



R[®] TRENDS 24

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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 the 2024 Trends Report, sponsored by Beacon, we focus on current business issues, training and technology needs as well as use of subcontractor crews.

Here is what we found.



SURVEY STATS

Dates

- Date opened – May 28, 2024
- Date closed – September 30, 2024

Promoted

- RoofersCoffeeShop website
- RoofersCoffeeShop social media
- PR to roofing industry
- Week in Roofing eNews
- R-Club Coffee Break
- R-Club eNews
- Beacon social media
- Industry-related social media groups

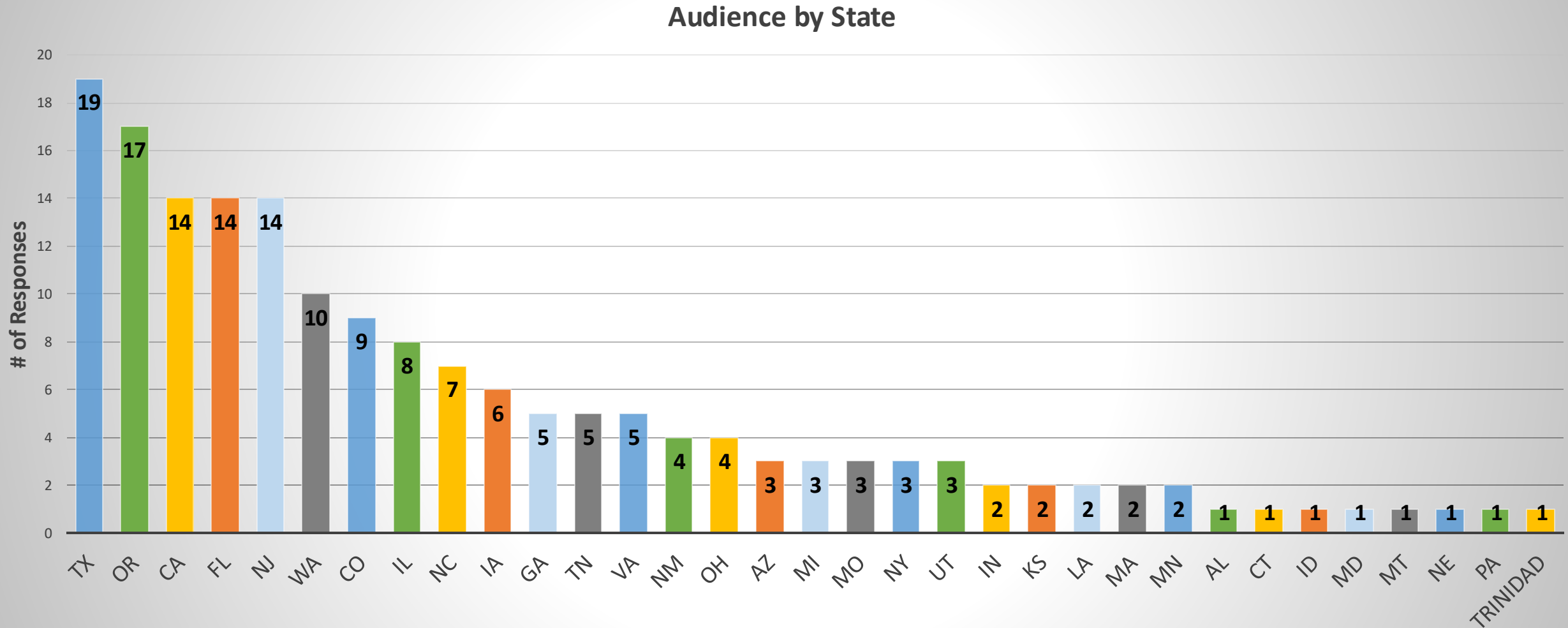
Responses

- Total responses – 210



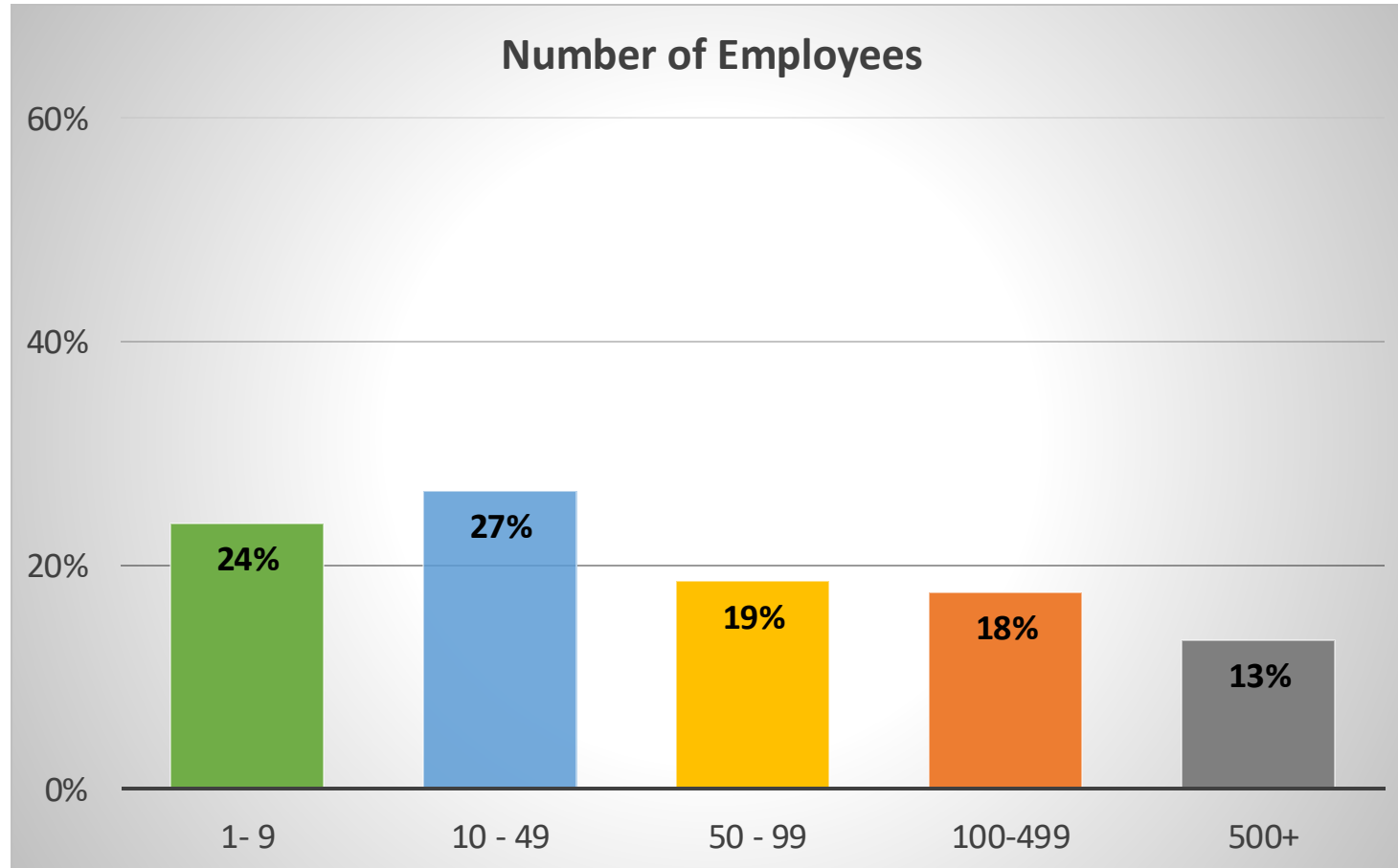
AUDIENCE

AUDIENCE BY STATE

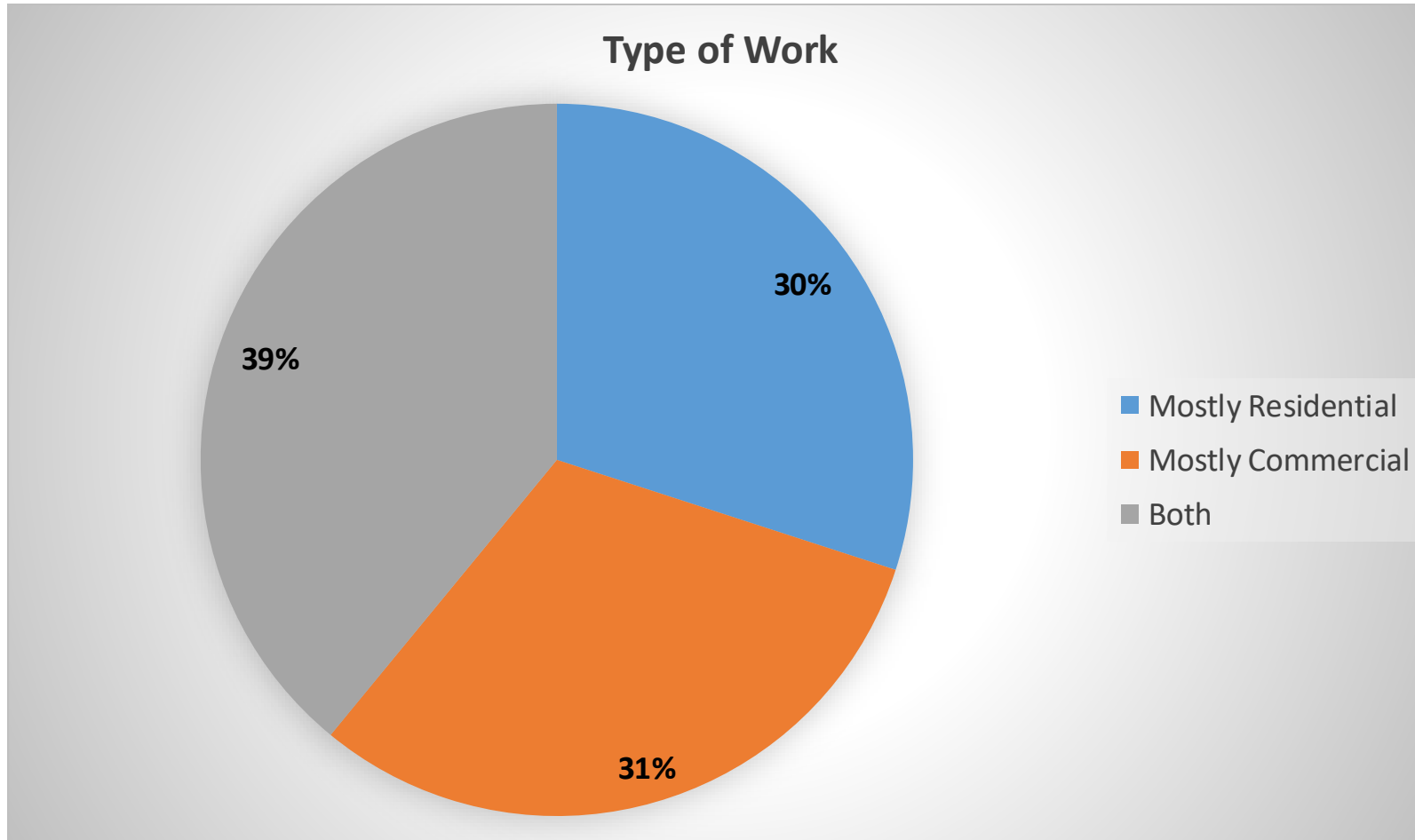


31 states and 1 country represented

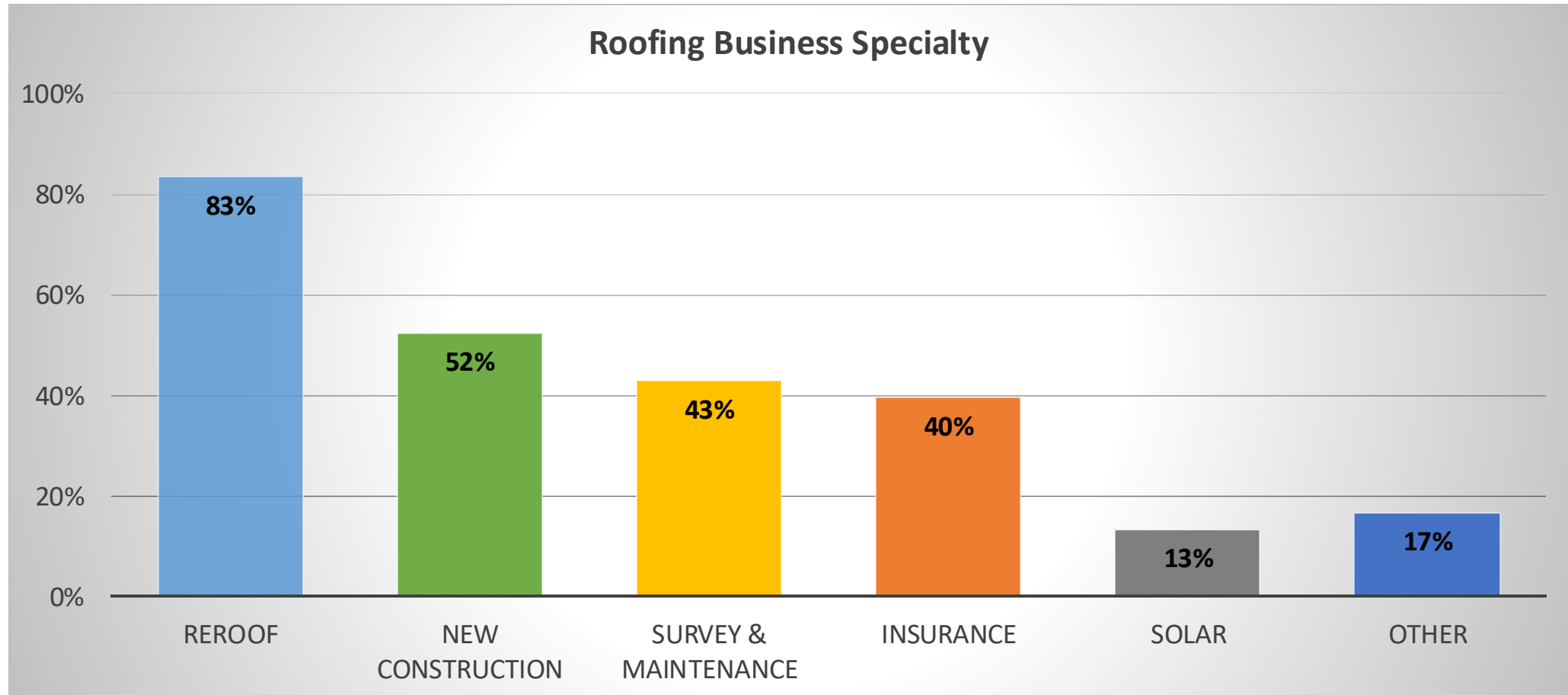
AUDIENCE BY SIZE – NUMBER OF EMPLOYEES



AUDIENCE BY TYPE

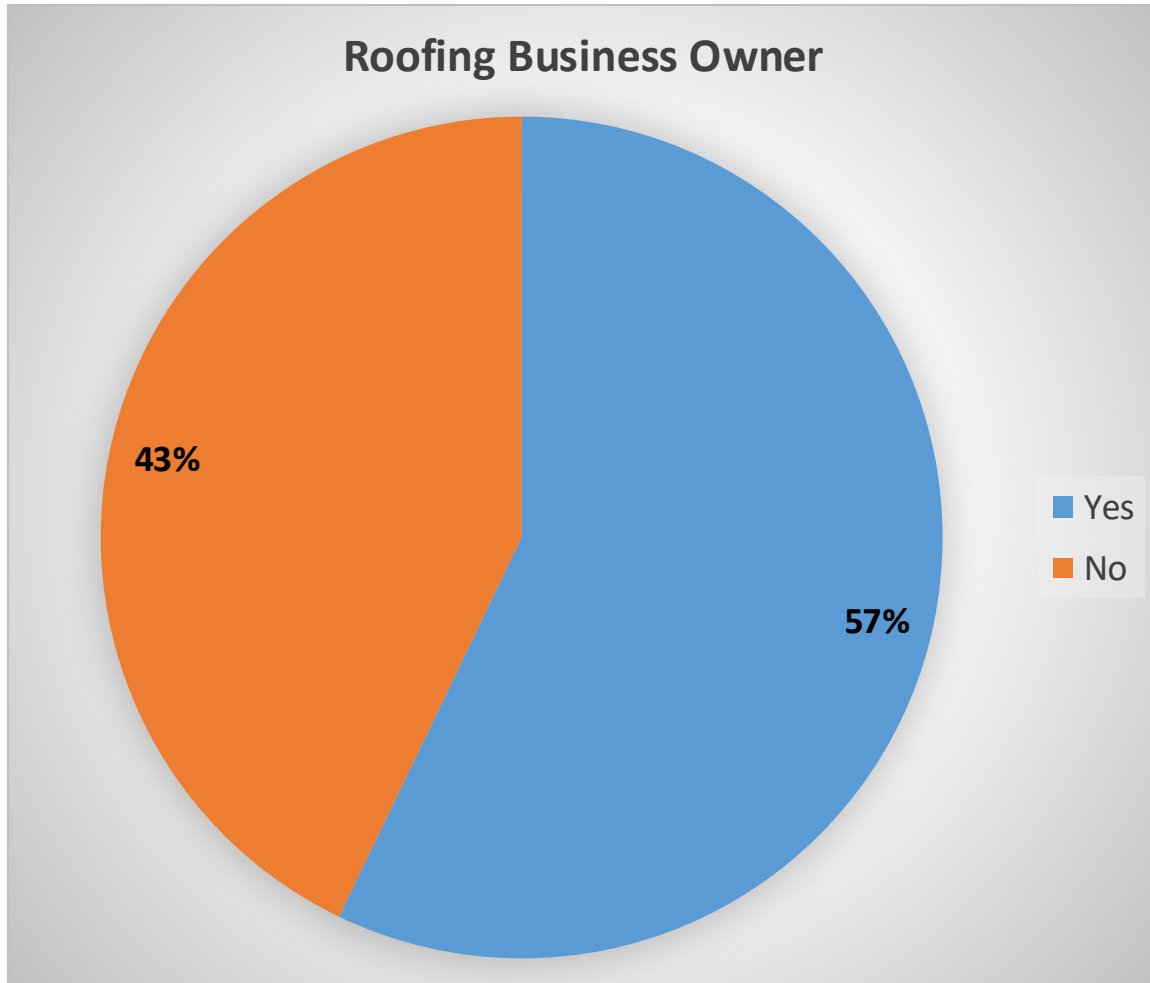


AUDIENCE BY TYPE



*Survey had option to choose all that apply

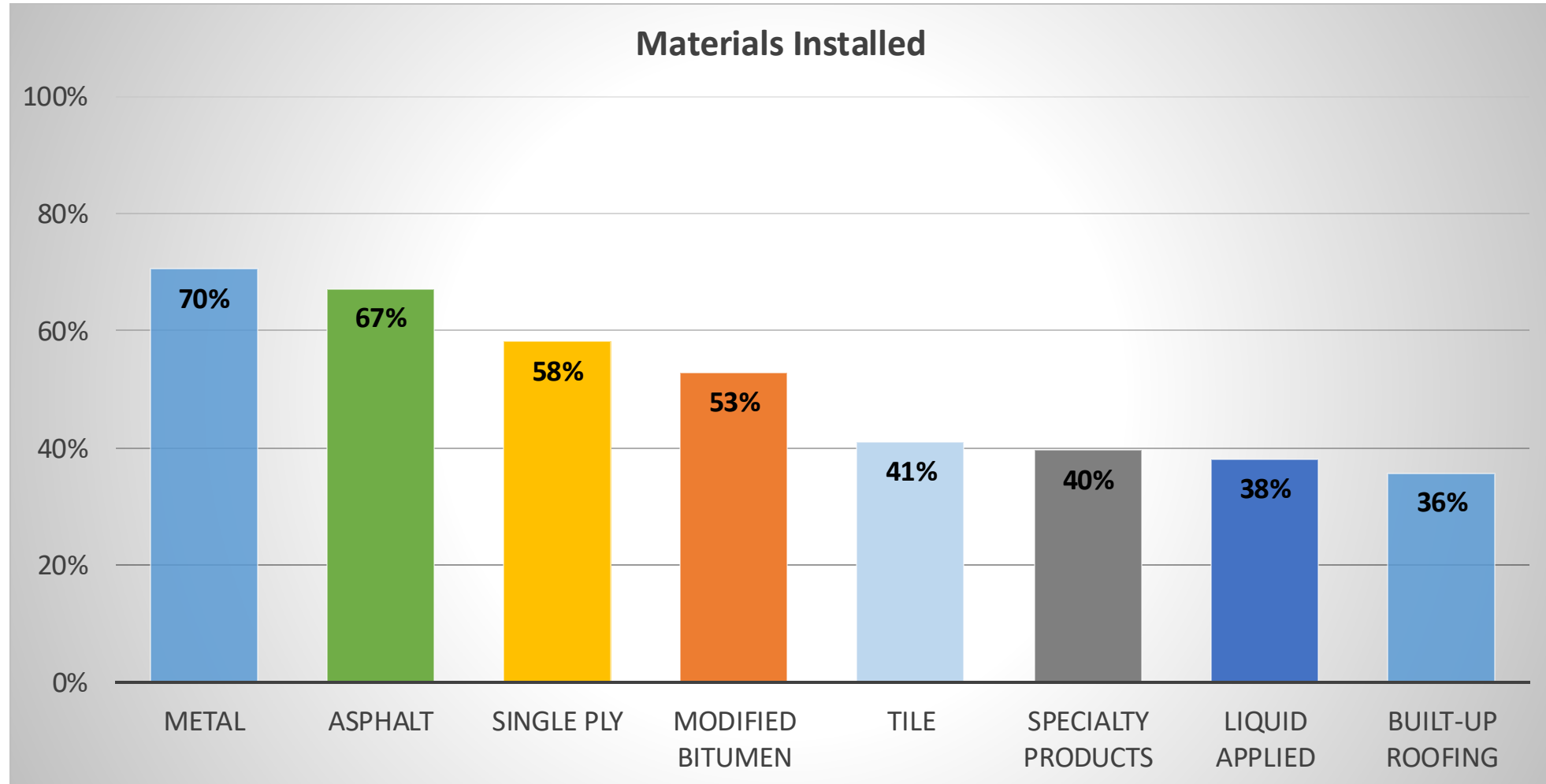
AUDIENCE BY OWNERSHIP



RCS saw another shift in the number of responses from roofing business owners this year. Previously there was an even split between business owners and those working for roofing businesses.

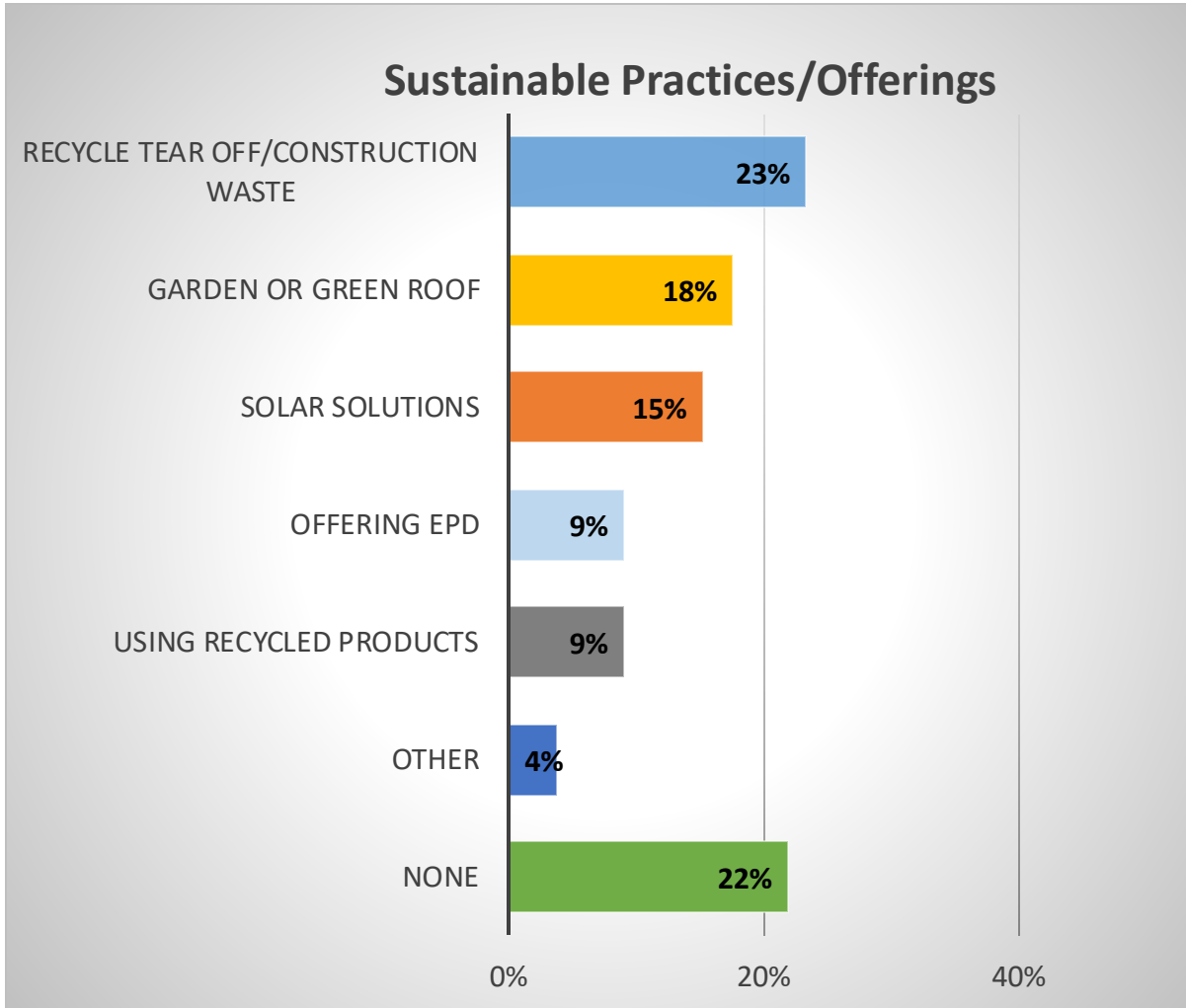
This year the majority of respondents are business owners.

AUDIENCE BY MATERIALS INSTALLED



*Survey had option to choose all that apply

AUDIENCE BY SUSTAINABLE PRACTICES + OFFERINGS



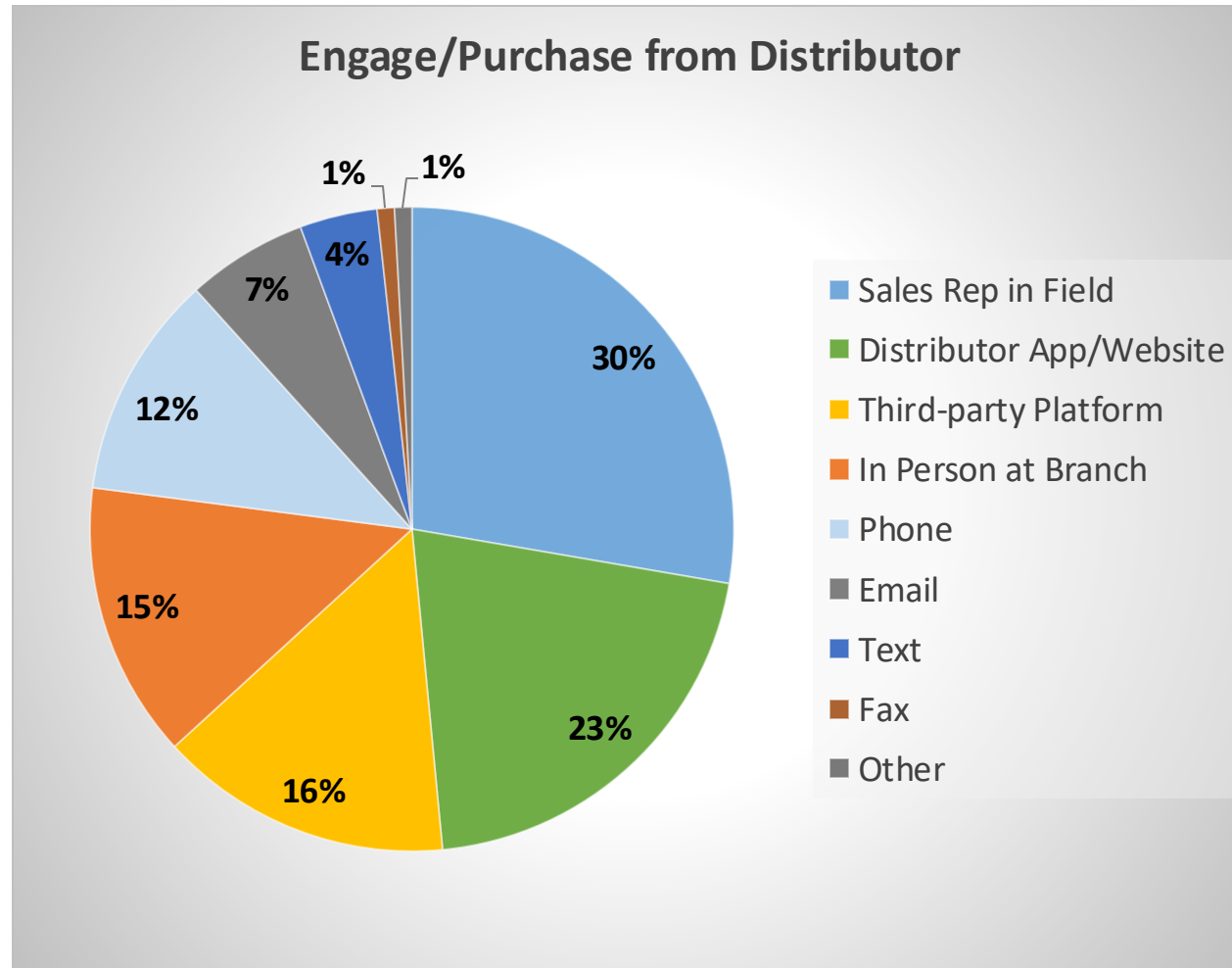
*Survey had option to choose all that apply

Overall, 88% of contractors are incorporating some form of sustainable practice in their businesses. While sustainability remains top of mind for contractors and consumers, this year we saw a shift in how many respondents don't offer sustainable practices or offerings.

RCS found that recycle tear off/construction waste is the most popular practice amongst respondents, followed closely by garden/green roofing.

OPERATIONS

HOW CONTRACTORS PURCHASE FROM DISTRIBUTORS



Purchasing with a sales representative in the field continues to be the most preferred way for contractors to purchase from distributors.

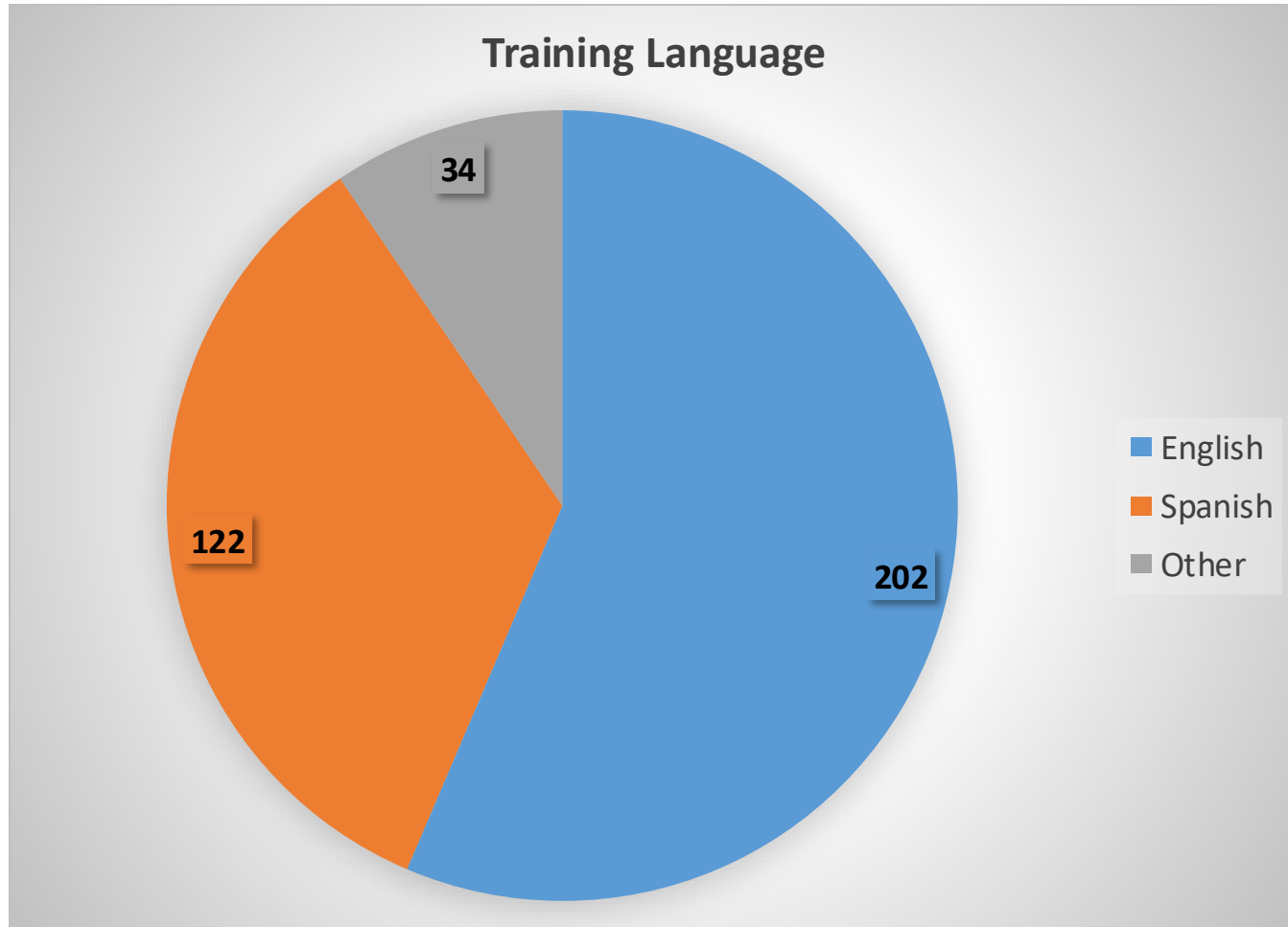
Typically, phone has been the next most used method of purchasing, but this year RCS saw an increase in how many contractors purchase through distributor app/website and third-party platform.

Contractors continue to utilize a mix of technology and working with people to purchase materials.

Email and text are still not as widely used, and a small majority of contractors are still using fax to place orders.

*Survey had option to choose all that apply

TRAINING LANGUAGES



*Survey had option to choose all that apply

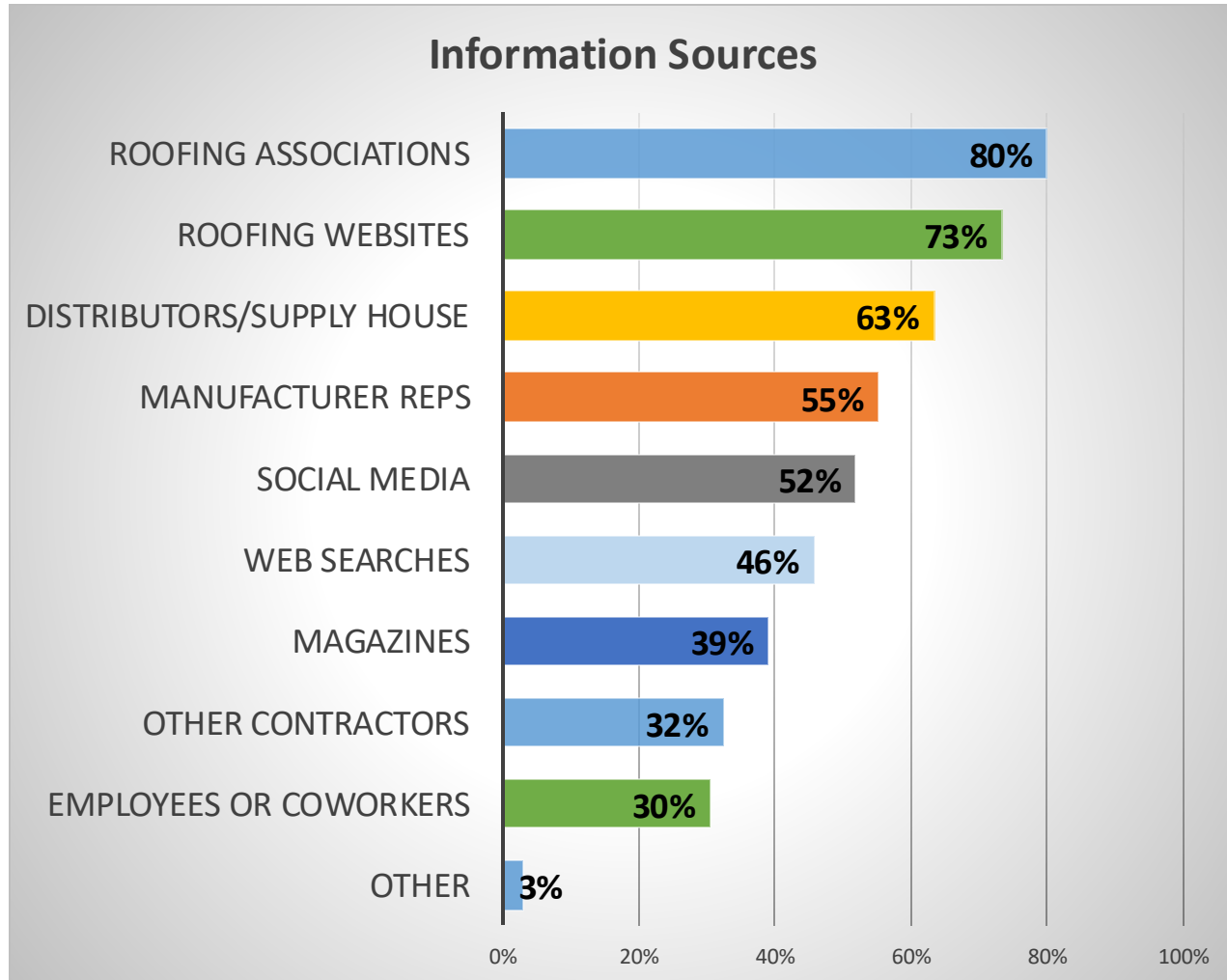
Over 90% of contractors indicated that English is the primary language training is conducted in. This year, for the first time, we saw that more than half of contractors (58%) also offer Spanish. While Spanish remains the second most widely used language according to respondents, its use continues to grow in the industry.

Other languages that were noted include:

- French
- Polish
- Mandarin
- German
- Ukrainian
- Russian
- Italian
- Portuguese

ENGAGEMENT +
CUSTOMER ACQUISITION

WHERE DO YOU GET YOUR INFORMATION?



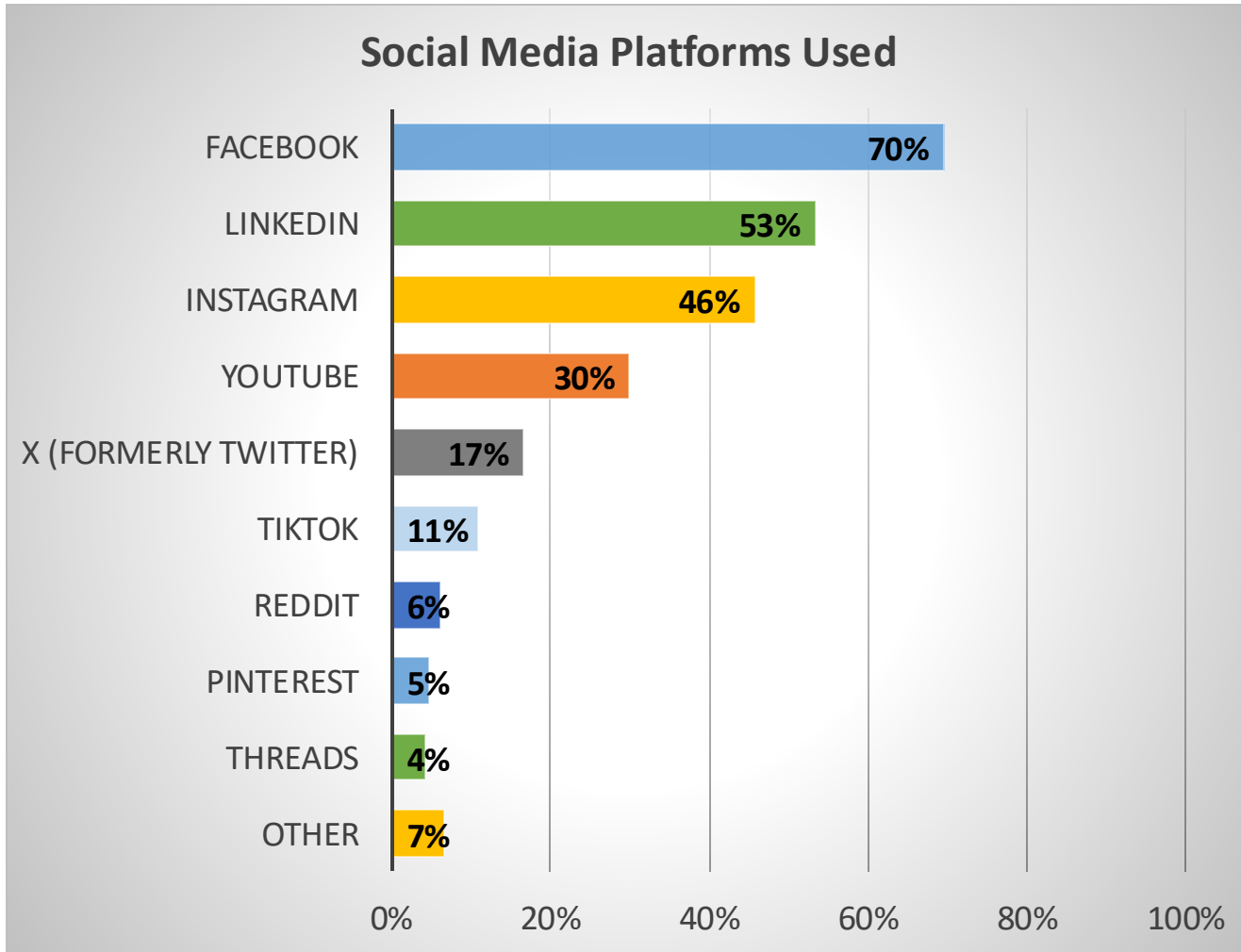
*Survey had option to choose all that apply

The go-to resource for information remains roofing associations. Roofing websites aren't far behind and continue to be the second most popular place for respondents to get their information

Distributors/supply houses and manufacturer reps are the next most popular ways to receive information. For the first time we see that social media is a more popular information source than magazines, which dipped below web searches this year.

While word of mouth continues to be a relevant source of information, the results show that professionals are using a variety of avenues to receive important industry news and information.

SOCIAL MEDIA PLATFORMS USED



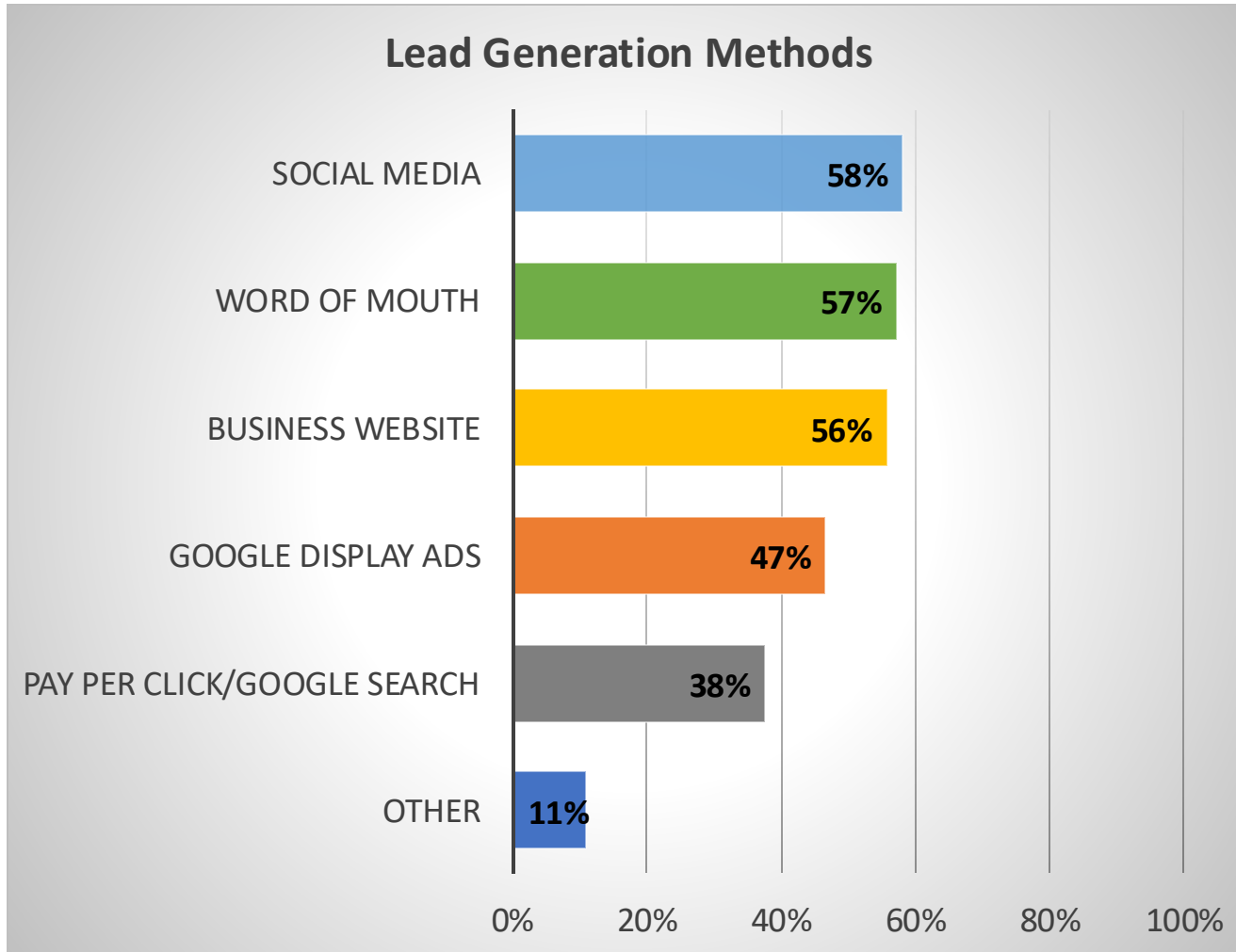
*Survey had option to choose all that apply

The most used social media platform for roofing contractors continues to be Facebook, with LinkedIn being the second most used at 53%.

Just under 50% of respondents identified using Instagram and it remains a popular option.

While TikTok, Reddit, Pinterest and Threads aren't as widely used, they continue to gain traction each year and show that contractors are utilizing a variety of platforms to reach customers.

LEAD GEN METHODS USED



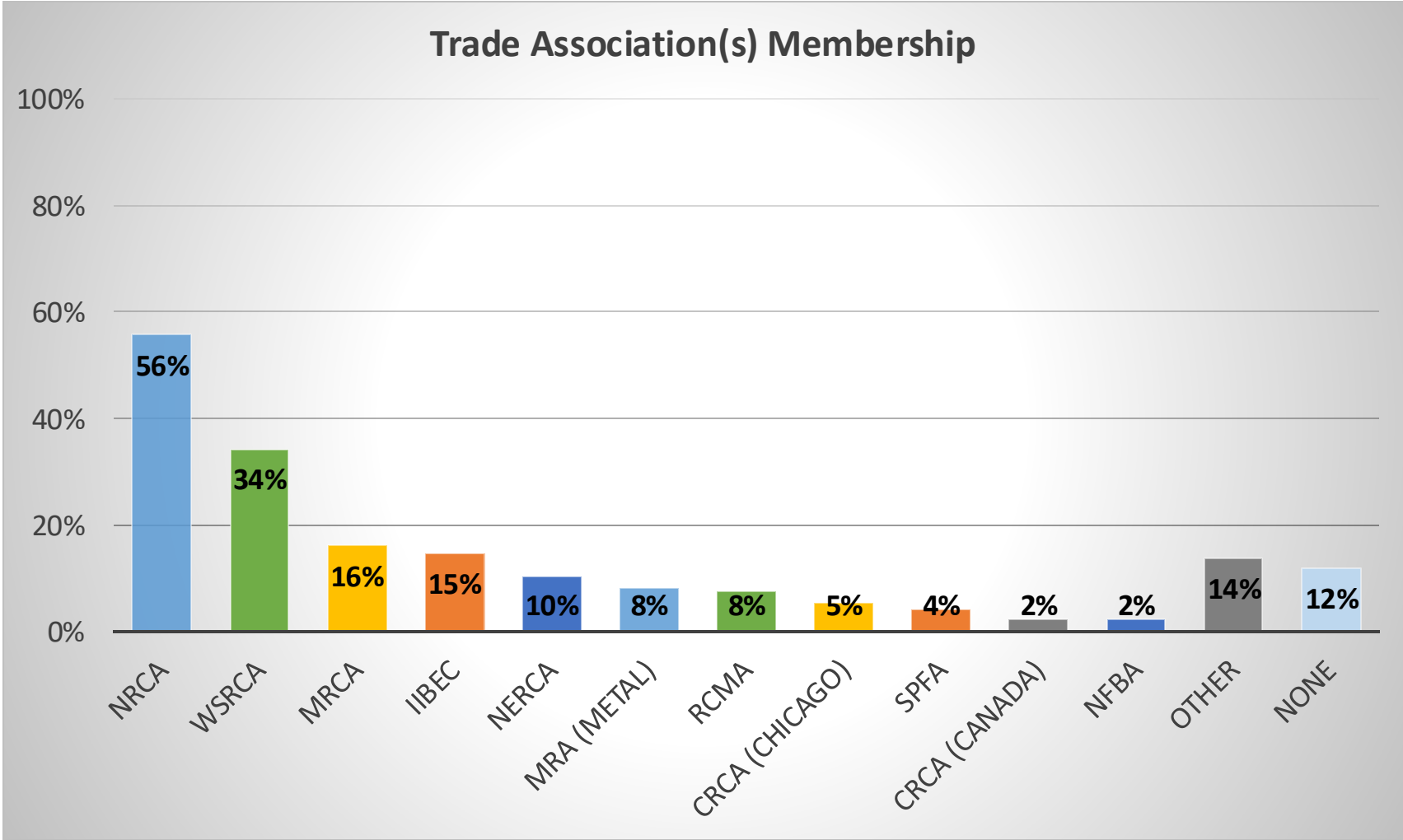
*Survey had option to choose all that apply

For the first time, social media was identified as the most-used lead generation method amongst respondents. This is followed very closely by word of mouth and business websites, which remain popular avenues for lead generation.

And just under half of respondents use Google display ads for lead generation, which saw growth from last year.

TRADE ASSOCIATIONS

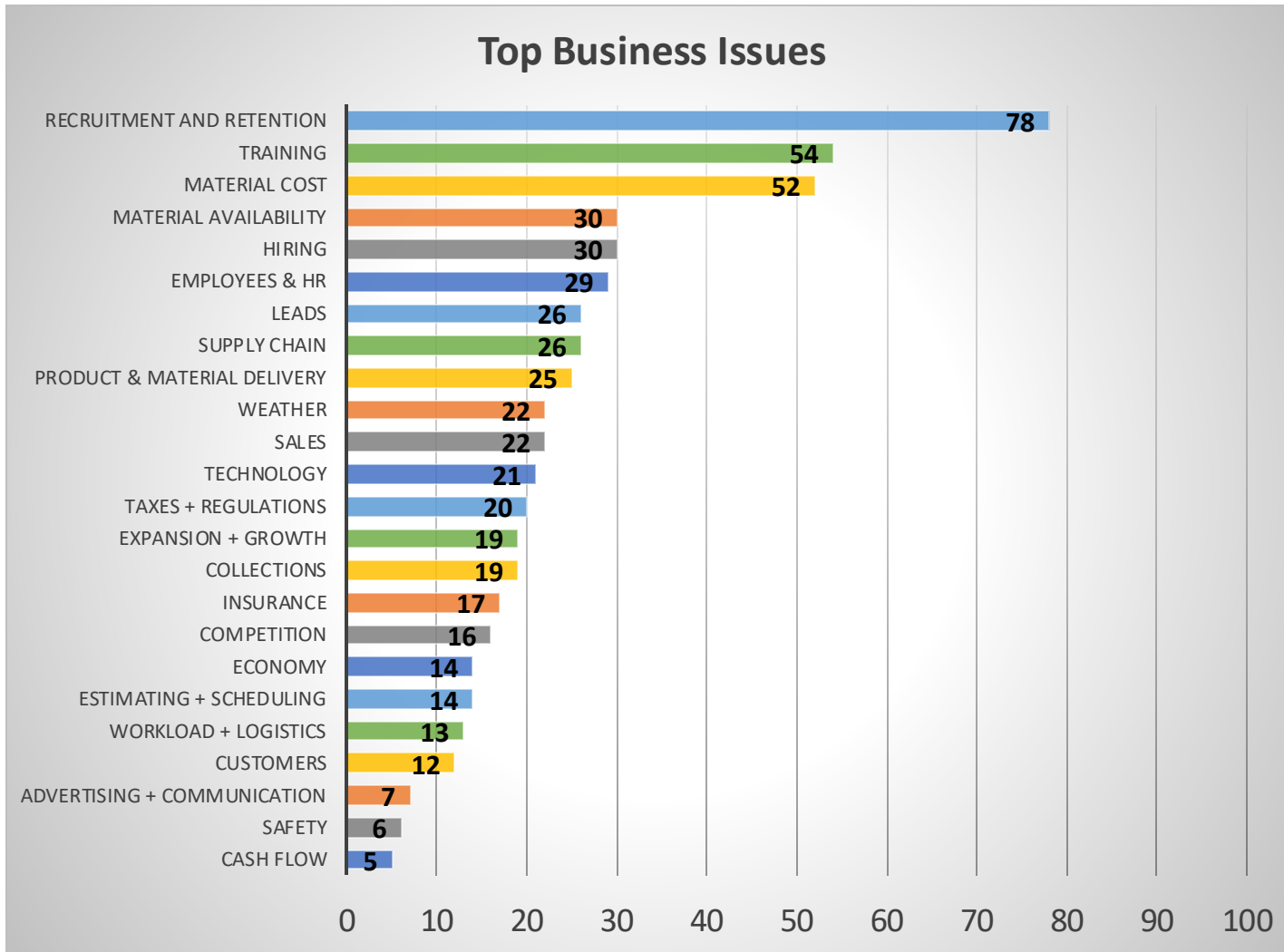
TRADE ASSOCIATION MEMBERSHIP



Base: n=210

TOP BUSINESS ISSUES

TOP BUSINESS ISSUES TODAY?

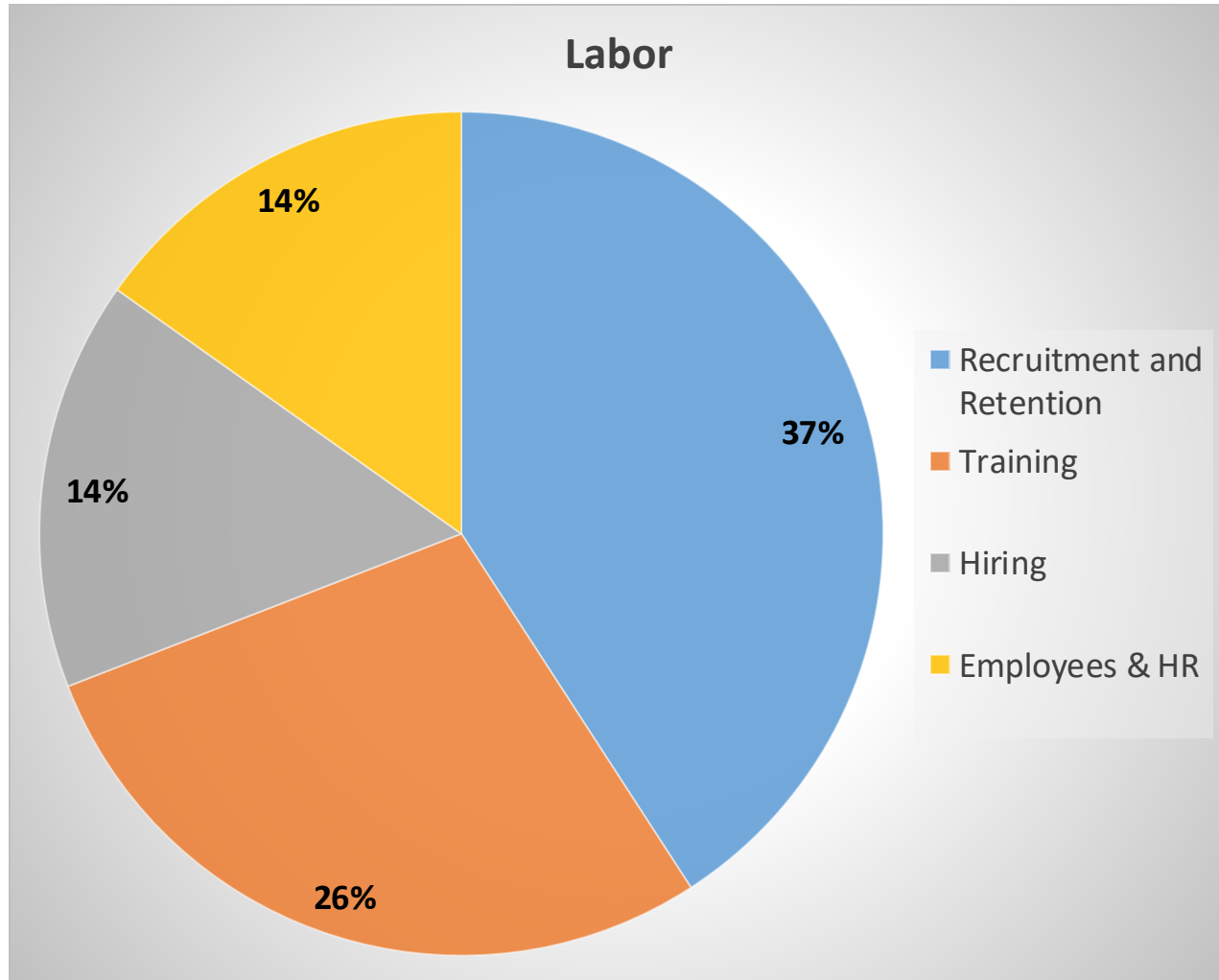


This year respondents were asked to select their top three business issues from a multiple-choice list. They also had the option to input an "other" response that wasn't listed.

The responses were then organized into the following categories:

- Labor
- Product
- Sales
- Production
- Business operations

TOP BUSINESS ISSUES TODAY?

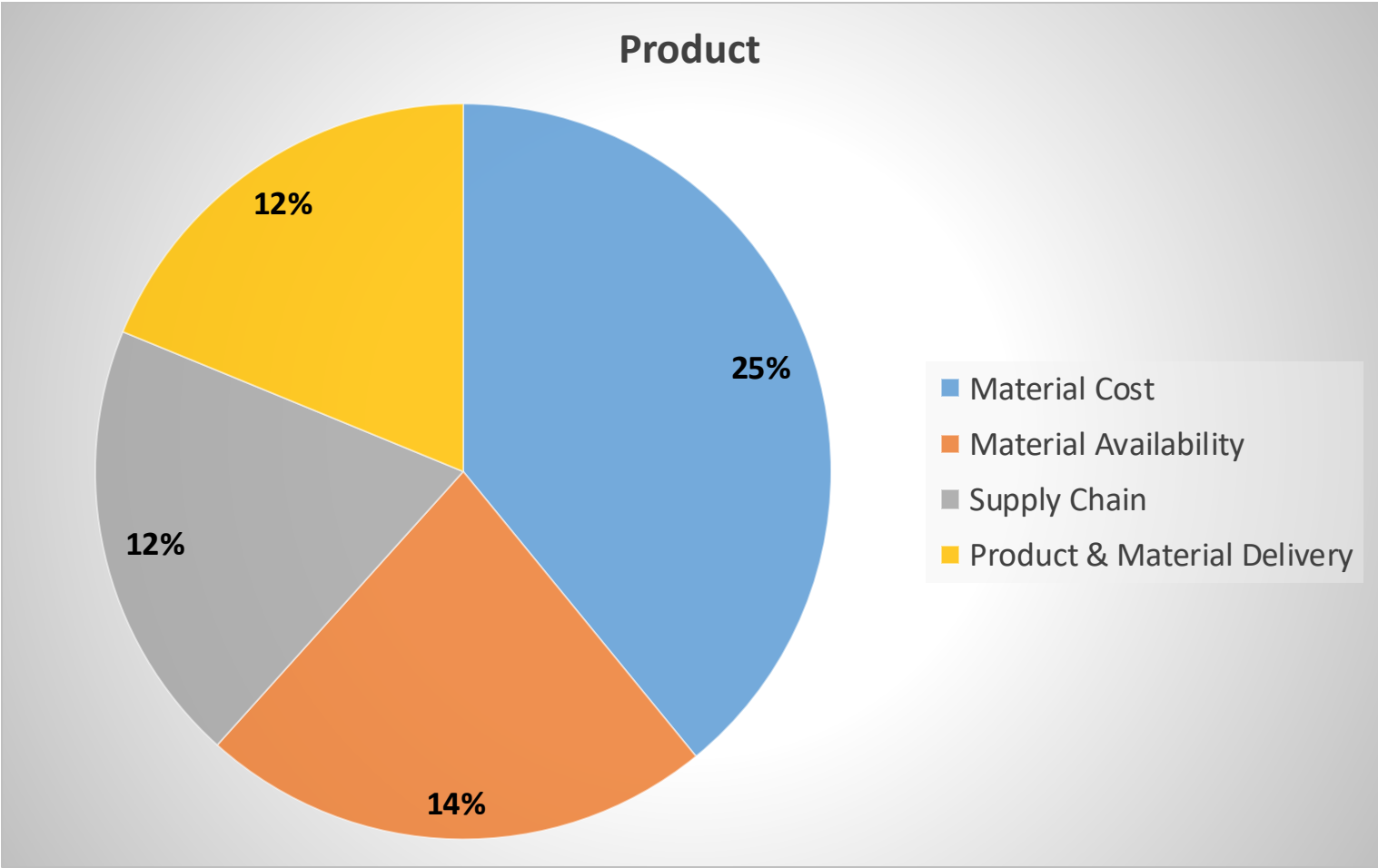


When asked to identify top business issues, contractors named recruitment and retention of labor as one of the main challenges, which is unsurprising given the ongoing labor shortage.

Due to fluctuating costs, another top issue the industry faced was material cost, followed by material availability.

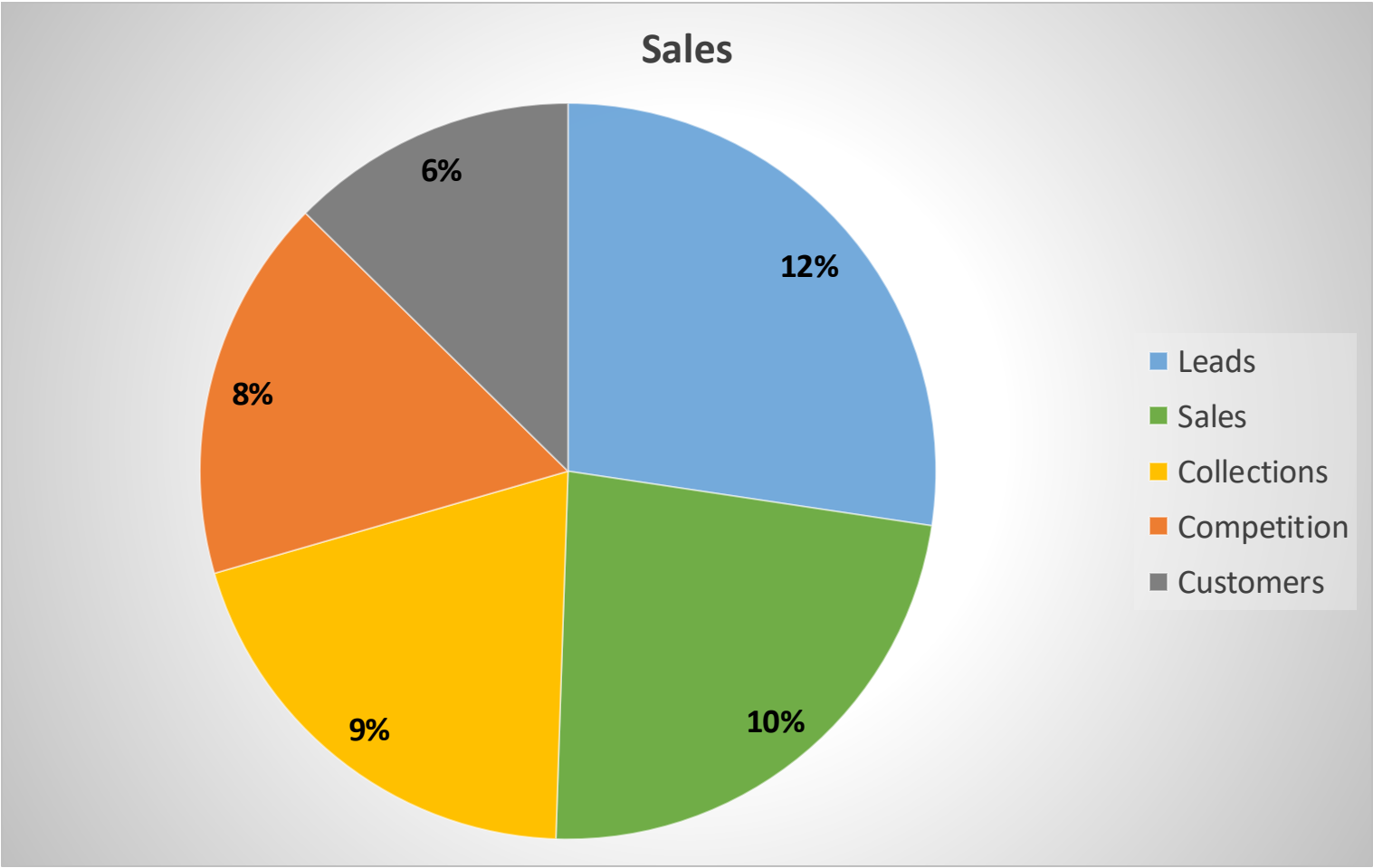
Other notable issues respondents indicated as top issues they faced this year included: weather, technology, leads, expansion and growth, in addition to taxes and regulations.

TOP BUSINESS ISSUES TODAY?

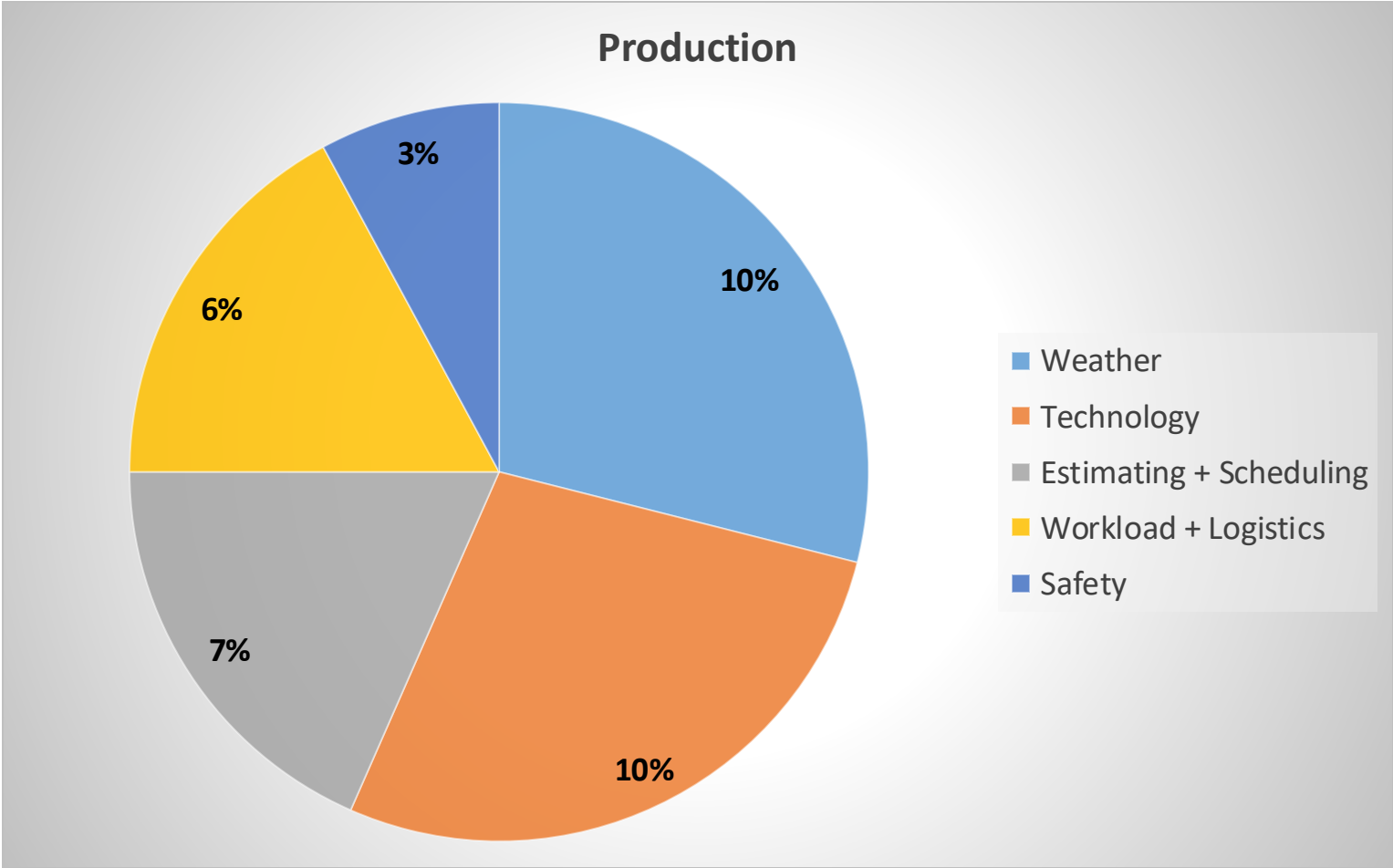


Base: n=173

TOP BUSINESS ISSUES TODAY?

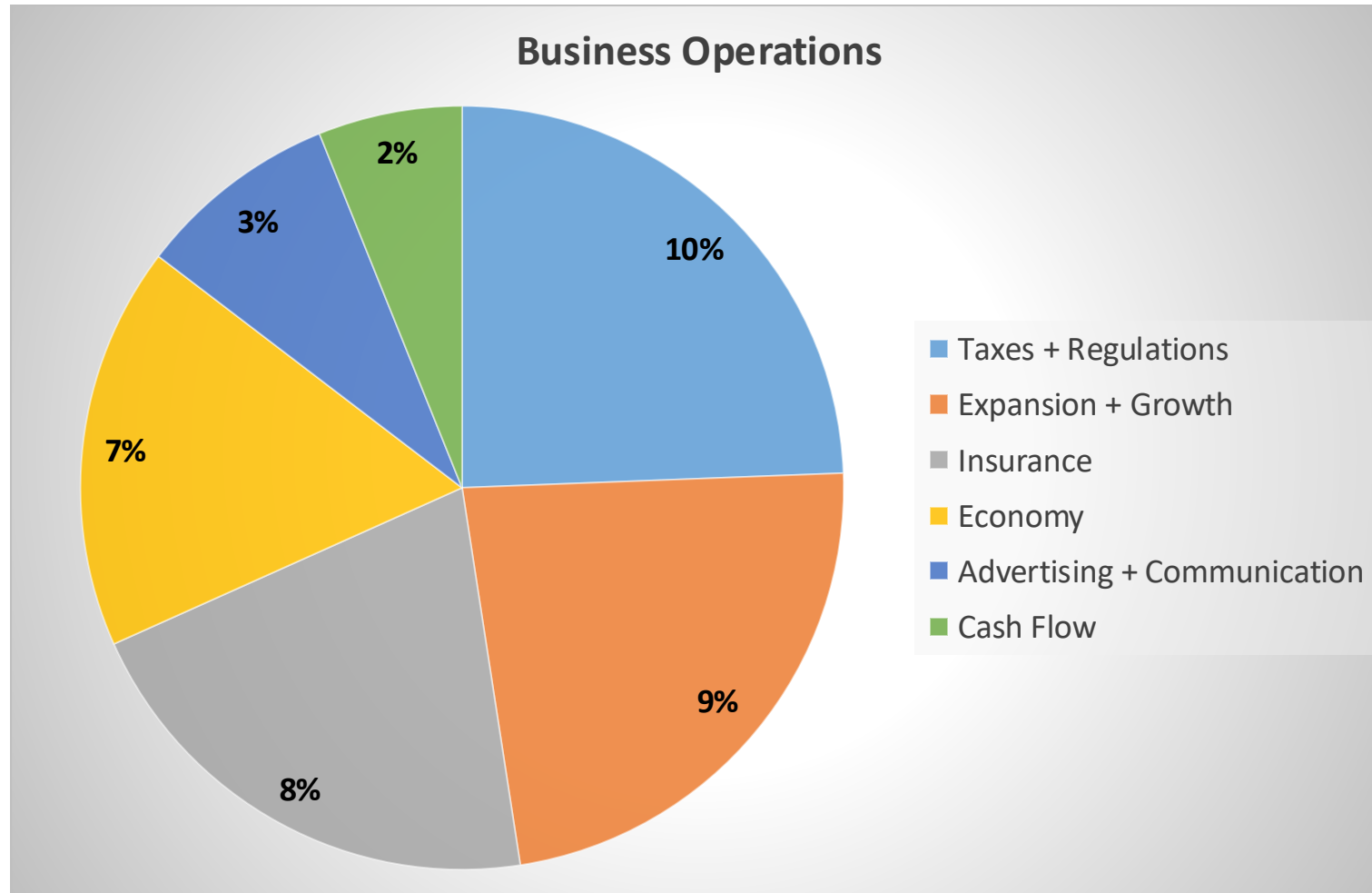


TOP BUSINESS ISSUES TODAY?



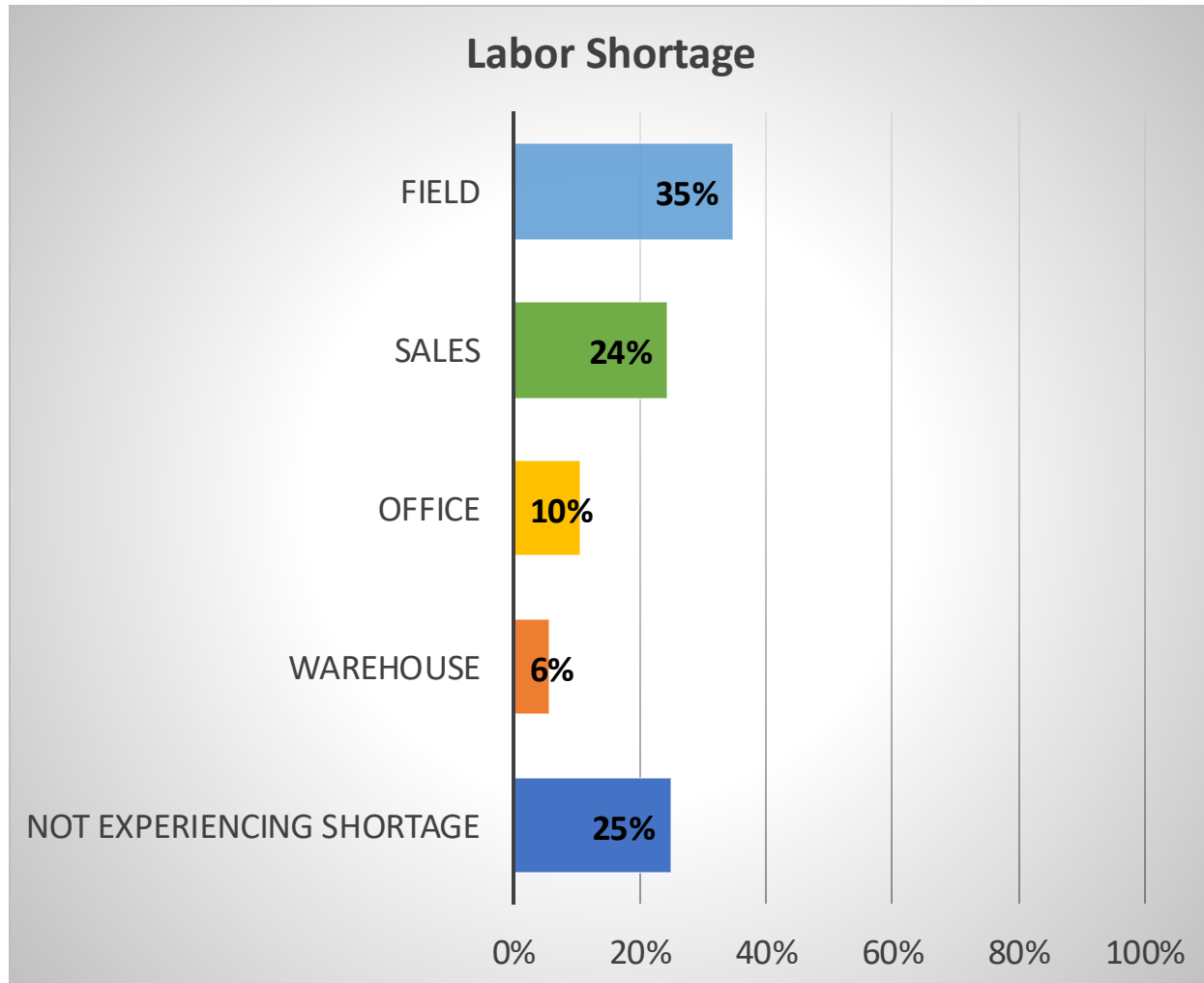
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TOP BUSINESS ISSUES TODAY?



LABOR SHORTAGE

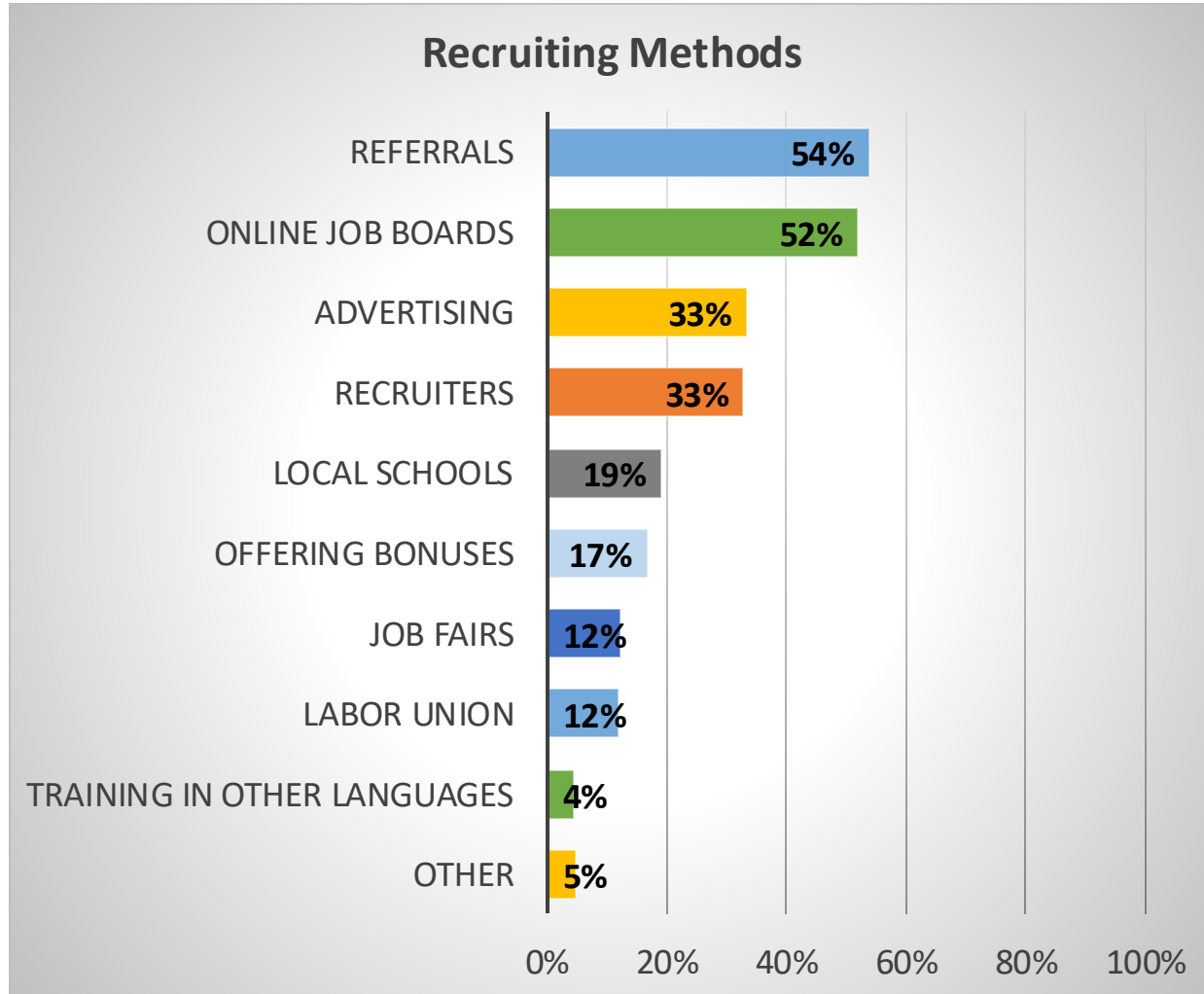
WHERE DO YOU HAVE A LABOR SHORTAGE?



As in previous years, the labor shortage continues to be prominent in the roofing industry with 75% of respondents indicating they are experiencing a labor shortage in various fields throughout the industry.

Field workers and sales are two areas where respondents noted experiencing a significant labor shortage.

WHAT RECRUITING METHODS WORK?

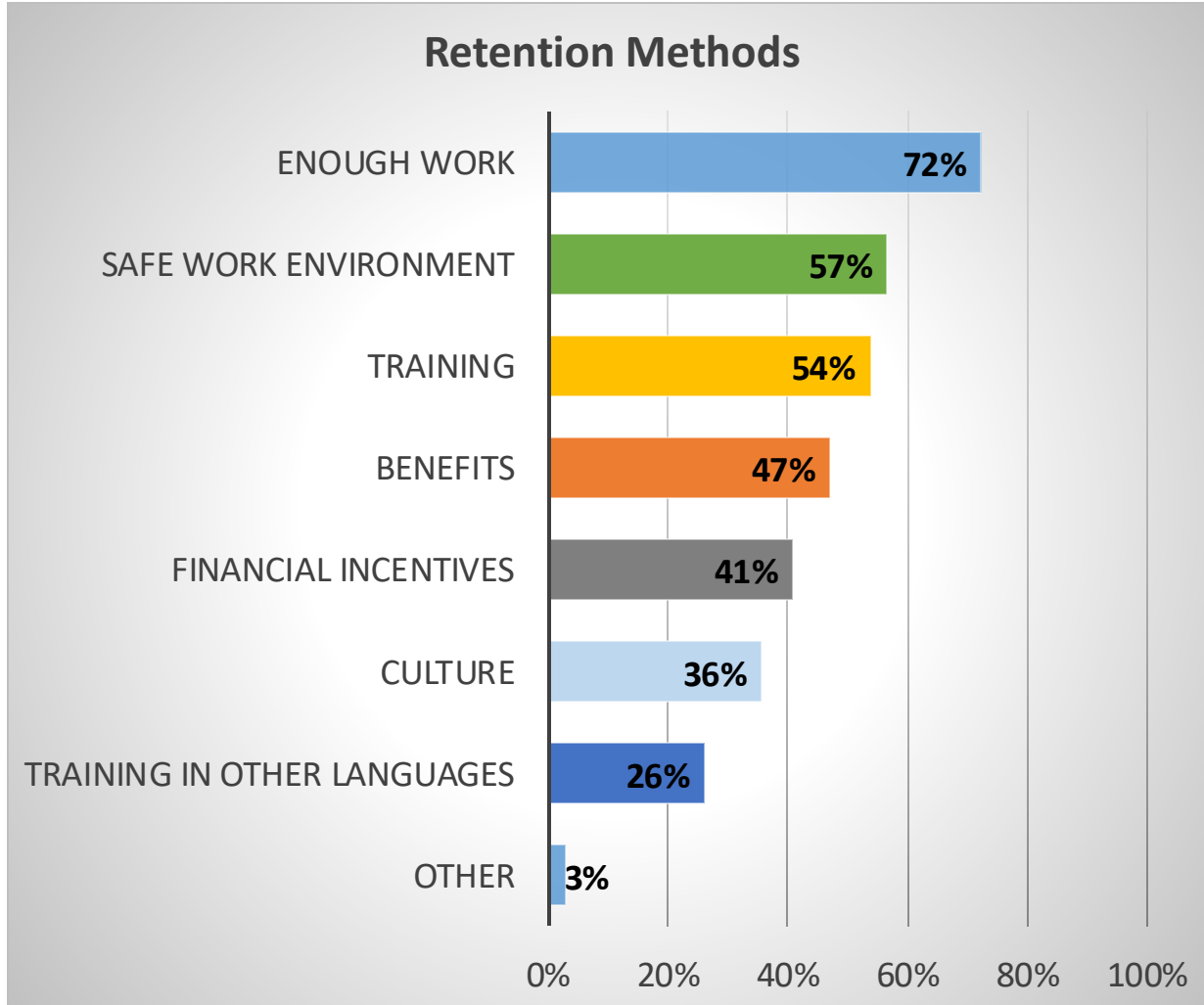


*Survey had option to choose up to three responses

Even though there continues to be a labor shortage in the industry, many contractors indicated some successful recruiting methods for finding workers.

Referrals remains a successful method for recruiting new workers according to respondents, followed closely by online job boards. Advertising and recruiters tied as being the next most successful recruiting methods.

WHAT RETENTION METHODS WORK?

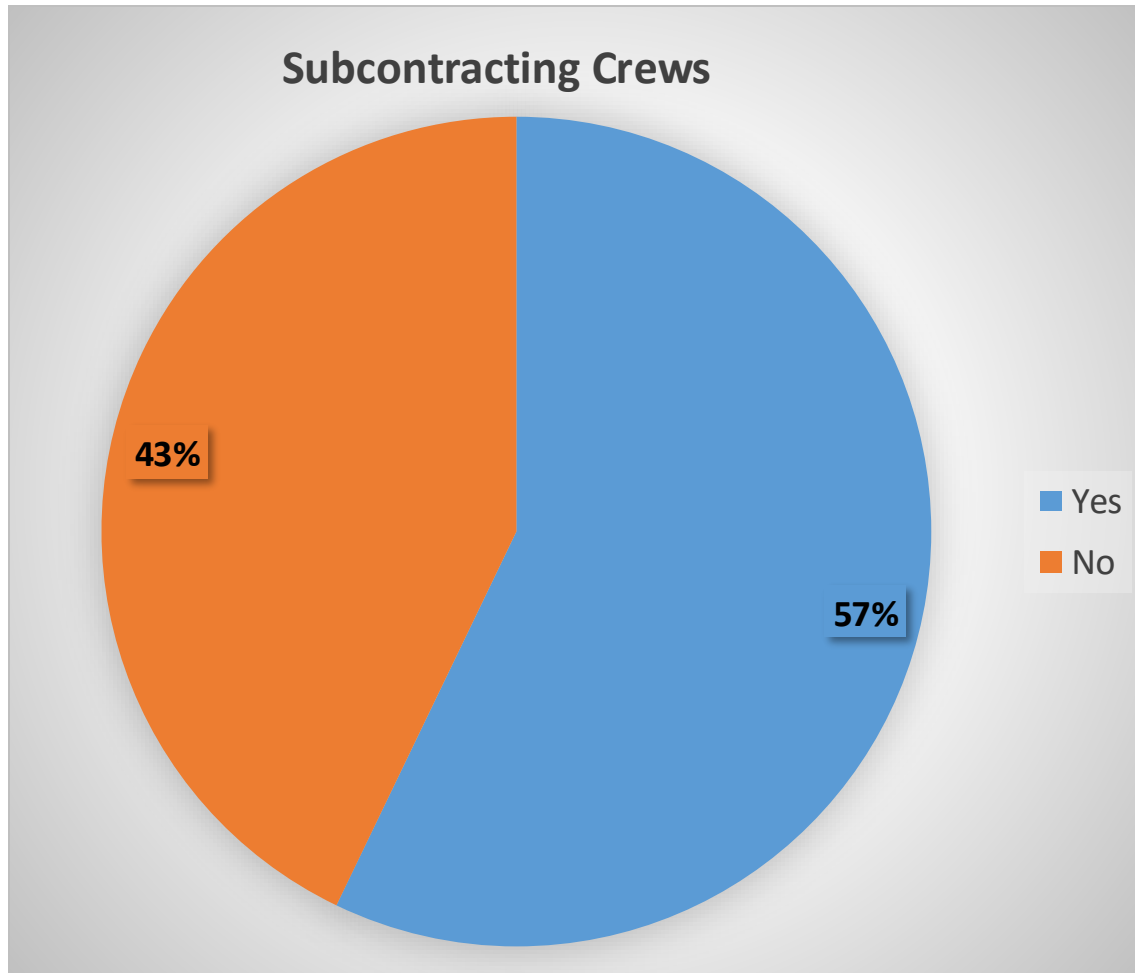


*Survey had option to choose up to three responses

Several retention methods have been successful according to respondents, even given the current labor shortage. The top retention method industry professionals identified is providing people with enough work.

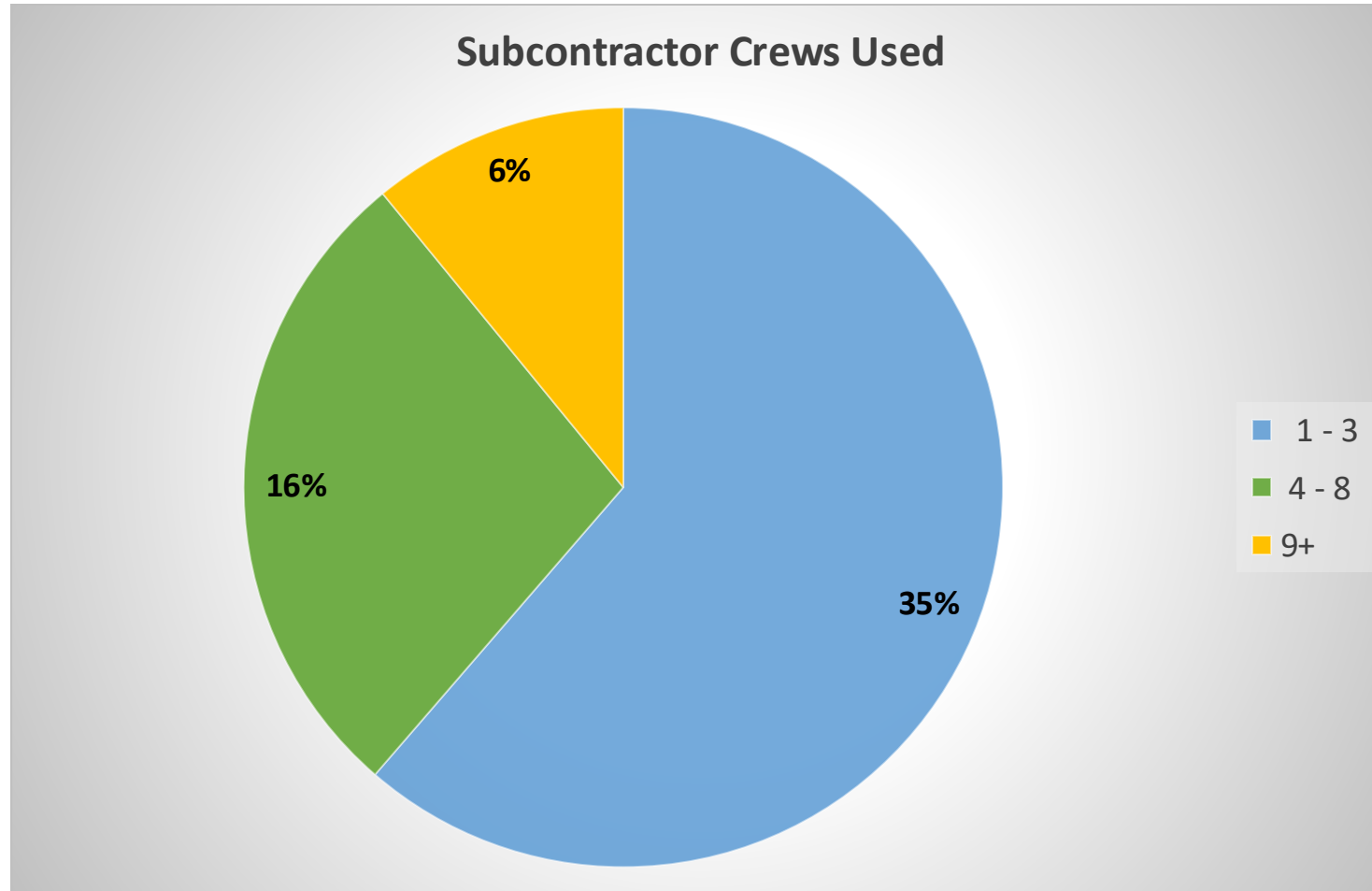
While benefits and financial benefits are effective retention methods, work culture continues to be important for workers as indicated by the responses to safe work environment (57%), training (54%) and culture (36%).

DO YOU USE SUBCONTRACTING CREWS?



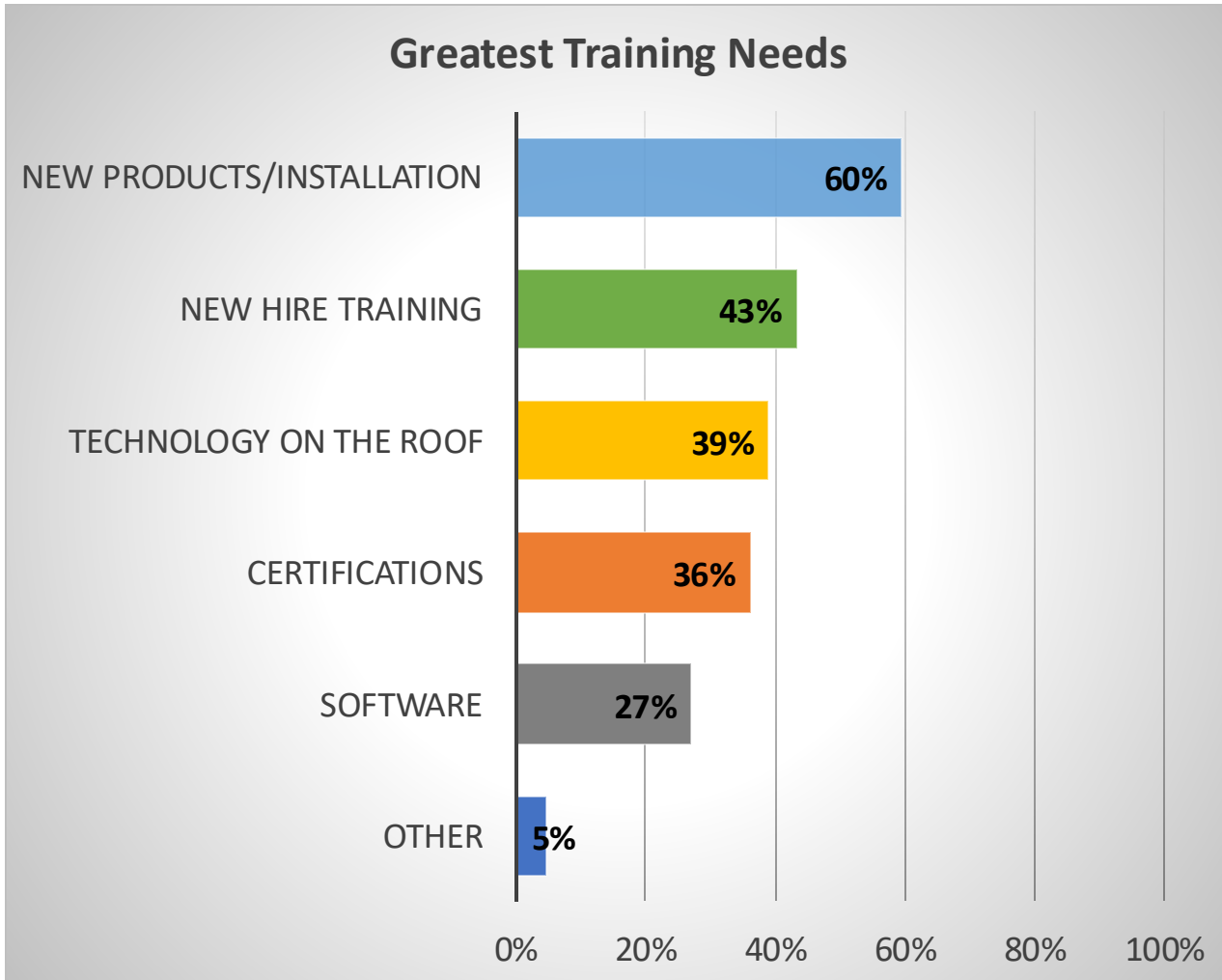
With more than half of respondents indicating they use sub-crews, it is clear that this practice is essential to the industry and will continue to be for the foreseeable future.

SUBCONTRACTING CREWS USED



GREATEST NEEDS

GREATEST TRAINING NEEDS?

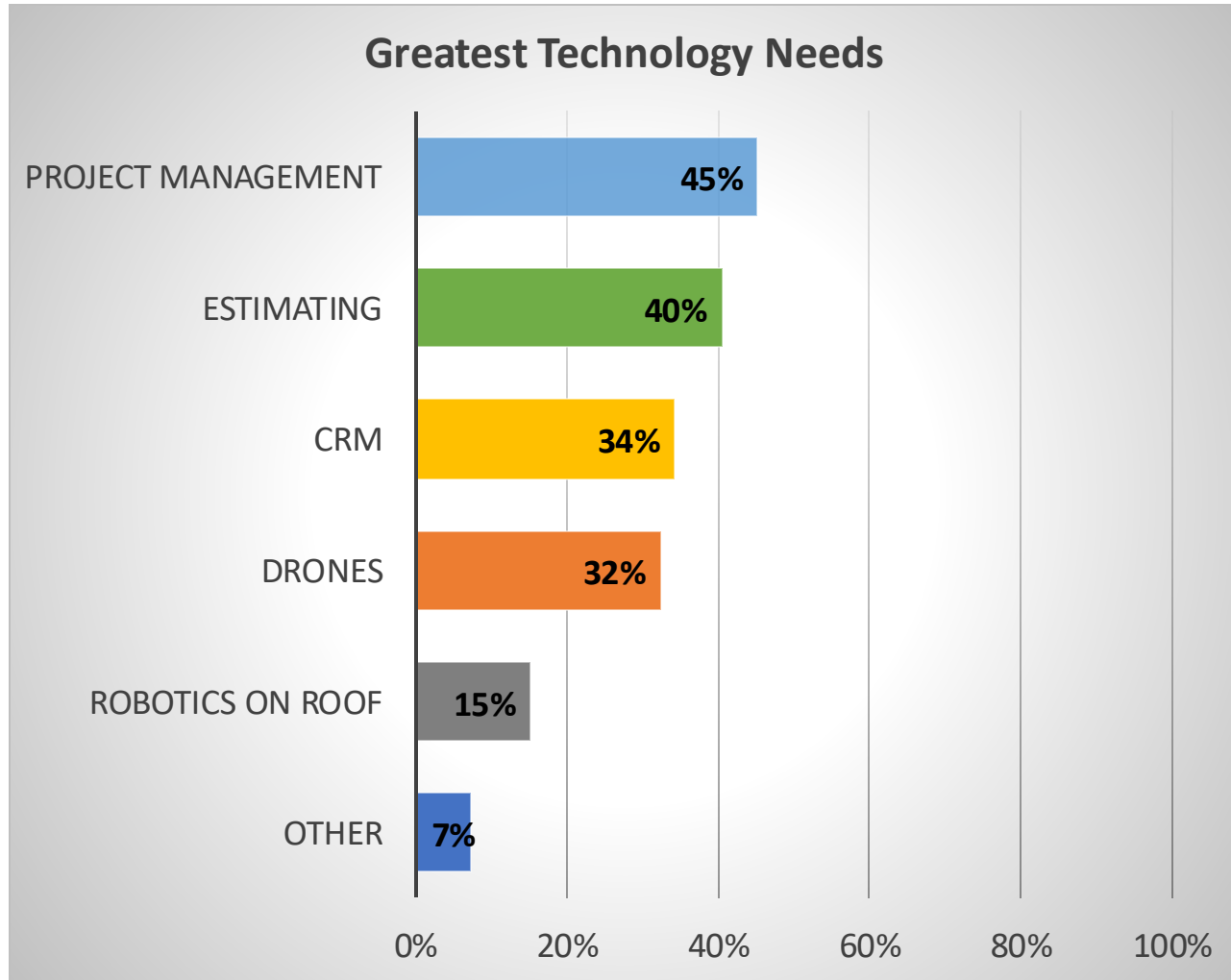


*Survey had option to choose all that apply

This year RCS saw a shift in the greatest training needs for respondents. New products/installation was overwhelmingly indicated as the greatest need, followed by new hire training.

39% identified technology on the roof as the next highest training need, followed by certifications and software.

GREATEST TECHNOLOGY NEEDS?

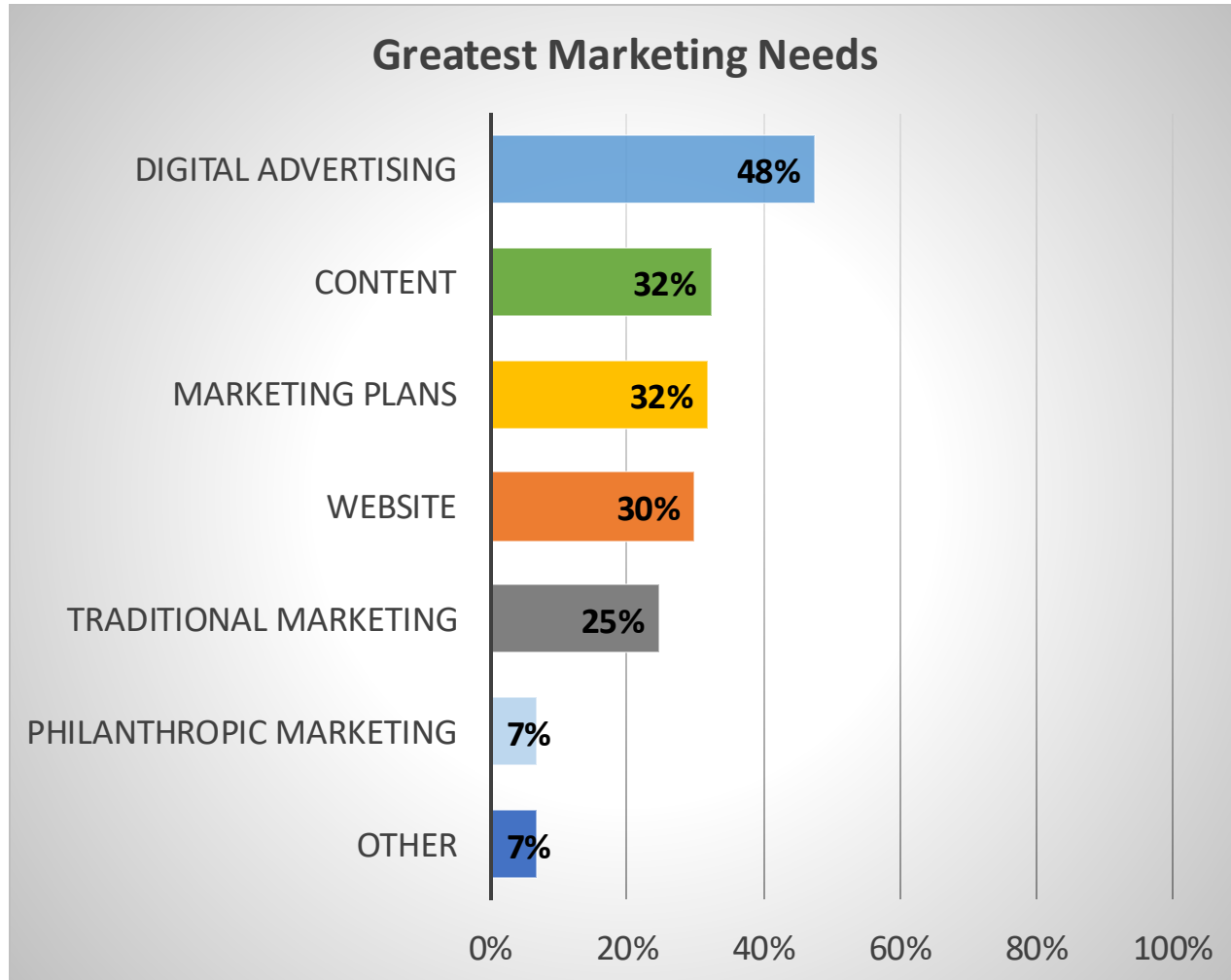


*Survey had option to choose all that apply

Contractors indicated that project management and estimating are their greatest technology needs.

While CRM (customer relation management) and drones offer valuable support to roofing professionals, they continue to represent significant needs in the industry.

GREATEST MARKETING NEEDS?



*Survey had option to choose all that apply

Nearly 50% of respondents indicated that digital advertising is their greatest need, which continues to be a trend in the roofing industry.

Content (blogs, articles, press releases) and marketing plans tied as the next two greatest needs for respondents, followed closely by websites, which has also been consistent for contractors needs.

WHO WE ARE

RoofersCoffeeShop is committed to roofing contractors of all types and sizes along with the many businesses that support the roofing trade. We believe that the strength of the industry lies in the knowledge of the professionals and their ability to network, gain ongoing education and communicate effectively.

Training, trading, talking, researching and purchasing are a part of everyday business at RoofersCoffeeShop, and we strive to help promote and grow this industry by producing web-based networking, business opportunities, training and education for all roofing professionals.

We aim to build community and shine a light on it by providing contractors with valuable tools and networking opportunities that deliver every resource they could ever want.

RoofersCoffeeShop is where the industry meets. For questions and more information please visit www.rooferscoffeeshop.com.



TESTIMONIALS



RCS has been my legitimate go-to for roofing information for years. They never waste my time and each article is worth reading.



The Lunch & Learn offerings are a great asset and the fact that our people can do them on their schedule is even better!



I appreciate how RCS has the pulse on roofing!



I credit RoofersCoffeeShop for helping me grow my business and achieve success in the roofing industry. Thank you for all the support!



I have been a part of RoofersCoffeeShop for many years now. It has been super beneficial for my personal business growth. Whenever I need to know what is happening in our industry, I always turn to RCS.



Roofers Coffee Shop is our go-to for industry news and fun interviews from other industry members.



Interesting topics, food for thought and familiar faces. Learn nuggets of information not generally available on the mainstream.



RoofersCoffeeShop gives us news tailored specific to just us roofers. No fluff!