply chain issues, many materials were difficult to obtain this year. A majority of respondents indicated that single ply and fasteners, nails and screws were more challenging to locate as the industry continued to face shortages.

*Survey had option to choose all that apply

TRAINING LANGUAGES



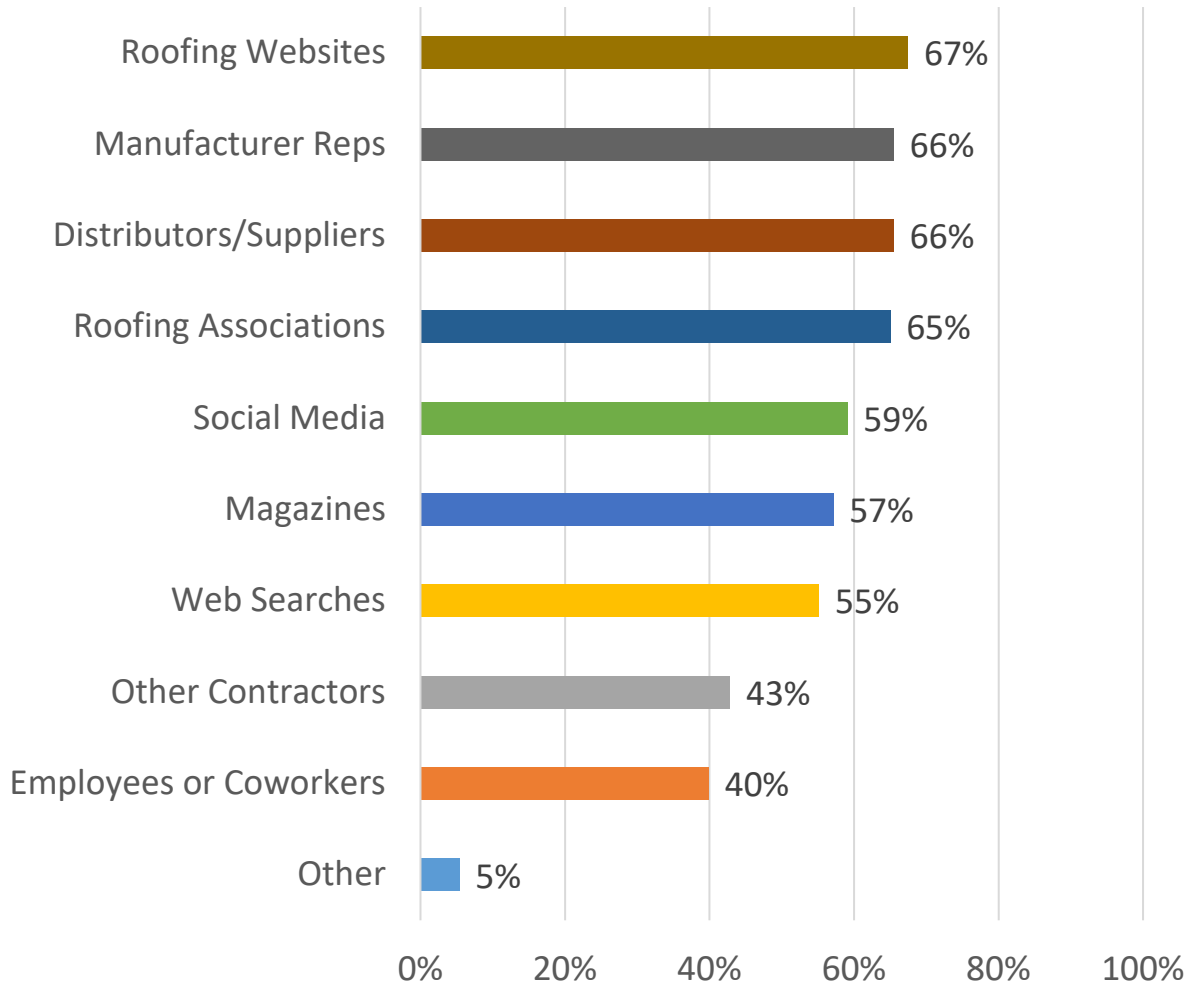
*Survey had option to choose all that apply

89% of respondents indicated that training was conducted in English, while 51% selected Spanish. While English is the primary language used for training, Spanish is not far behind.

Other languages that were noted include:

- Polish
- Portuguese
- Hungarian
- Mandarin

WHERE DO YOU GET YOUR INFORMATION?

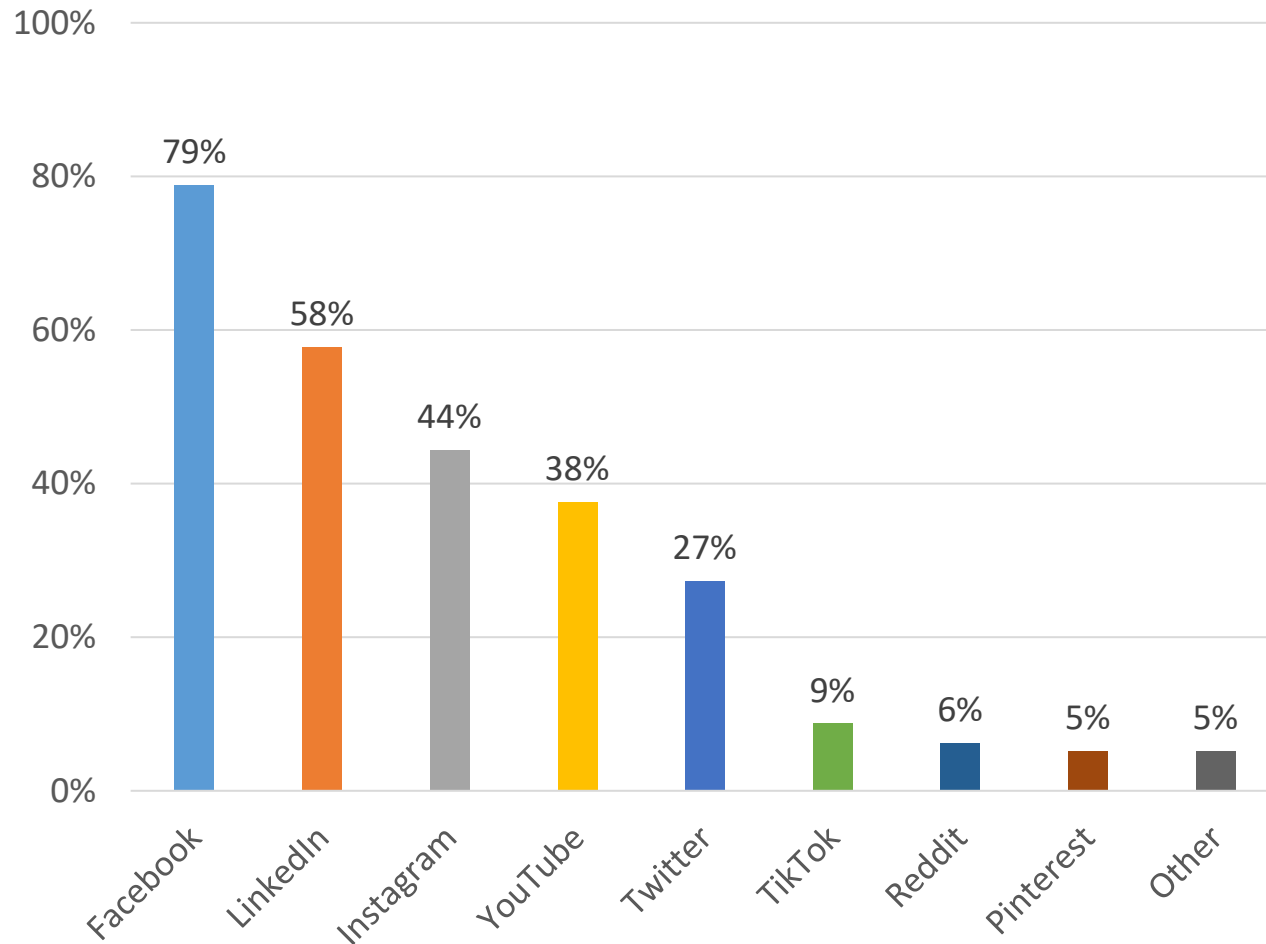


This year shows that roofing websites remain a popular place for respondents to find information about the industry.

Manufacturer reps and distributors/suppliers were tied for the next most popular way to receive information, with roofing associations close behind.

The survey results show that roofing professionals utilize multiple sources to receive important industry information.

SOCIAL MEDIA PLATFORMS USED



*Survey had option to choose all that apply

RCS found that Facebook is the most-used social media platform for roofing contractors, followed by LinkedIn.

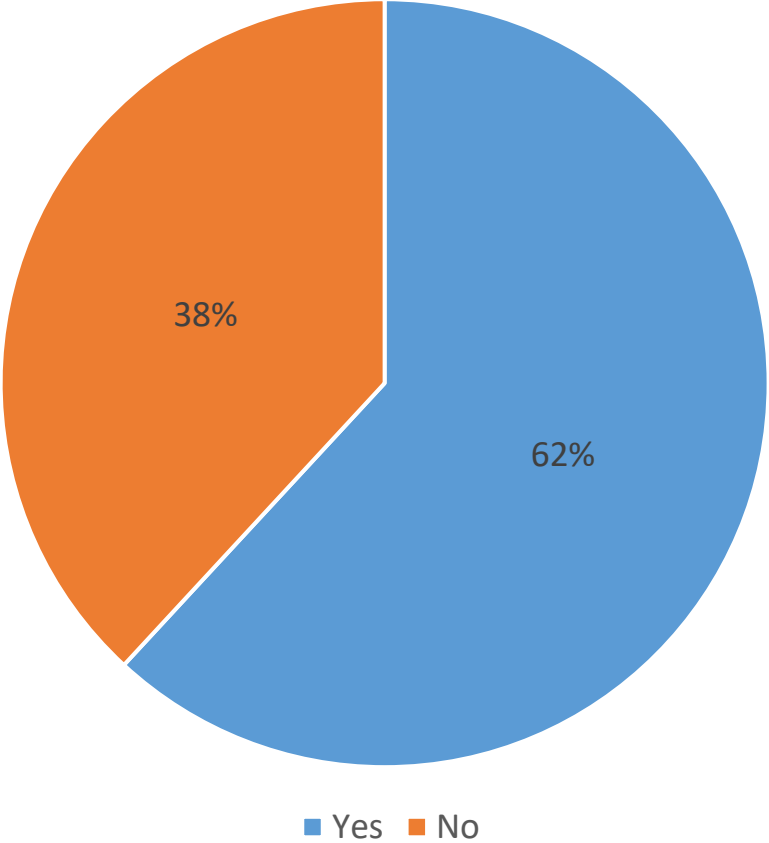
Respondents also indicated that Instagram and YouTube are popular options.

While not as widely used as other more established platforms, 9% of respondents are utilizing TikTok to market their companies.

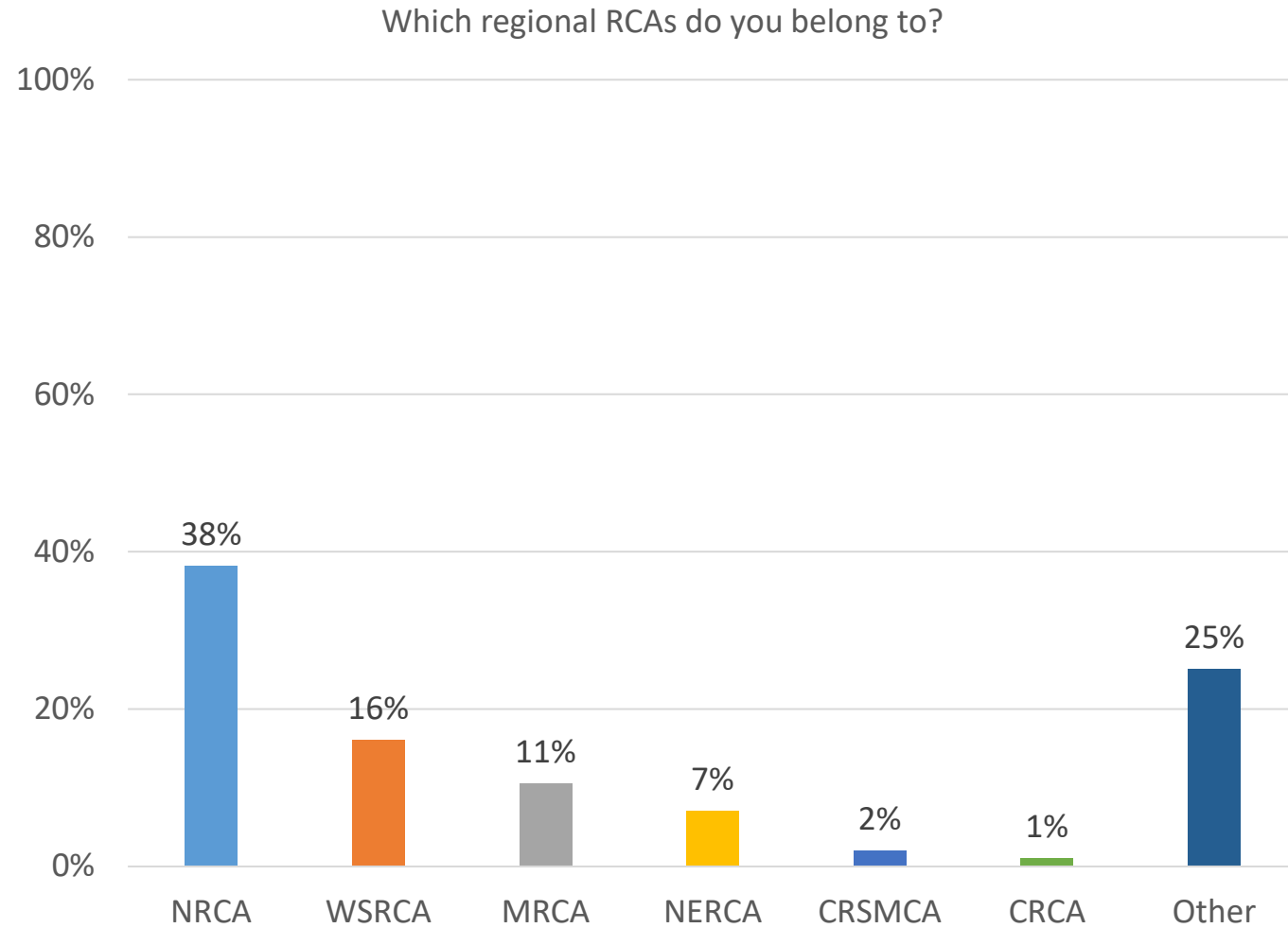
TRADE ASSOCIATIONS

TRADE ASSOCIATION MEMBERSHIP

Are you a member of any trade associations?



REGIONAL ASSOCIATIONS



*Survey had option to choose all that apply

LOCAL TRADE ASSOCIATION MEMBERSHIP



STATE TRADE ASSOCIATION MEMBERSHIP

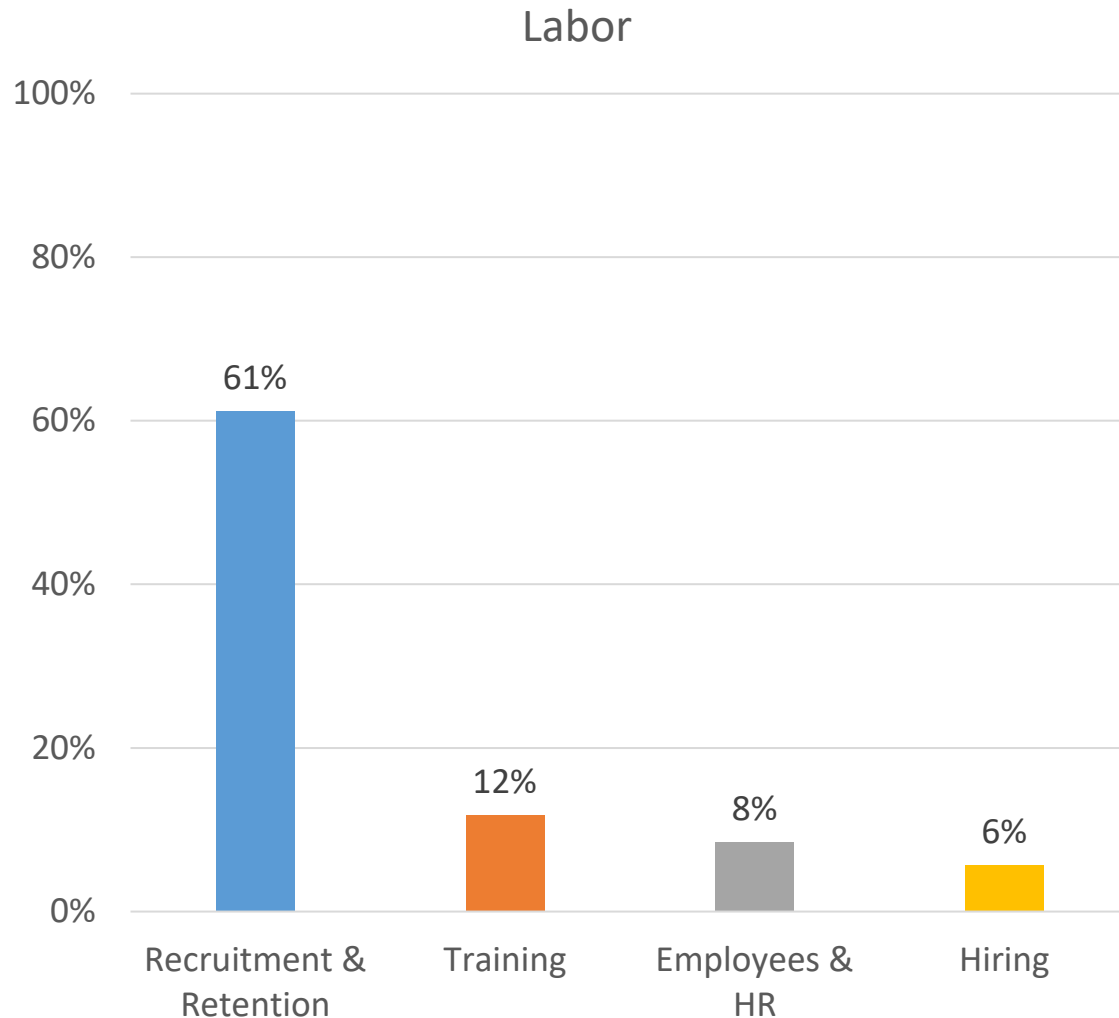


A word cloud of state trade association acronyms. The largest word is FRSA. Other prominent words include ORCA, CRA, RCAT, and ARCOSWW. The acronyms are arranged in a roughly circular pattern, with some overlapping. The colors of the text vary, including shades of blue, green, red, purple, and yellow.

FRSA
GARCA SUBALA
ORCA ARCA
KRA NSCA NSWIR
MRCA TARC NERCA
CRA CAWV NWIR RCAH
CRSMCA RCAT MIRCA NEFBA
WRCA ABC ARCOSWW
KRCA AK MARCA NRCA
CRCA IRCA
RCAW
RCAC

TOP BUSINESS ISSUES

TOP BUSINESS ISSUES TODAY?

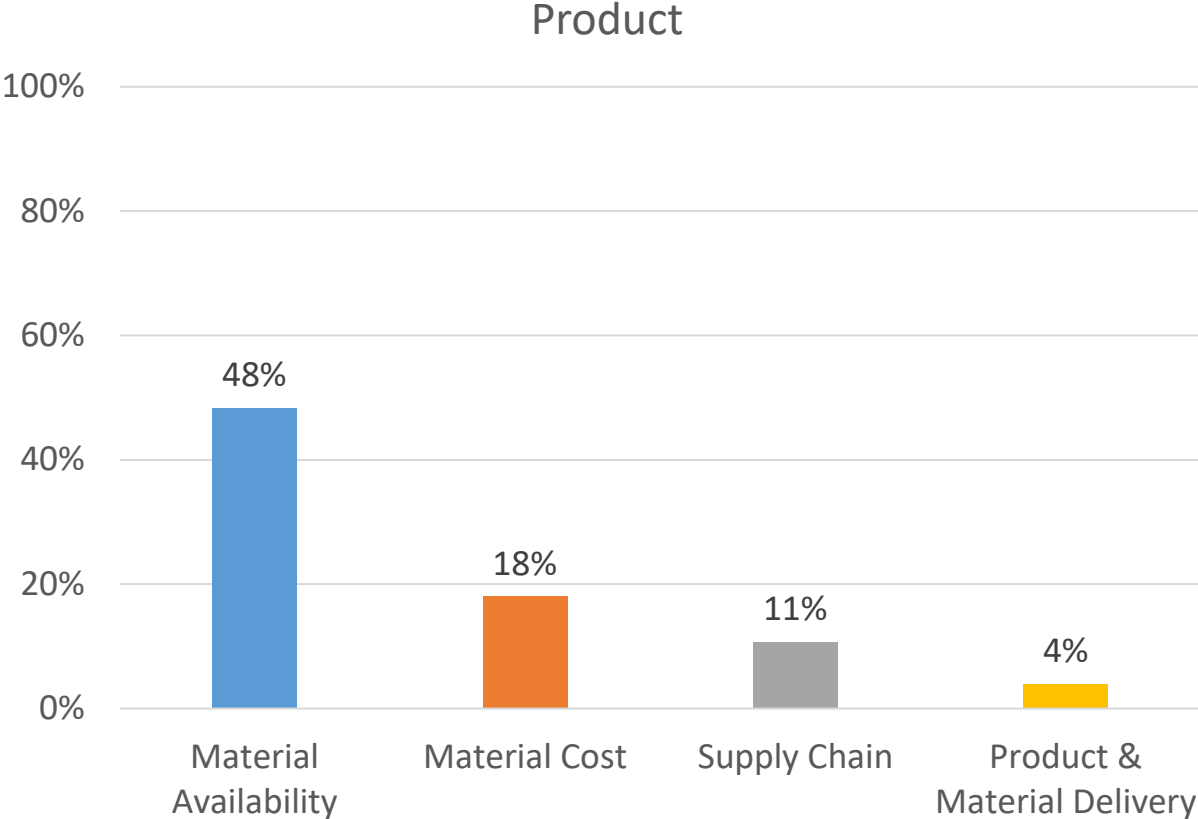


When asked to identify their top business issues, contractors overwhelmingly named recruitment and retention of labor as one of their main challenges, which is consistent with the previous year.

Material availability was unsurprisingly another top issue the roofing industry faced due to the supply chain disruption.

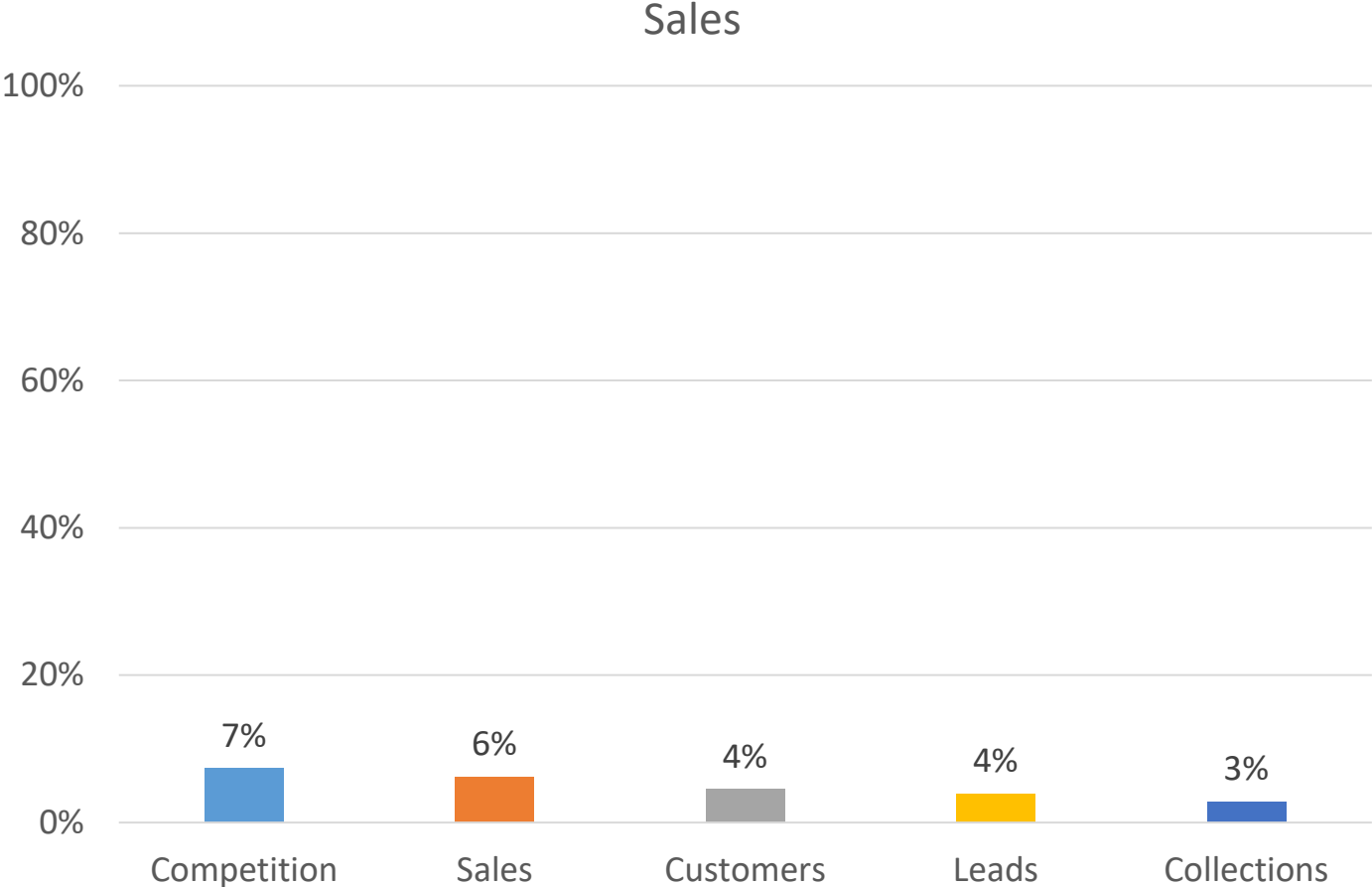
Respondents also indicated that competition, sales, estimating and scheduling, and cash flow were notable issues they faced this year.

TOP BUSINESS ISSUES TODAY?



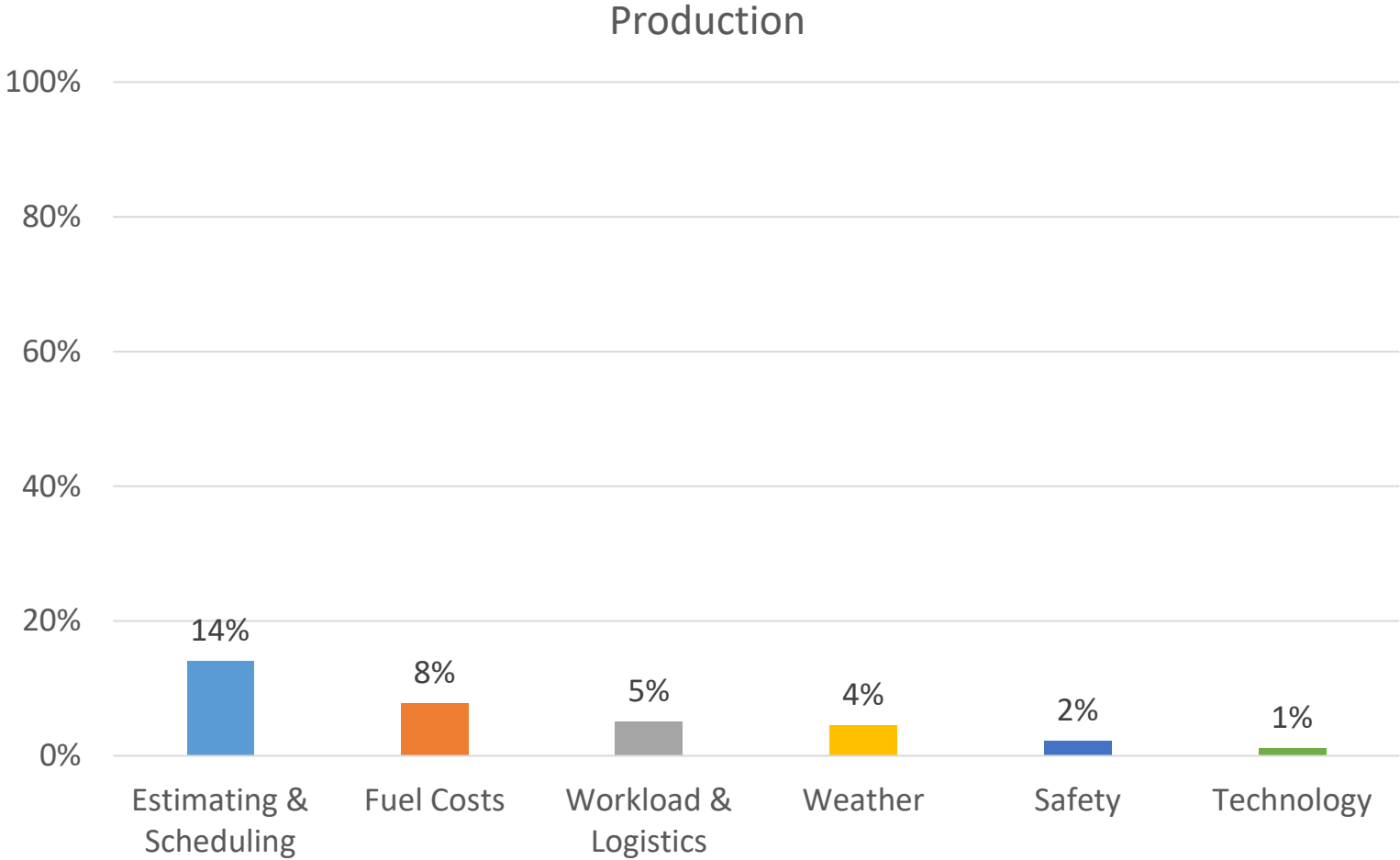
Base: n=178

TOP BUSINESS ISSUES TODAY?



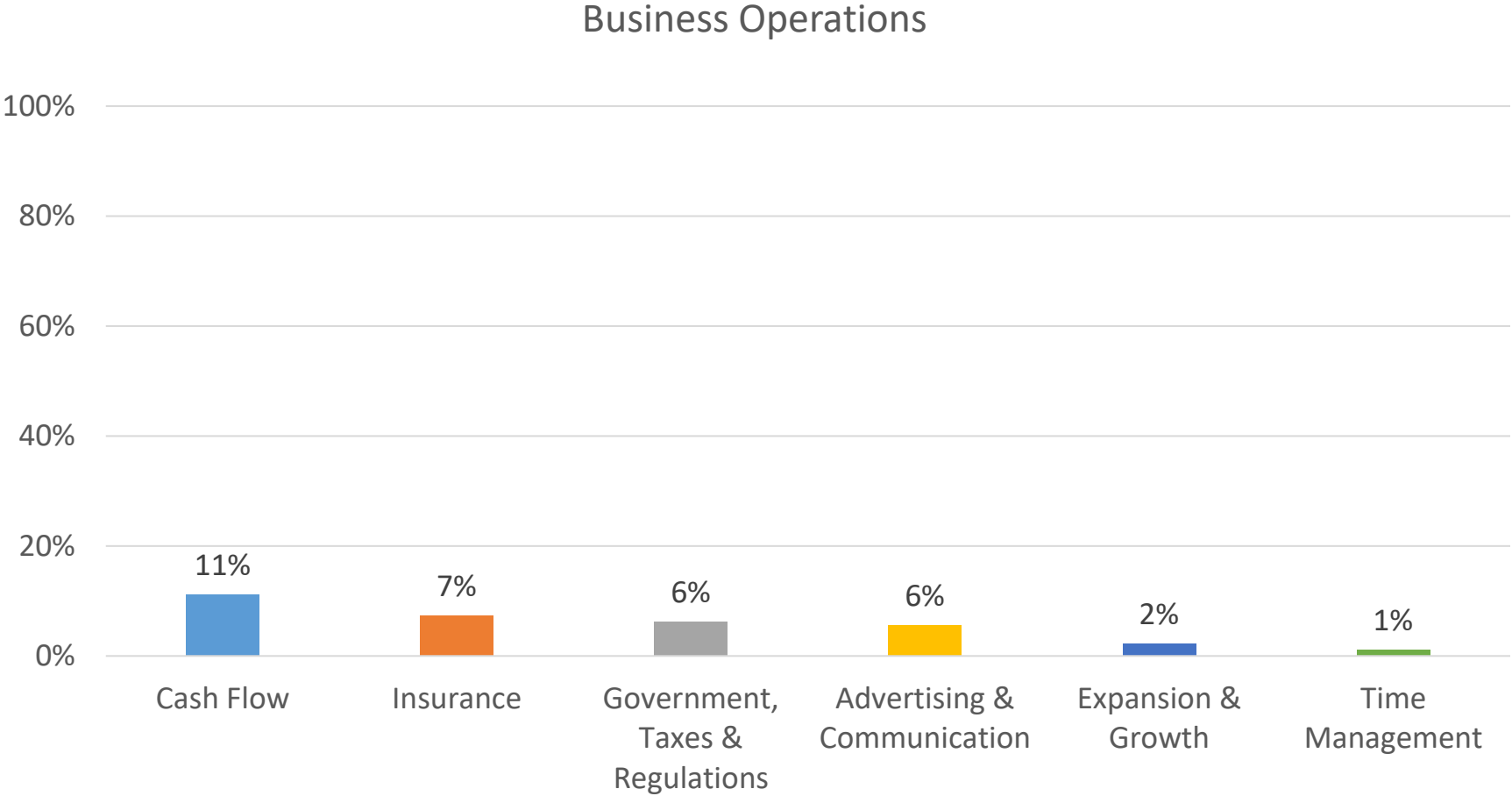
Base: n=178

TOP BUSINESS ISSUES TODAY?



Base: n=178

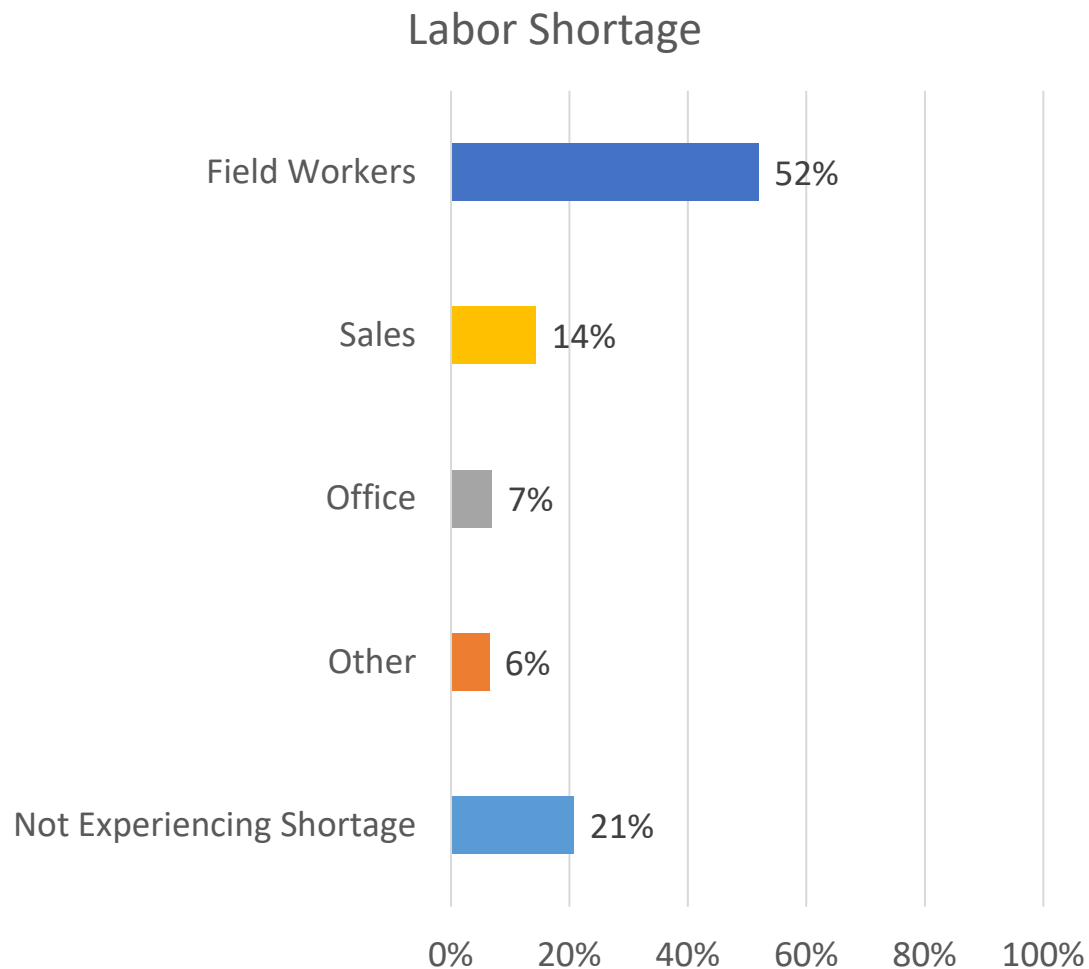
TOP BUSINESS ISSUES TODAY?



Base: n=178

LABOR SHORTAGE

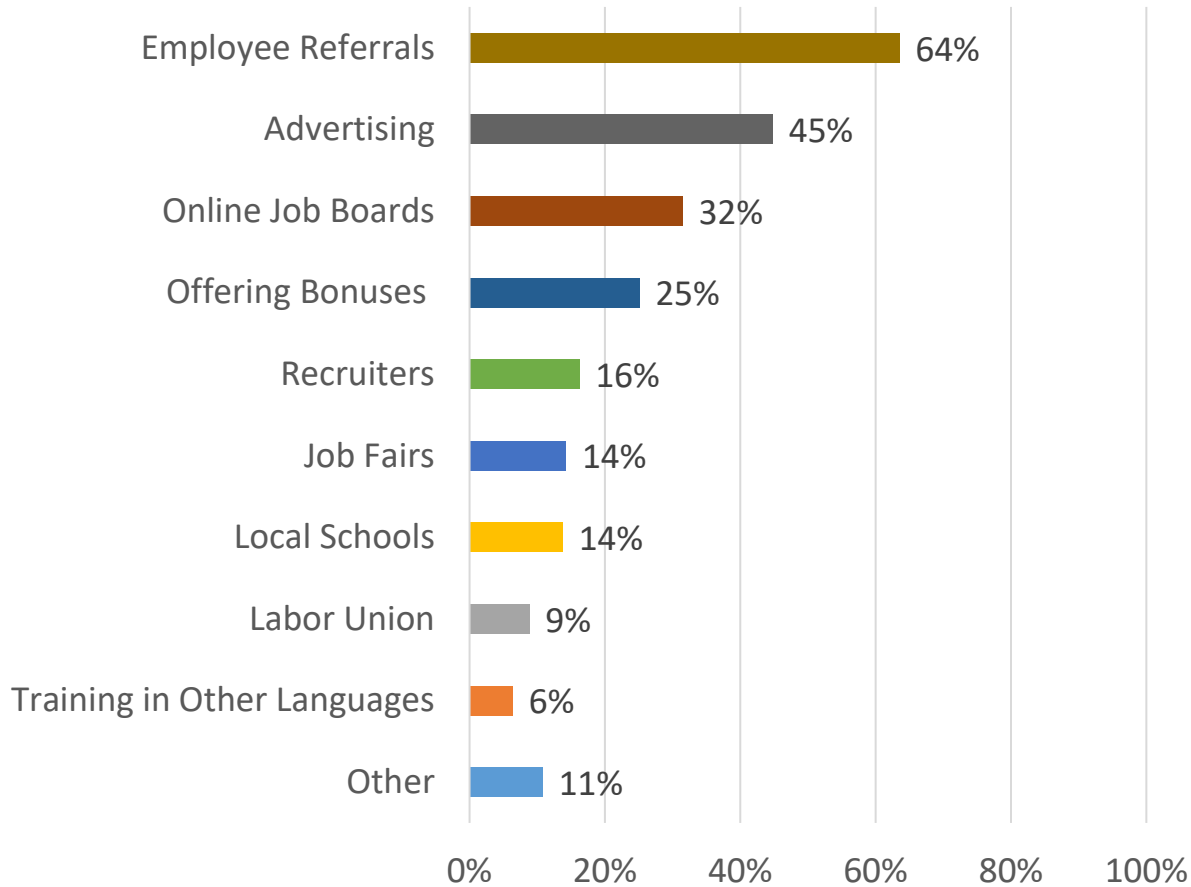
WHERE DO YOU HAVE A LABOR SHORTAGE?



The roofing industry has faced a labor shortage for many years. 79% of respondents continue to see this shortage in the industry. 52% indicated they were facing a labor shortage in field workers.

WHAT RECRUITING METHODS WORK?

Recruiting Methods

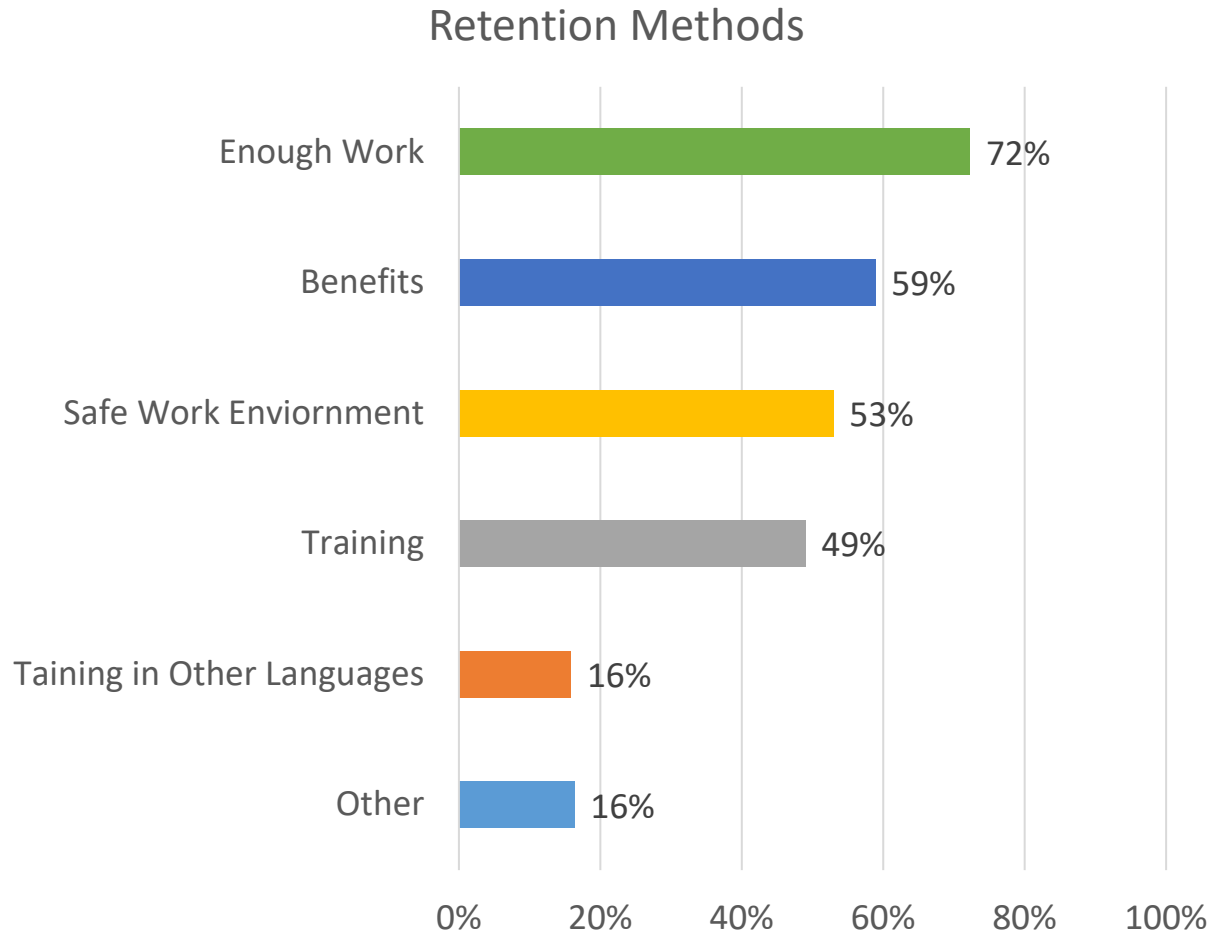


*Survey had option to choose up to three responses

Considering the difficulties many are facing to find workers; these are the recruiting methods that have been successful.

Respondents indicated that employee referrals is the most successful recruiting method they have used. Advertising is also an effective recruiting tool.

WHAT RETENTION METHODS WORK?

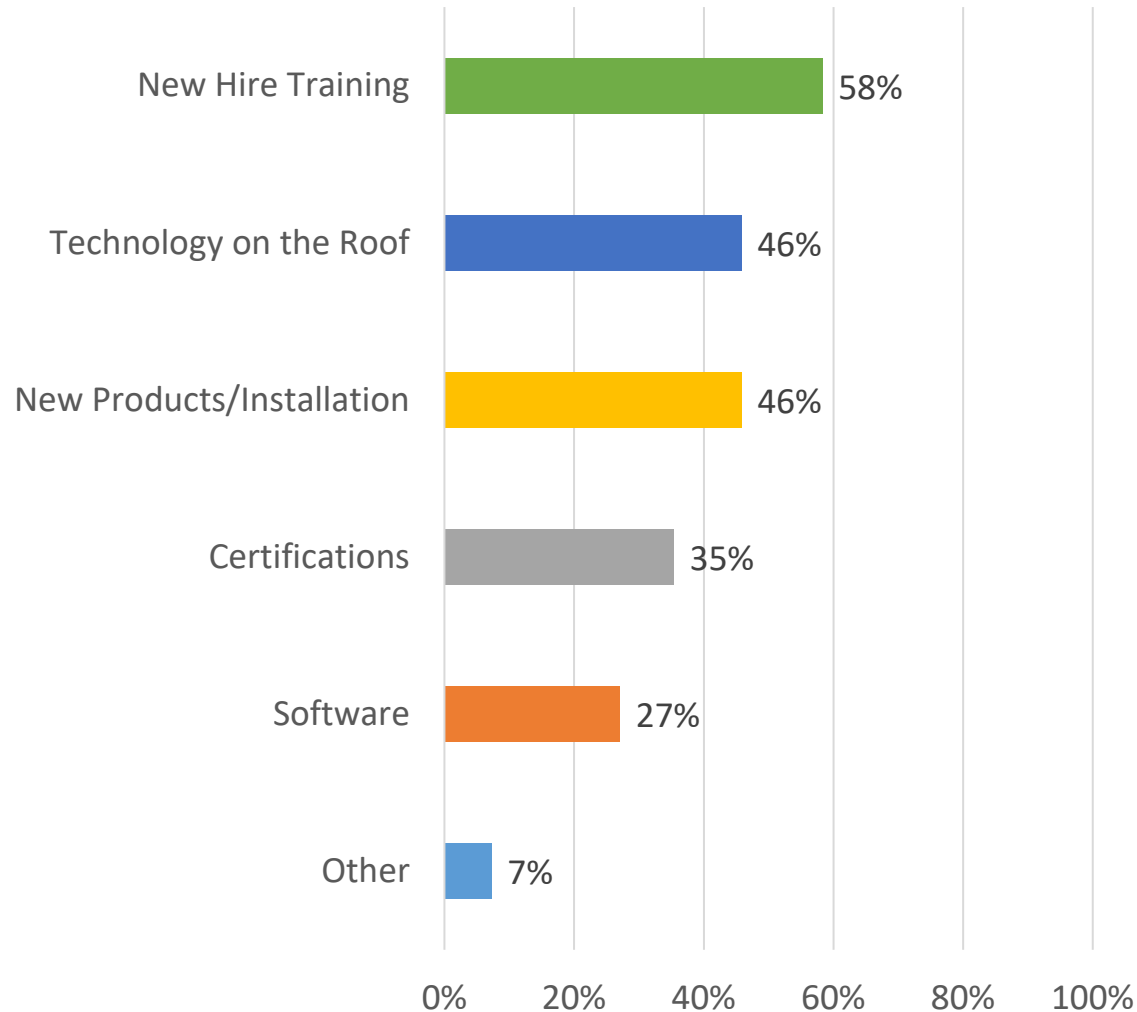


*Survey had option to choose up to three responses

Even with the current labor shortage issue, many have been successful in retaining workers. Respondents indicated that providing people with enough work was their top retention method. Providing benefits and a safe workspace and environment were also top methods to retain employees.

GREATEST NEEDS

GREATEST TRAINING NEEDS?



*Survey had option to choose all that apply

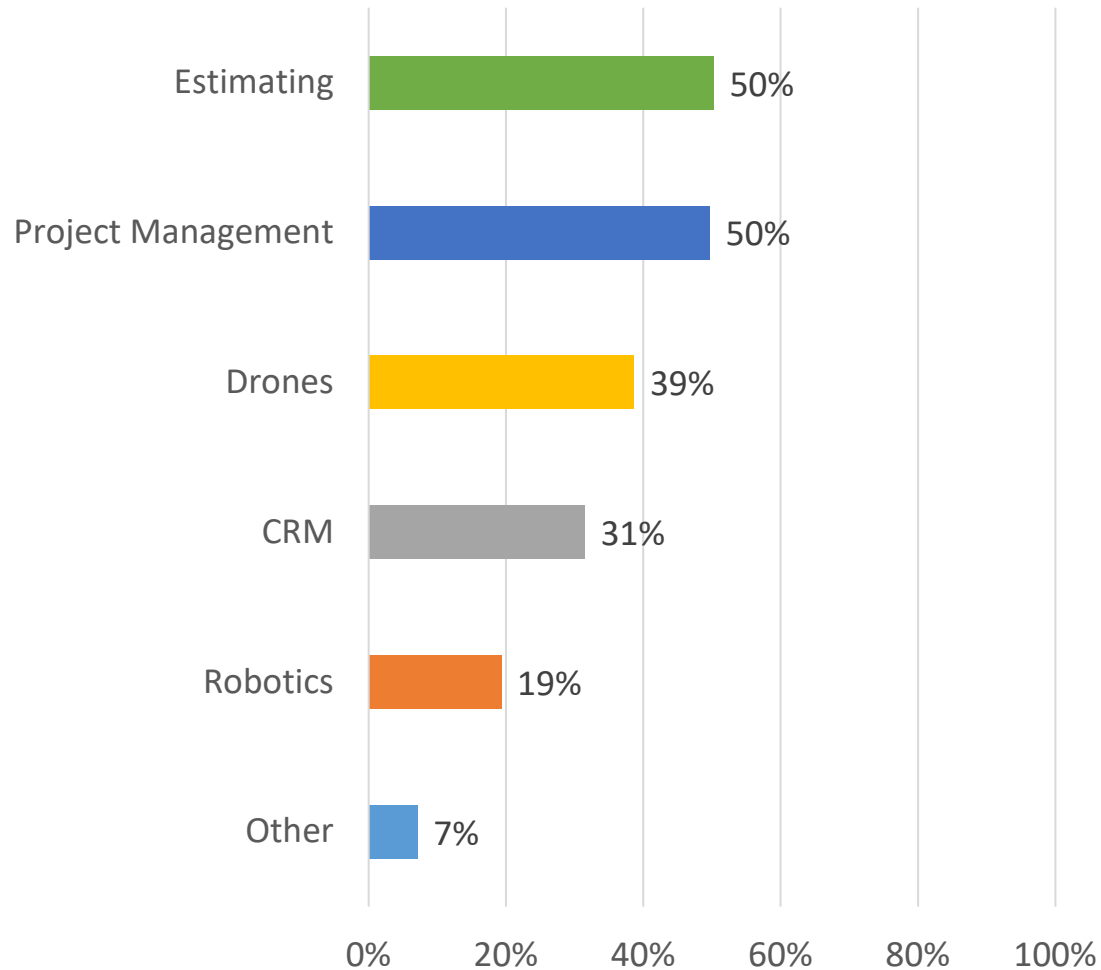
A continuous need in the industry is new hire training, which is indicated by the (#%) of industry professionals who selected that as a response.

Technology on the roof and new products/installation were tied as the next greatest training need.

Other responses included:

- Safety
- Heat stress exposure
- Spanish to English capability

GREATEST TECHNOLOGY NEEDS?



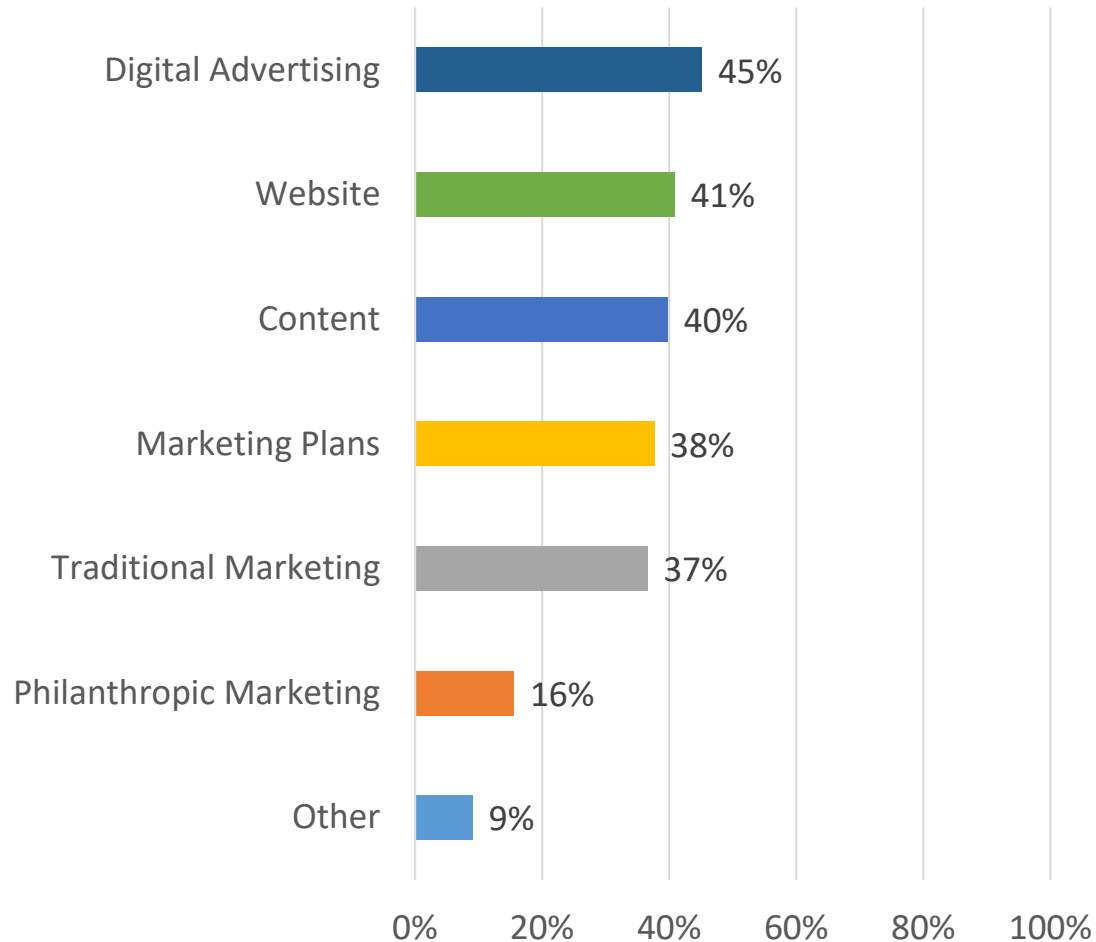
*Survey had option to choose all that apply

As the roofing industry continues to adopt technology, this year respondents indicated that estimating and project management are their greatest needs.

Drones are a valuable resource to roofing professionals, which is still apparent this year by the 39% response.

For those who selected "Other," the majority of respondents indicated that they had what they needed or didn't have a technology need at the time. While it's a small percentage (7%), this is a step in the right direction for the roofing industry, which is known as a slow adopter.

GREATEST MARKETING NEEDS?



*Survey had option to choose all that apply

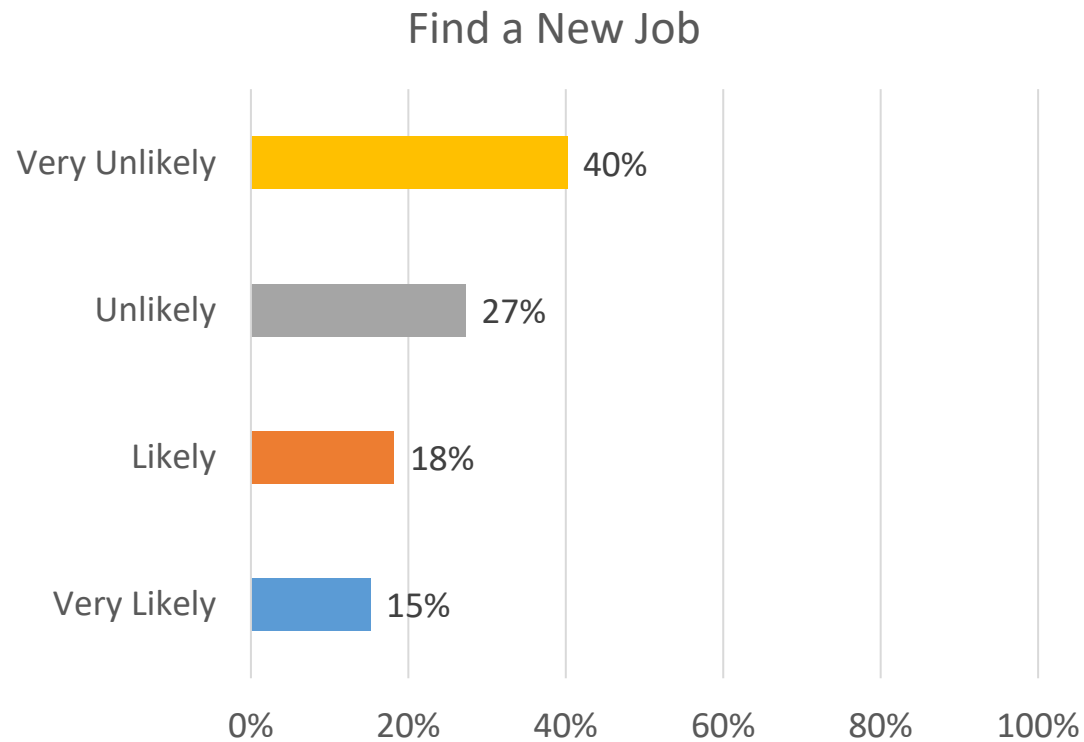
Digital-based marketing continues to be a need within the industry, which is indicated by the high response rate.

45% of respondents indicated that digital advertising is their greatest need. There's only a 4% difference between marketing needs for website, content, marketing plans and traditional marketing.

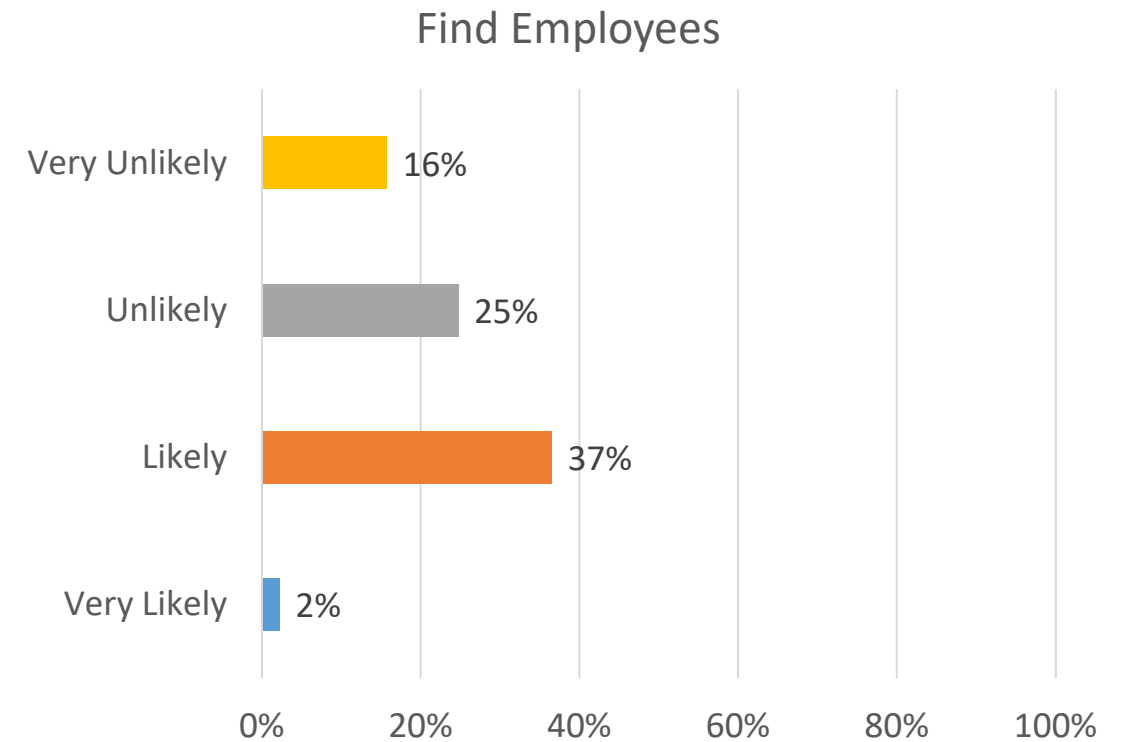
The roofing industry is known for giving back, so it's not surprising that many companies are succeeding in their philanthropic marketing and therefore don't have a need to increase their efforts in that capacity.

VIRTUAL JOB FAIR

How likely are you to attend a virtual job fair to:



Base: n=132



Base: n=178

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

The RCS is always enjoyable to read and provides great articles and insights. The RCS has kept me updated on new trends and I learned about software and technology that I otherwise wouldn't have known.

RCS always puts the goal achieving spirit in me. As a small business owner it can be trying at times. Thank you RCS for your hard work and dedication!

I have used RCS and Roofers Exchange since your beginnings, almost 30 years now. I have found employment, employees, salesmen, sub-contractors, partnerships, New Materials and roofing systems. You guys are necessary to me and my companies for many years. Thank God for RCS.

RCS's Industry trade show coverage provided me current information to the industry when I was unable to attend.

I have been in the business since 1972 and I still find the material useful.

So glad I found RCS! It's so nice to be able to have a source that is dedicated to the roofing industry. They talk my language!

RoofersCoffeeShop has helped me a ton! I love having a community where I can ask questions but also I get answers to questions that I didn't know I needed to ask! I love the guests, I love the conversations, and I love love love all that you guys do for roofing!!

RCS has been so reliable and dependable. Never has there been a disappointment.

Reliable and accurate source to see what roofers around the country are focused on, what is trending, informative articles from people dealing with the day-to-day business and most important a fantastic networking opportunity to counterparts. I can't thank RCS enough for keeping us connected.