

Melissa Dunson:

I think we're going to get started. I'm going to make a couple introductions. I am Melissa from TAMKO's Marketing Department. If you've listened to any of our training videos for the TAMKO Edge, you've heard my voice. And I'm super honored to be here today with Heidi Ellsworth, who is such a treasure in the roofing industry and we loved her long before RoofersCoffeeShop existed. But what a wonderful partnership that we've had and relationship with RoofersCoffeeShop, it's been a great benefit to TAMKO. I've learned a lot and I'm hoping that today as Heidi talks through some of the stuff that you guys are going to learn a lot, she has some really fantastic information about what's going on in the economy, what's going on in the industry, trends that you guys can hopefully capitalize on, and then some information at the end about how you can get a really great deal on some really fantastic benefits for being a TAMKO contractor with RoofersCoffeeShop. So take it away, Heidi.

Heidi Ellsworth:

Thank you, Melissa, and thank you all for being on. I am honored to be on this affinity webinar with TAMKO. I have to tell you, I love working with Melissa and Kim and Molly and the whole team over there at TAMKO. And when we were prepping for this and we were talking about, "Okay, well, what are we going to do for our affinity webinar?" Melissa and I just said, "You know what, let's just do a state of the industry, what's happening in roofing right now." And what we want to bring as much value and information to all of you as possible. So Melissa, shall we get started?

Melissa Dunson:

Let's do it.

Heidi Ellsworth:

Okay. We've already introduced ourselves, but I am Heidi Ellsworth with RoofersCoffeeShop. I'm the president of RoofersCoffeeShop. I've been in roofing on, next year will be 30 years. So I love this industry and love being a part of it. And Melissa, you've already introduced yourself.

Melissa Dunson:

Yeah, I've been with TAMKO for about a dozen years and I just am learning all the time, I love this industry and love our customers and never want to stop learning. So I'm excited to be here.

Heidi Ellsworth:

Yeah. This is great. And we want to be hopefully bringing information that is going to help you with your planning for 2023 and also just what's happening right now, what we're seeing. So a lot of this is research that we hear through RoofersCoffeeShops. So we are talking to people, contractors, manufacturers, distributors, every single day. And so we wanted to pull information that we're hearing from them, plus just overall that good old Google search and really get a feel for what's happening out there. I'm very excited today too, to tell you, we will also have some of our results from our RCS trends report that we did this year and what you all are saying. So the voice of the customer, the voice of the contractor, which is so important to hear what's out there. But you know what, Melissa, I think the first thing to talk about is really growth.

Is the economy growing? What's happening? And boy, it changes every quarter. You can just go back and forth. But what we did find was the US economy contracted in Q2, but in Q3, you're going to see on the next slide, we've actually are seeing some growth. Economists are having a really hard time trying to

figure out what's going to happen, where things are going. So estimates tend to be off a little bit and a lot of that is being changed by consumer spending, inventories. And that first quarter where we saw the drop and it really put everybody into a scare of the recession. But we're seeing that that is not 100% what's happening. This is the US economy. This just came out, I mean, last week, just within the last couple days. But the economy grew at an annual rate of 2.6% in the third quarter. So they're seeing growth and as many of you know, there is a huge demand out there in roofing. Melissa, you're seeing this, you're seeing the contractors, they're not stopping.

Melissa Dunson:

No. It's an interesting, everybody who's listened to the news, everybody's talking about recession, everybody's talking about the economy, there is a lot of fear out there and yet, I don't know if it's because there was such a backlog for part of this year for work that either because of supplies or because of a lack of skilled labor that there were these backlogs. Those aren't just like disappearing, people are still working through some of those backlogs. So even though numbers may not be where people want them to be for the nationwide economy, people are working and trying to work through the backlogs, and homeowners and property owners are still like they need these services. So it's an interesting national signals in the economy versus what the actual experience is of contractors on the ground, not always matching up, it's interesting.

Heidi Ellsworth:

It's not. It seems like media tends to want to put a bit more drama in it. Now, I'm not saying that it's not out there, please don't take that the wrong way, but a little bit of reality here that we are seeing growth. And one of the things that we're also seeing is increases in consumer sentiment. The University of Michigan does a great consumer sentiment report and they're seeing it grow. I mean, it's small, but it's growing, definitely a lot better than back in June.

And so people are coming in and we're seeing this across the board, and in fact, one of the things, and Melissa we talked about this a lot, but as the market expands and contracts and with interest rates going up and new homes starts falling a little bit, well, actually a lot in some places, what we're seeing on the other side of it is multi-family construction is spiking. I mean, 28% spike from July to August with 640,000 units as part of our larger growth in residential. This is all coming from the Census Bureau. It's the highest rates since April 1986. You've been seeing a lot of this, Melissa.

Melissa Dunson:

Yeah. New construction, it's the most sensitive of the different segments, but there's people talking, nobody knows for sure. But there was the housing bubble and prices of homes and home values just kept skyrocketing to the point where maybe it was not affordable. And then mortgage rates, now in interest rates, they became maybe unattainable to some people. And so, that demand for housing didn't go away, it just shifted. And at TAMKO, we have a wonderful multi-family business, we have some fantastic warranty offerings that don't penalize contractors for having multi-family versus single family installations. And so, it's been fantastic because multi-family is clearly, I mean, based on the number is booming.

Heidi Ellsworth:

Yeah, it really is. I mean, I've been hearing about this for a couple months now. On the other side of it, new construction, single family homes has fallen. I mean, there's just no doubt about it. So as contractors out there, if you're looking at it, if a lot of your eggs are in the new construction single family

home basket, now is the time. And we're going to talk about this to really look at making sure you've diversified your business, that you are doing more remodeling, home improvement because you're going to see from these next slides. And I think this is really the one that's so interesting, Melissa, is that there is a lot of opportunity actually more on the home improvement side. And that big one is that home equity growth.

Melissa Dunson:

Yeah. I mean, as values of homes have gone up, people clearly they value their homes more, partly because they either know what it's worth or because they had to pay more for it. And so, the desire to take care of that home and to invest in remodeling and reconstruction of it rather than moving or doing a new construction. So I think that based on what we're seeing, there's a lot of opportunity for contractors to go into remodeling work because people, instead of moving, are staying in their homes. It's similar to what we talked about this, Heidi. One of the things we saw during 2020 during the height of the pandemic, it wasn't that people just quit working on stuff, maybe they put off these giant purchases, but they decided to stay in their homes, especially as work from home became such a remote work, became such a huge part of our culture. People started investing in their homes, and so the work didn't just disappear, it just transitioned into a different segment of the market.

Heidi Ellsworth:

Yeah. And that's what we're seeing across the board. And really when we go back and you do look at the time of COVID, it has actually created new phenomenons that people aren't used to, and one of those is the geographic movement. So even though some people have a lot of equity in their home, they may be able to sell their home in a certain place because it's valued so much higher. I mean, I'm going to use California to Oregon, we see it all the time. And you're able to buy, get out of the city, get into a place where you want to be and get even sometimes a bigger house, a nicer house, even with interest rates, it's not a problem to make that shift. And that's what they're seeing.

I mean, this is according to the New York Times, Anton PR, people are moving, they're moving because they can be remote, they can work remote, they can live wherever they want to. And even with some of the change we're bringing employees back into the office again is still, it probably is never going to change back to where it was pre-COVID.

Melissa Dunson:

Yeah, agreed. I mean, it's one of those things, even in the Midwest. So you're in Oregon.

Heidi Ellsworth:

Yes.

Melissa Dunson:

I've been in Midwest, but the number of folks that we have coming specifically from the West Coast where those home values and those home prices were so much higher that they were able to sell their homes, like you said, and come and move to the Midwest. And sometimes they're able to buy a much larger house with acreage, with property out here. But then I also have heard stories of there are certain pockets where people want to live in Texas. I mean, there's a lot of geographic movement into Texas right now, which is part of the reason that they, even as early as 2008, weren't seeing the same kinds of drops in and they were seeing some but not the same kind of new construction drops but the rest of the

country was seeing. And it's because people want to move there, so they have to have housing for those people. So I'm glad you pointed that out, that geographic movement is so interesting right now.

Heidi Ellsworth:

Yeah, it's so important. And for all of you out there, as contractors, why is this important? Well, obviously with home equity growth, I mean, having all that home equity, that's the conversation to have when you're talking to your customers about what's the kind of improvements that you want to make, what's really going to increase the value of your home but also increase the value of living at home and what you're getting back from that. And curb appeal for the exteriors, as we all know, is so important. And with the geographic movement, that means people are buying and selling even with interest rates, they're buying and selling, and so again, curb appeal, warranties, long-term roofing. There's a lot of opportunity working with real estate agents and really understanding that market.

But this third point to me is so interesting, Melissa. And that's the generational impact and it's really a generational impact on two sides, it's the Gen Xers and baby boomers compared to the Gen Zs and the millennials. What they're showing in some of these with the mortgage rates and what's going on is a lot of Gen Xers and baby boomers are staying put, they're staying in their homes, they've got equity, they can fix them up as they want to or they need to. But we're seeing on the other side, and this is according to Rocket Homes, a survey they did that Gen Z is focused on home ownership and I have a millennial and Gen Z, actually. And so I'm able to watch them, and they do, they want to buy homes. So this is going to drive that market even with increasing interest rates of people making that move and looking for homes.

Melissa Dunson:

It's amazing. Yeah, I mean, I'm not in the millennial, I'm somewhere between Gen X and millennials, somewhere between there. But it's a lot of younger folks that I know they are looking at homes. I don't even exactly know why, maybe the pandemic really changed people's perspectives in the same attitude of wanting to move away from metropolitan areas, some of those areas into maybe more rural areas. They want to own homes and they don't want to own small homes, they're done with apartment living and they want the American dream.

Heidi Ellsworth:

Yeah. And they want to fix it up and they want to make it their own. So again, this drive for home improvement, they strive to make the exteriors, the interiors, all these things is so important for contractors to be aware of. And I think one point, and I didn't really have this note on there, but from trending, I think when you look at that interest from the Gen Z, the 18 to 24 year olds who are going to be purchasing homes and then purchasing home improvement for those homes, they buy different and they are going to buy different. So technology is going to continue to become more important how you sell to them, really understanding that generation. So again, a trending factor for your business that you should be aware of.

One of the things that is really starting to influence the industry overall, of course, is the weather. We just had Hurricane Ian and we are seeing hail storms, we've already had our first snow here. It is a lot. Melissa, what are you seeing from TAMKO on material demands and demand for performance products?

Melissa Dunson:

Yeah. Actually the last couple years, I know has been tough for the industry. We have some amazing folks in our supply chain side of our business who were able to keep not only supply going to our customers, but supply of colors, which was something that was a struggle sometimes more than just black and weather weathered wood, but we had a lot of colors available for almost really the entire last two and a half years. So that's been really fortunate, it's actually been really good for our business. We've been able to get in front of some folks who maybe were using it as a brand and then they couldn't find that or find it in the color that they wanted, so they were willing to give us a try and liked what they found. But interestingly, so weather. So in some ways, there'd been portions of the country, places like Colorado that have, in the past, had lots of weather. Place like in Texas, lots of weather.

And this year it's been kind of quiet. But there are some other pockets where they've had some really significant weather like in Arkansas and in Minnesota. But then, of course, the people are fearing the economy is slowing down, and then a giant hurricane hit. I mean, it was really devastating. In fact, we had some folks from our business down in Florida a few weeks ago surveying damage and checking on performance of Titan XT, checking on this shingle Titan XT that we launched in 2021, and it really has the 160 mile per hour high wind warranty on it. And we did it not as a marketing gimmick, but because we tested it and we knew that it could stand up to high winds. So I'm not sure that there's been a better real-world scenario to test that, so we went down there because we wanted to know, when push came to shove, did it actually do what we thought it was going to do in these areas that were hit with 150, 155 mile per hour winds?

I mean, look for our case study, it's coming very soon, but it's been really tremendous. There were whole neighborhoods that were tarped except for the Titan XT installations. The entire neighborhood needed new roof except for the Titan XT installation, they didn't even need a repair, much less a replacement. And the thing that I would say about this demand for performance products that the contractors who had been using that product and who are now starting to use it said it's like the easiest sell they've ever had. I mean, because homeowners are flocking to their neighbors and saying, "What on earth did you have on your roof that you don't even need a repair right now?" And so, one of the contractors we talked to said, "I have so many referrals, I could never possibly do them all."

Heidi Ellsworth:

It's amazing. That's so cool.

Melissa Dunson:

Yeah. I know contractors care about the performance of it, but homeowners are really driving this saying, "Hey, I just went through this, I don't want to go through this again. I want products that actually stand up to weather." And so this has been a fantastic product and even going through the storm, it's been a really wonderful boost for this particular product and created a lot of additional buzz. It was already a lot of buzz. I think that in the same way that if you're looking at areas that get hit with hail, there's a demand. There's a demand for that. There are people are looking at, I think, the expansion of class three products, like the increased interest in that. For a long time, it was just class four and now there's been this sort of increasing interest in class three and insurance companies coming and saying, "Hey, we see the value in that."

I think all of that is playing into this movement of the entire industry, not just roofing, but of building products in general toward resiliency and being more weather resistant. And so, being able to have the products and offer the products that do that and what homeowners want, I think, is going to be a great boon to contractors.

Heidi Ellsworth:

I mean, I know I've talked to some people down in Florida who part of their roof is off, now they have leakage, they have to get tarp, they can't get contractors for a month and they're tired of it. So they want products that are going to perform. And I see the same thing in the hail, I see ice dam in the northeast and the northwest. People are just like, "Nope, we want our safe." And maybe that, Melissa, goes back a little bit to COVID, too. I don't want to blame everything on COVID, but I think just like we were talking about where the Gen Zs want homes and they want them to be safe and they want them to know that they have a strong secure living environment. That's the truth with everyone, it's just been heightened. We've always wanted that, but it's even bigger now than it used to be.

Melissa Dunson:

Well, and I think there's just this change in perspective and maybe it is generationally related, but a different expectation for the level of performance that their building products should deliver to them. And that's been something I think that's been happening for probably the last 10 years. And you can see it in, again, not just roofing but in other building products, the movement toward fortified and some of that kind of stuff that people's expectations are changing and products are changing with it.

Heidi Ellsworth:

Yes, they are, and it's a good thing. That is a very good thing. So let's summarize on just from what we've already talked about, because I think there's so much talk about recession, although we shows some of those numbers that we're seeing growth in the economy, so that's really starting to dispel a little bit. But interest rates are still up there. We don't know when that's going to end. Hopefully with all this good news, that will stop, and inflation is hard on the pocket. But going back, Melissa, to what we talked about, large amount of home equity, large amount of multi-family starts and an unmet demand for home improvement. I mean, really those two start offsetting each other to make a pretty, I would say, good realistic, hopefully a little optimistic view of the home improvement in the roofing industry.

Melissa Dunson:

Yeah. And you said it earlier in this webinar, but it's that idea. I mean, there is still new construction and everybody knows the economy is circular, housing markets are circular, it will bounce back. But this idea of not having all of your eggs in one basket and being able to diversify. So if you're not in the remodeling space, consider going and looking at adding that into your business, it's a lot more stable of a segment in the same way that multi-family. It hasn't always been the most stable, but right now, it's growing. And so if that's not something you've been doing to maybe look at that, and potentially diversify your business.

Heidi Ellsworth:

Yeah. Along those same lines, we try to recession proof. And I know that's a term that gets thrown around in roofing and it's a scary thing because nothing's recession proof. But to really do that, be aware of material shortages and how the weather's going to affect that. I mean, there will be material shortages in Florida and there will be material shortages in the country because so much is going to Florida. So again, it comes down to really picking strong manufacturers, working with people who you know can trust to get the products out. And I mean, you've had a good year on that, Melissa.

Melissa Dunson:

Again, I can't take any credit for it. We have fantastic folks on the supply chain, the manufacturing and the logistics side of our business, but their ability to provide product in areas and to groups of customers that really were not being serviced by other brands has been such a boon. Actually it was a small distributor who just said during COVID, "Thank you, TAMKO. You guys actually kept me in business because you were the only people I could get shingles from." And so it's our great honor, we love our customers to be able to do that and we're continuing to work to make sure that whether it's a hurricane, whether it's a hailstorm, that we have the right mix of products and the right mix of colors and we're able to supply the people who need the shingles.

Heidi Ellsworth:

That's perfect. And they're going to need it because, like we said, consumers are staying in their homes, they're doing home improvements and there's still a lack of housing. So things are still going to be moving one way or the other. So having that material supply chain in place and a strong relationship with manufacturers more important than ever. And in fact, when you look at it, so I mentioned this earlier on, but RoofersCoffeeShop, every year does a trends report. We had 256 respondents who gave us their information, and this is just little sections that I pulled from that trends report. You can get that trends report off of RoofersCoffeeShop right underneath the news section. You'll see trends report, you can download it, tons, tons of great information. But I thought this fit in with what we're talking about.

And it was really interesting, when you look at it, single ply and fasteners, nails and screws and ISO, all the top where there's been a problem getting materials. Shingles at 27%, but as you said, Melissa, that you guys really haven't had that problem. And I love the fact that you kept bringing up colored shingles because that was also the other area. So you can see here where the material shortages has caused struggle for the contractors out there. And again, what we talked about it before and we talked a little bit more, the hurricane is going to increase that. The supply chain is getting better, we're hearing that across RoofersCoffeeShop from our suppliers, but it tends to be small things like we just had one about copper. Copper is still having problems. We had another one about asphalt or fiberglass that they're having problems. So it's sometimes just a portion of the whole system that is causing things. What are you seeing that way, Melissa?

Melissa Dunson:

Yeah, the same folks in our supply chain who are making sure that the finished goods get to them are the same folks who are making sure that we have the raw materials we need. TAMKO, ever since we've started in 1944, but just a few years after that, the company started investing in vertical integration. So when you make your own raw materials, you have less of a problem with this. So it's better supply for your manufacturing processes and better control over the quality of those raw materials so that you can better control the quality of the finished goods. So I know, because I've heard it has been a problem for lots of the industry, but it's actually our supply chain folks have done such a fantastic job that it's been actually somewhere we could actually really step up and grow our business over the last couple of years.

Heidi Ellsworth:

That's great. That's what we need right now because there's going to be more hurricanes, unfortunately, there's going to be more weather and there's definitely going to be something seems to keep wanting to wreak havoc on our supply chains out there.

Melissa Dunson:

Yeah, true.

Heidi Ellsworth:

But even a bigger problem that we are hearing consistently, in fact National Roofing Contracts Association has been really talking about this. I just heard McCay Daniel speak that this is a problem not for just today, but for the next five to 10 years, and that's our labor shortage. Now, good news, unemployment rate rose to 3.9% in August, which was up from July. And we are also hearing, and it'd be interesting to see if you're hearing this too, but one of the things we're hearing is with new construction going down, that actually some of the crews labor are actually moving into other sectors looking for work. So actually an opportunity for the roofing industry with home improvement to maybe pick up some of these talent skilled labor out there. What are you hearing on the labor shortage, Melissa?

Melissa Dunson:

I mean, this has been an issue for, I don't even know how many years now. We hear it from contractors trying to find, and it's not just labor, it's skilled labor, I mean, that's really the challenge. The last time the economy went through a really serious recession, before COVID, several years, there were a lot of people who left. They were skilled labor and they were in the construction field and they left and they went and decided to do something different. Thankfully, we have a new generation that's coming in, and I do think some of the evolving mindset about the trades, there's not some of the negative connotations toward the trades that there used to be. And I think partly, it's because of the industry has realized that needs to change the conversation and change the way that trades are viewed.

So there are a lot of young people who are interested in going to the trades, not as of their stepping stone to a different job, but, "I want to work in a trade." They go to trade school. And so I think that it's probably getting better, but we didn't get here overnight with the skilled labor shortage, and I don't think we're going to get out of it overnight. But from what I hear, it's getting better. It's getting better, but it's still a daily challenge for lots of contractors.

Heidi Ellsworth:

And it really needs to be a focus. And I just realized, Melissa, I do want to encourage everyone, if you have questions or chats or you want to share any thoughts as we're going through this, the chat is open, so please share that and we'll take questions at the end. But you never know, we might pop some of them as we're going along too.

But what we saw from our trends report was basically the same thing, is that this is exactly where the contractors are feeling the pain and that's in recruitment and retention. And so, they are focused on recruiting this next generation and retaining the current customers they have. Which when you look at that, you say, "Okay, well, how's that happening?" And a lot of them are looking at this as field workers, that's where they're looking, skilled labor. Although we have 21% and said they're not experiencing a shortage, which I thought was really interesting from the RoofersCoffeeShop trends report. What are you seeing here?

Melissa Dunson:

Yeah, this is what I found as well. So as we've talked with contractors, they have sales people, it's not always an issue. People working in the offices, it's not always an issue. Estimators not always an issue. Installers, that's where when the rubber meets the road, installers is where they're having trouble. I'll use our TAMKO certified contractors for an example, they don't just want to hire, they want to hire quality, highly skilled workers, not just anybody to do installations. And so, that they're struggling, sometimes they might even put off work and say, "Hey, I'm going to schedule that. You're going to have

to wait because I want to make sure that we have two crews that are running. They're both really fantastic. But rather than scrape up a third crew, I'm just going to schedule people out so that we can make sure that the work that's being done is quality work."

Heidi Ellsworth:

Yeah. Same thing. And they want quality work and they want to keep. And so I found this interesting on when we asked how are you retaining your employees? What's the most important thing? And look at that enough work, 72%.

Melissa Dunson:

Interesting. Which is so interesting because we're just talking about the fact that the problem is that there's so much work. There's so much work and we're not necessarily having to seal labor to do it. So yeah, that's really interesting. It's really interesting.

Heidi Ellsworth:

I think this is what's going to be so important is diversifying your business. It goes back to what we were talking about, as we are going through some of the economics up and down, you want to look at how are you diversifying, how are you cross-training your crews, how are you keeping them busy. Because if the new construction goes down, but yet remodeling is going up and maybe people are really looking at exteriors because of protecting their homes, you want to make sure you have your crews across the board trained.

And so, to put through that, labor is just the importance of recruiting. I will say RoofersCoffeeShop classified ads, we have folks on there every day through the TAMKO Affinity, which we'll talk about in a minute, you can get discounts on those. But that's a really great place for recruiting important. And then marketing for your employees, which includes great social media programs, directories, talking about your culture, really putting it out there. And then the technology to improve productivity, whether that's CRMs, roof measurements, storm reporting. That kind of fits in, doesn't it? All of the things that the TAMKO Affinity program offers is what's really important to continue to retain your customers, right, Melissa?

Melissa Dunson:

Yeah. So you're nice. I mean, this is what's so fantastic about, Heidi, and RoofersCoffeeShop is, this is a webinar that is about RoofersCoffeeShops affinity program that contractors through the TAMKO Edge can get some fantastic deals with. However, Heidi just loves the industry and so she's listening there. Because RoofersCoffeeShop is not a CRM or roof measurement, but she loves the industry and she really wants to help contractors. So she's right. I mean, when we look at what contractors are saying they need to support their business growth and their business operations, these are the things, they need CRM, they need roof measurements, they need to be able to have leads and storm reports. And she's right. So in the TAMKO Edge we have affinity programs with all of these, with some great CRMs, with some great roof measurement systems, both EagleView and RoofSnap, CRM job members, storm reporting, we have Hail Trace.

And so, if you join the TAMKO Edge, which is free to join, if you go to www.tamkoedge.com, it takes 90 seconds to sign up. And even as a non-certified contractor, there are discounts and special deals, special offers just for joining with some of these folks, including RoofersCoffeeShop, which is such a wonderful hub of information and services because it's not just us, Heidi and RoofersCoffeeShop has relationships

with all of these people, all of these other industry tools and so many more to help provide those connections for roofing contractors. So there's my little plug for RoofersCoffeeShop.

Heidi Ellsworth:

Oh, thank you, Melissa. Because I think we've created this digital community, this online community. And so, through the CoffeeShop you can research CRMs and roof measurements, but you have great deals with the TAMKO Affinity right there. But also on RoofersCoffeeShop and we're going to talk about this in a minute, but you can create your own directories in the R-Club. You can help to get your employees continuing education, building that strong culture, and we provide training. We have estimating training, project management training brought to us from Cotney Consulting with John Kenney.

I mean, there's so many great things that are out there, marketing peer groups, you name it. So it's just something to think about as you are retaining these employees, whether in the field or in the office, it's really important to bring them as much as you can. And the contractors out there agree because they're saying, what are the technology needs we have, and this is again from the trends report estimating and project management, first two, then drones, CRMs, robotics and other. So technology is key and we're seeing it grow. And through these affinity programs, you can bring your company to really get cutting edge, leading thought leadership that will help you prep your company for the coming. So that's our state of the industry as we see it from the eyes of Melissa and Heidi.

Melissa Dunson:

I love it. Yeah. Actually, it's interesting. One of the things that as you're going through this, I hadn't really thought about it, but one of the things when I talk with contractors and everybody's grappling with skilled labor and how do we do this. One of the ways they're looking at it is they're looking at technology as a way to fill some of that gap that they can't fill with staffing. So technology is a way to solve some of those other issues that maybe there's not an easy solution to the skilled labor shortage in this moment, depending on where you live, but maybe you could use technology as a way to bridge that gap for your business.

Heidi Ellsworth:

That is exactly what's going to happen. It's called American ingenuity, we've always done it. So it will be happening again. So great. Well, if there's any questions, please put them in the chat, we're happy to answer them. This is going to be on demand, so you can get ahold of us at RoofersCoffeeShop and you know how to get ahold of Melissa, but we just wanted to make sure that we also just covered, as an affinity partner RoofersCoffeeShop brings you some great staff with great discounts through TAMKO and that's including that full interactive directory, discounts on classifieds, employee logins, so we can get all of your employees. For the ones thing, it's not per employee, it's per company, the consulting benefits, like we talked about. And then also we give back to charity. But one of the big ones out there too is our sister site AskARoofeer.

All of the R-Club contractors are also on AskARoofeer. And so when those homeowners are coming in and saying, I have a question, it goes to our R-Club members or when they say find a roofer, it goes to our R-Club members. So a lot of different ways, we'd love to talk to you about how you can get more involved with RoofersCoffeeShop. More than anything, we just want to make sure that you get on there and get all the information because there's no cost, that's all free. But the R-Club takes you one more level, gets you just a little bit more as we go through this.

Melissa Dunson:

Hey, you back up for a second, I just want to give a plug for SEO. If you're not a marketing person, that may not be a term that you're thinking, why do I care about that? So search engine optimization, which is it is basically how Google and other search engines, how important and relevant they're ranking your individual contractor website. And so, if you don't have anyone else linking to it, especially if it's a new site that hasn't been up very long, if it doesn't have a lot of traffic, Google's looking at it, it has little bots, and it's saying, "Hey, we don't think you're very relevant. We don't think you're very important." So one of the ways that you can change that is by having a well-established highly trafficked site link to your site. And that's exactly what she's talking about in this interactive directory piece.

It has lots of good information, you can put whatever you'd like in there, about your business and photos and let people know about events. TAMKO has one, it's been really great for us. But just simply that's how Google looks at a relevancy online is simply having Heidi and her team link your website to their website and drive traffic there, automatically increases the relevance of your individual company's website so that when people are searching for roofing near them, there's a better chance that you're going to show up in those search results for that homeowner higher up on the page. So there you go. There's my plug for SEO.

Heidi Ellsworth:

I love it. And it's so true. It's so true. And a lot of people don't realize how easy it is with all the back links and the articles, getting your articles out there. Everything takes you up and gets you on that first page.

Melissa Dunson:

Absolutely. Yeah. So it's like a secret that's out there that people aren't taking advantage of, but people should.

Heidi Ellsworth:

They should. And we are here to help you. We can talk through it, we want to get you involved, and it's a great network because all the contractors talk to each other. And like I said, we have marketing peer groups where marketing teams can talk to each other. Maybe a cross country, what are you doing over there? What are you doing over there? So it's an online community that just is there 24/7, 365 for your company. And because you're TAMKO Affinity, or if you're not, you should be go sign up. You can get 10% discount as a team TAMKO or 15% TAMKO certified contractor. This is automatic, we make it super simple. You just go to your page within the Edge and you sign up for the R-Club and your promo codes go right in. So we make it super simple and easy for you to do. And Melissa, do you want to talk a little bit about where this is just to make sure in case there's somebody on here that wouldn't know?

Melissa Dunson:

Yeah. So again, really, we've created this digital world for contractors to connect with TAMKO, it's called the TAMKO Edge. And again, if you don't have an account in it, there's literally no reason for you not to if you're a roofing contractor, it takes 90 seconds to sign up. It's www.tamkoedge.com and you can again sign up in 90 seconds, you get automatically, you can have even some funds put into a TAMKO gear account, you can get yourself some free t-shirts if you want, just for signing up. There's all kinds of stuff. Certified contractors right now actually have the ability to go in and order their TAMKO samples in literature and have it shipped directly to them. There's a lot of really good perks.

But this kind of stuff, all of our affinity programs can be found in the dropdown here under Edge perks. And then just scroll down, you'll see all of the different affinity programs that we have, special deals for you guys. Click on the one that you want and then you'll see the specific offer that's specific to your tier. And then if you're interested, then click it and sign up, and Heidi will take it from there.

Heidi Ellsworth:

It's easy. It's easy. And it's great for your company, great for your employees, great for everything we talked about so far, just to stay on it. Oh, there we go. Questions. I think we have just a few there and we haven't seen anything come in. And you know what, Melissa, I just realized I don't have your contact information here. I'm hoping everybody can find you, but if not, email me and I can get it to Melissa. No problem.

Melissa Dunson:

Yeah. Actually we don't have any questions. It's people who are being very nice. Thank you so much. Several people have come on and said, "Hey, thank you so much. This is great information." And so, that's the goal of this. Heidi could have come on here and just tried to sell you on something and she doesn't, because that's not who she is. She really wants to provide really good information. She loves the industry, she cares about the industry, and she's always finding new ways to bring value to the industry, which is why we love being associated with RoofersCoffeeShop and just are so glad. Thank you for joining us today. We will be sending this out as an on-demand webinar, as well as it'll go inside of the TAMKO Edge, inside of RoofersCoffeeShops landing page in there. So if you guys would like to go back and watch it again at some point, it'll be available to you.

Heidi Ellsworth:

And it will be on RoofersCoffeeShop, also with a link on the TAMKO directory and also on our overall RCS webinars. I want to say the same thing, we love working with you. The TAMKO Affinity program is just leaps and bounds, it brings so much value and we are just so happy and we are honored to be a part of this affinity program and it means the world. So thank you, Melissa, and thank you for the time to be with all these great TAMKO contractors and future TAMKO contractors.

Melissa Dunson:

Hey, it's my favorite part of my day. I love it. Thanks you, guys.

Heidi Ellsworth:

I love it, too. Thank you all for being here and we'll see you next time.