



R[®]TRENDS25

sponsored by **QXO**

INTRODUCTION

RoofersCoffeeShop® remains committed to supporting the roofing industry and the contractors who drive it forward. We seek to understand what professionals are seeing and experiencing as they continue to roof and protect buildings across the country.

In the 2025 Trends Report, sponsored by QXO, we focus on current business issues contractors are facing; strategies companies are using to recruit, train and retain talent; and explore training and technology needs.

Here is what we found.



SURVEY STATS

Dates

- Date opened – May 5, 2025
- Date closed – September 30, 2025

Promoted

- The Coffee Shops' websites
- RoofersCoffeeShop social media
- PR to roofing industry
- Week in Roofing eNews
- The Weekly Blend
- R-Club Coffee Break
- R-Club eNews
- QXO social media
- Industry-related social media groups
- Association eNews

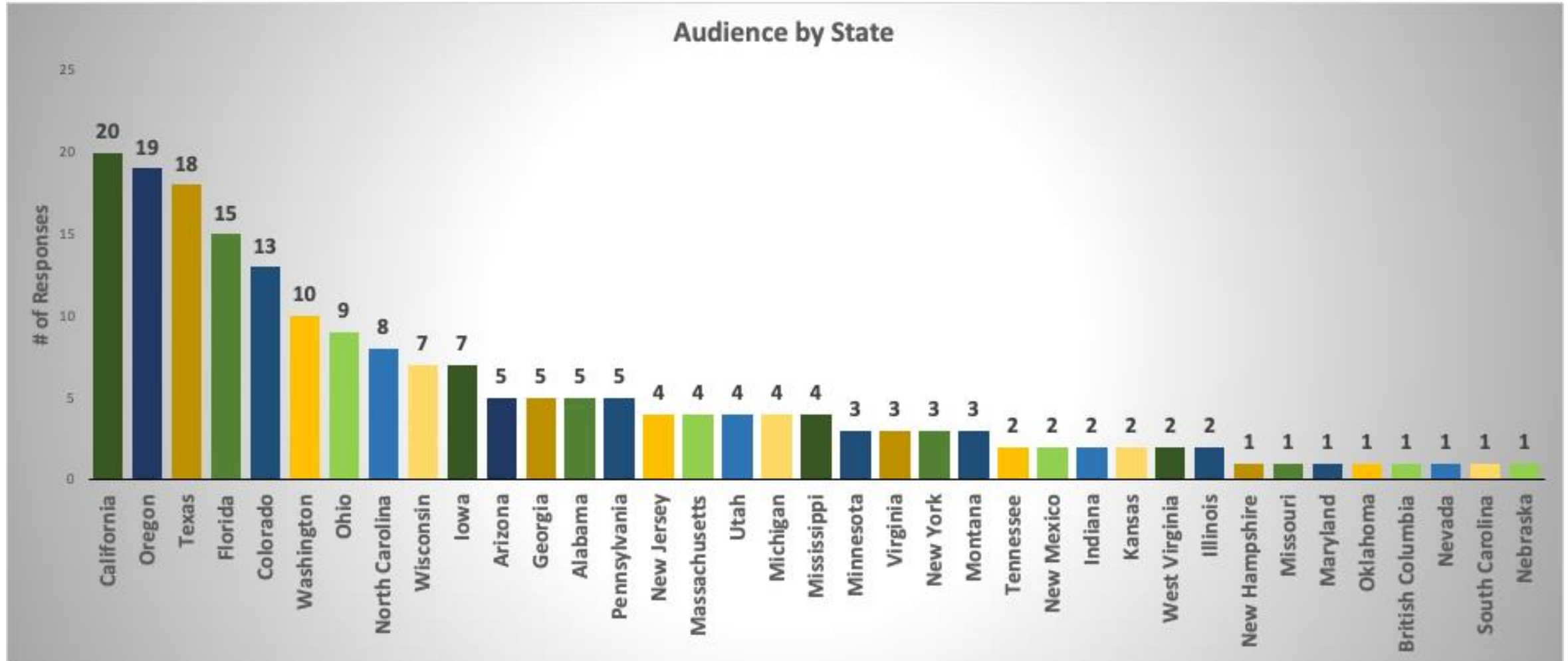
Responses

- Total responses – 201



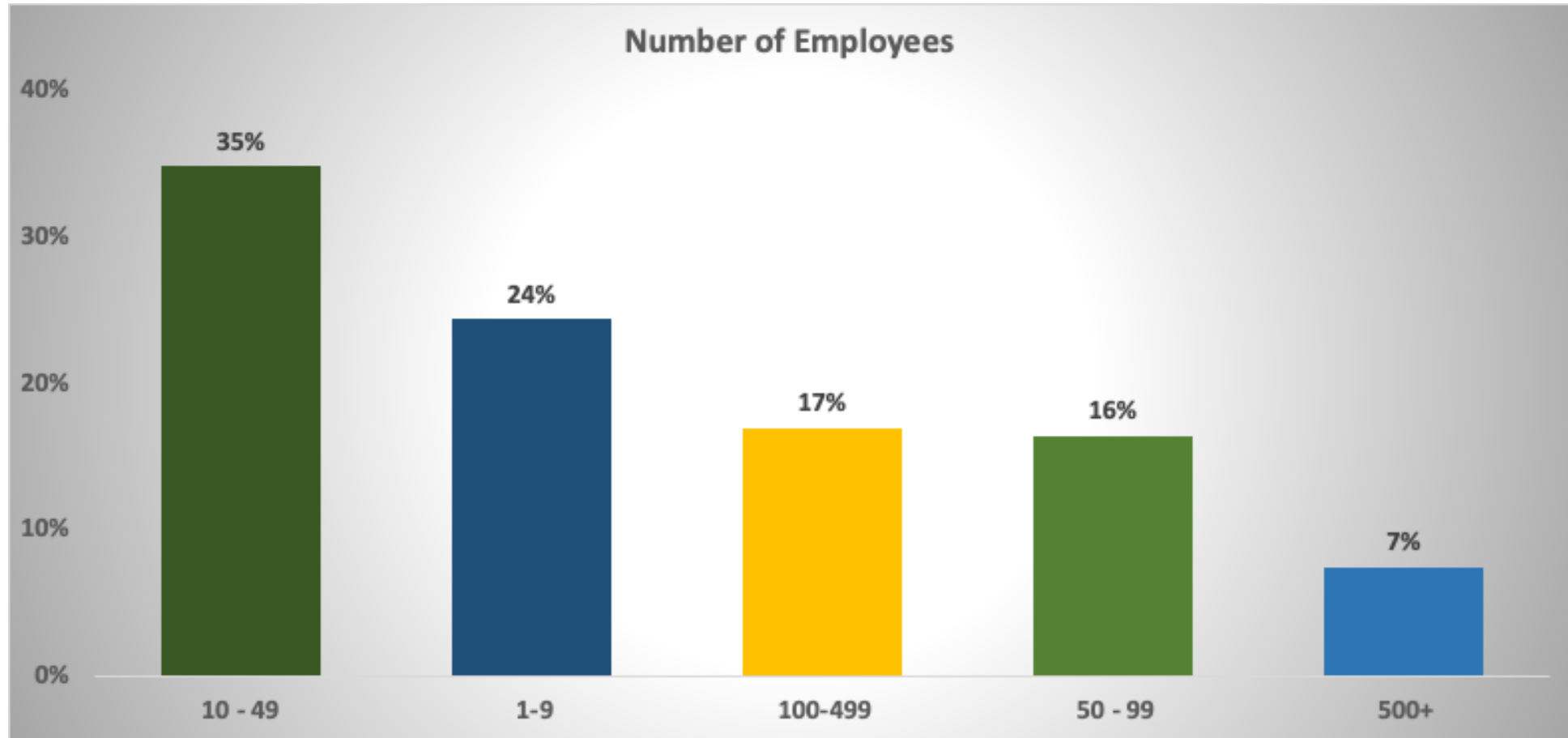
AUDIENCE

AUDIENCE BY STATE

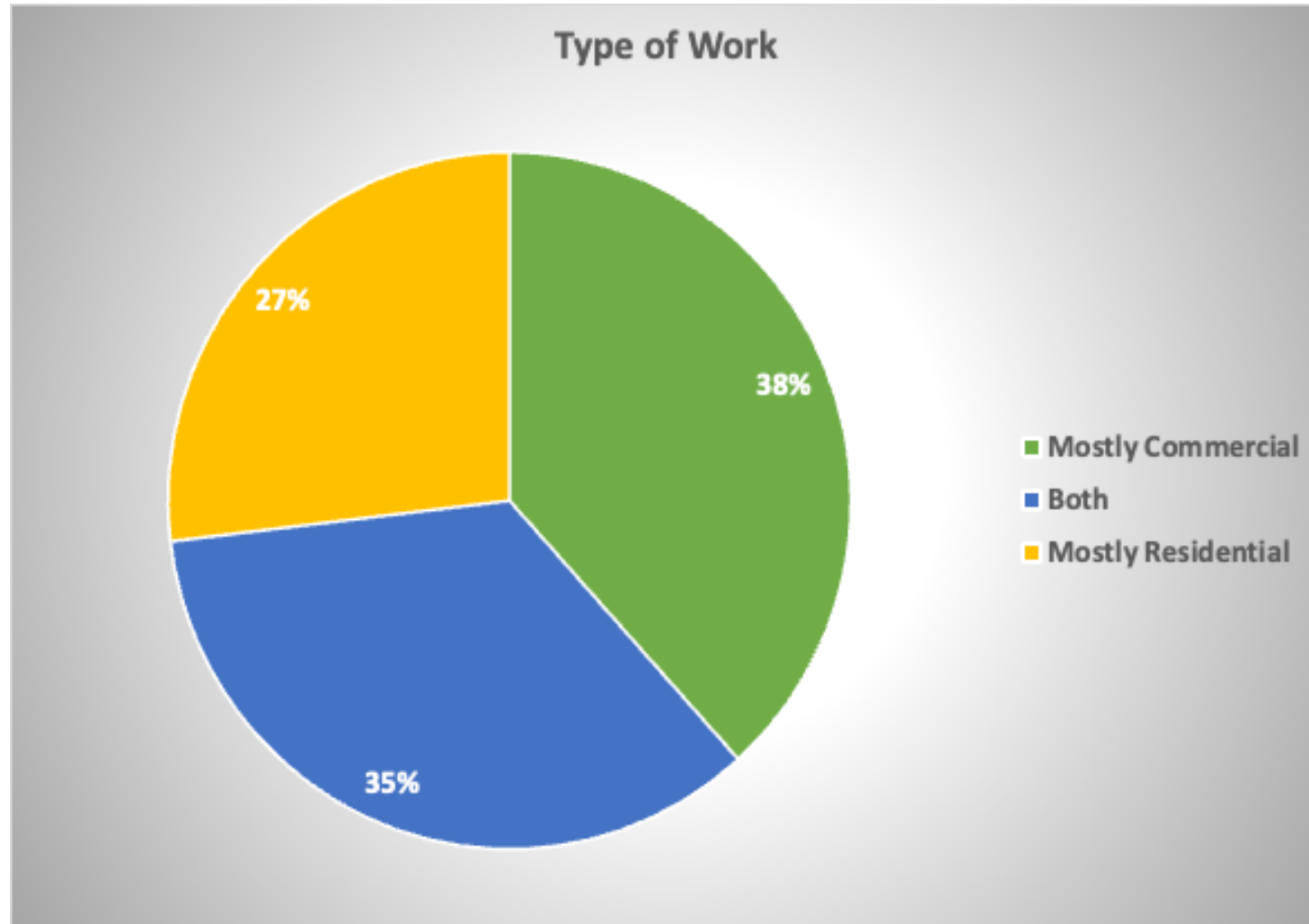


36 states and 1 country represented

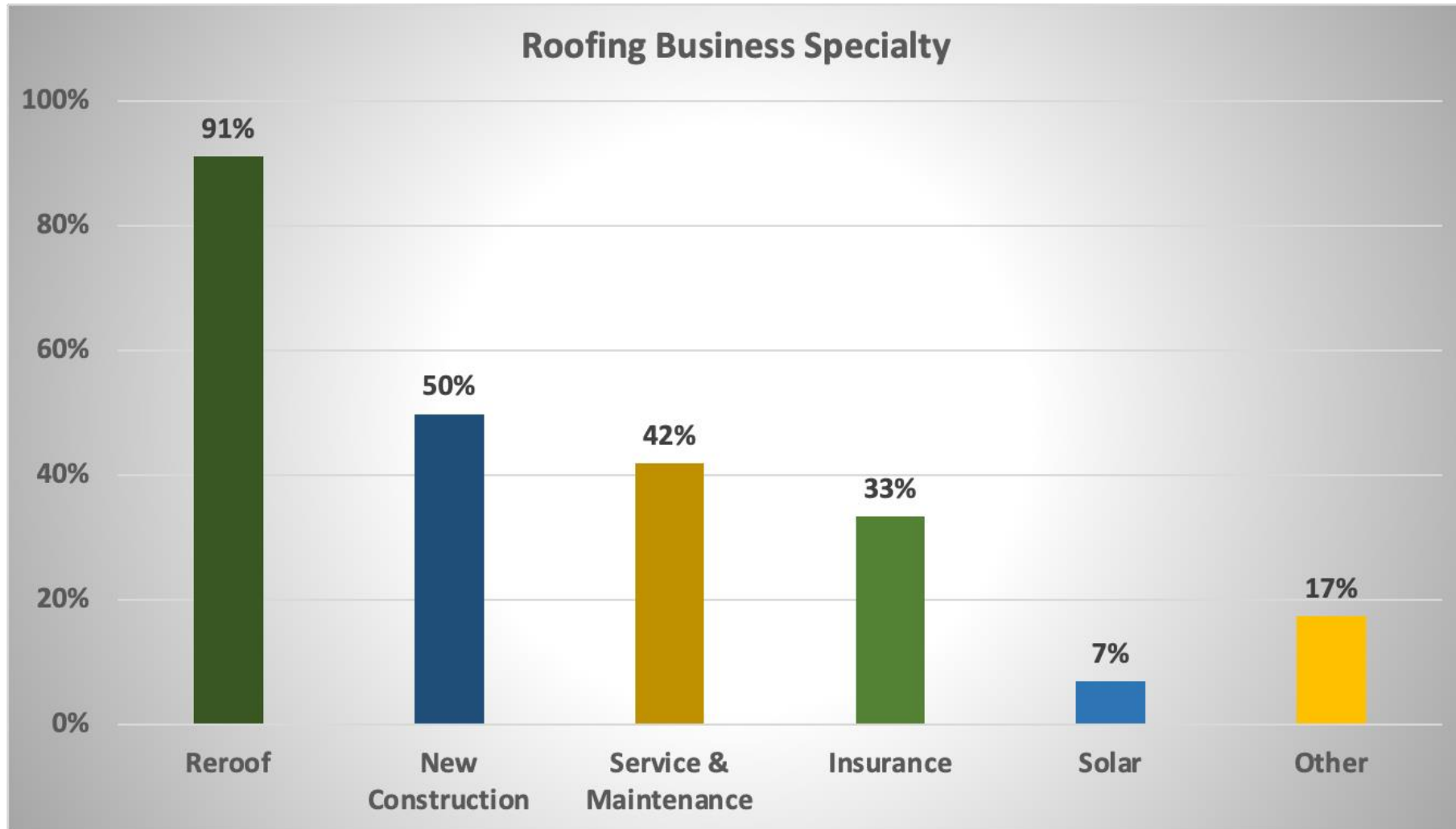
AUDIENCE BY SIZE – NUMBER OF EMPLOYEES



AUDIENCE BY TYPE

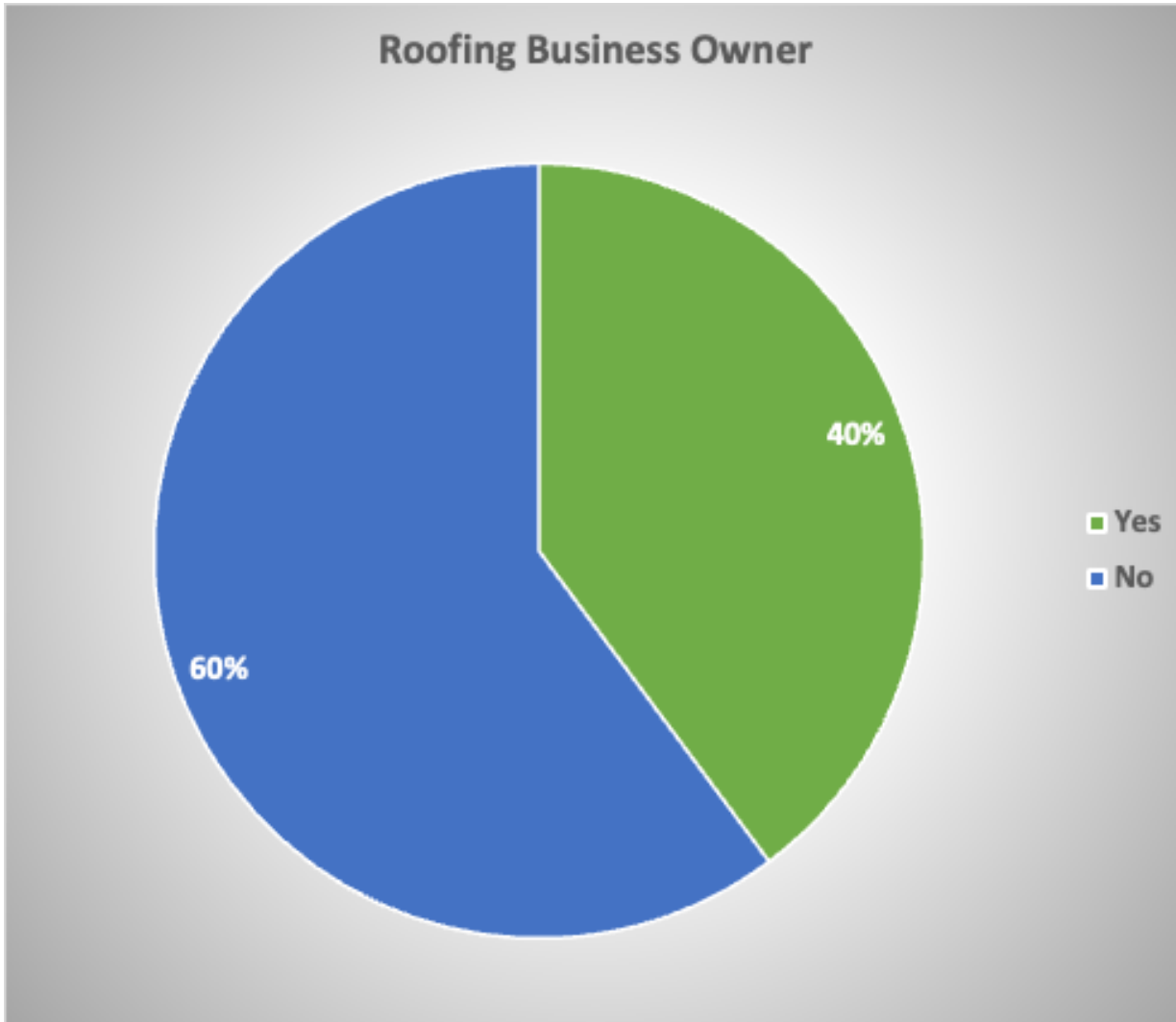


AUDIENCE BY TYPE



*Survey had option to choose all that apply

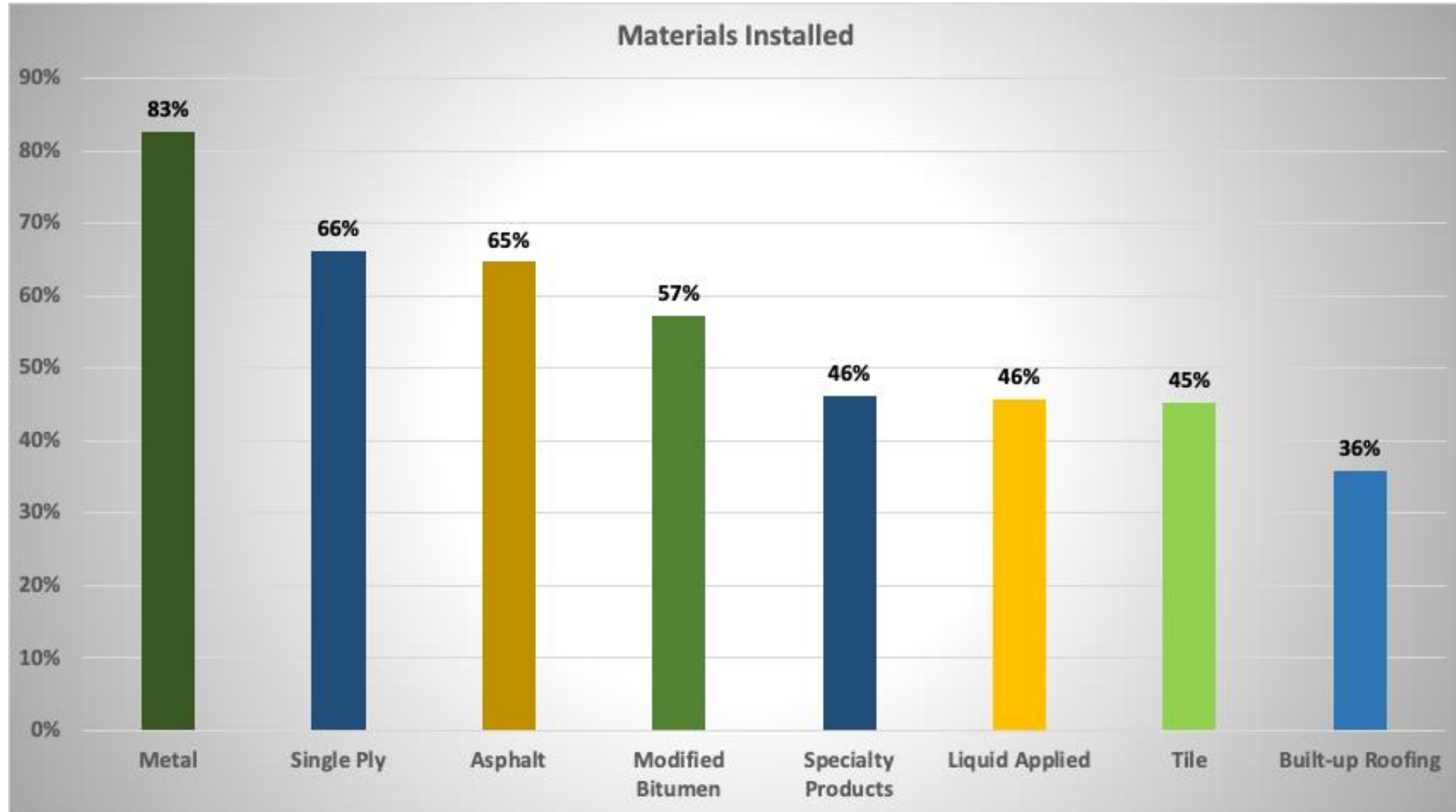
AUDIENCE BY OWNERSHIP



This year RCS saw a shift in the number of responses from roofing business owners again. Before, the majority of respondents were business owners.

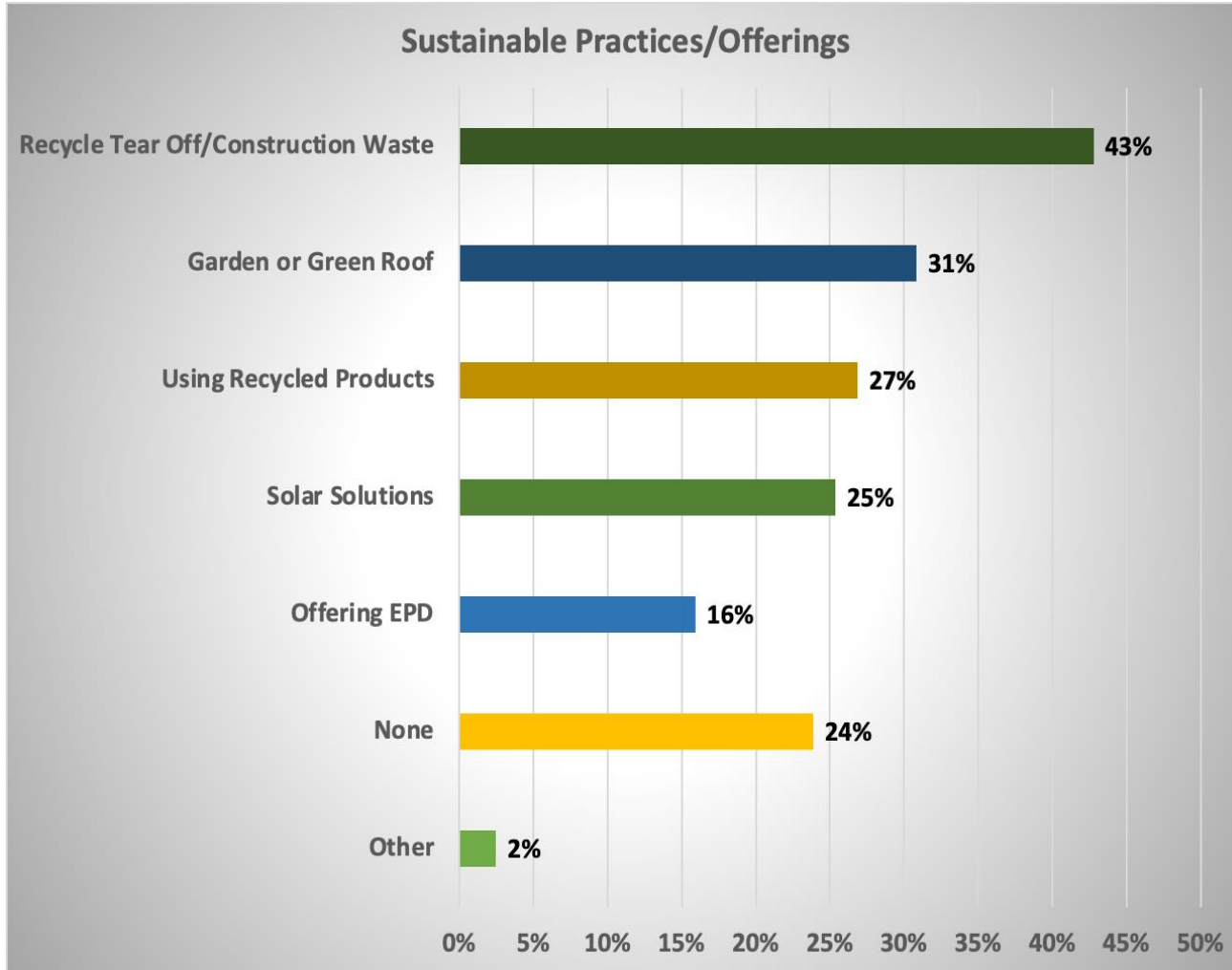
This year the majority of respondents are those working for roofing businesses.

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

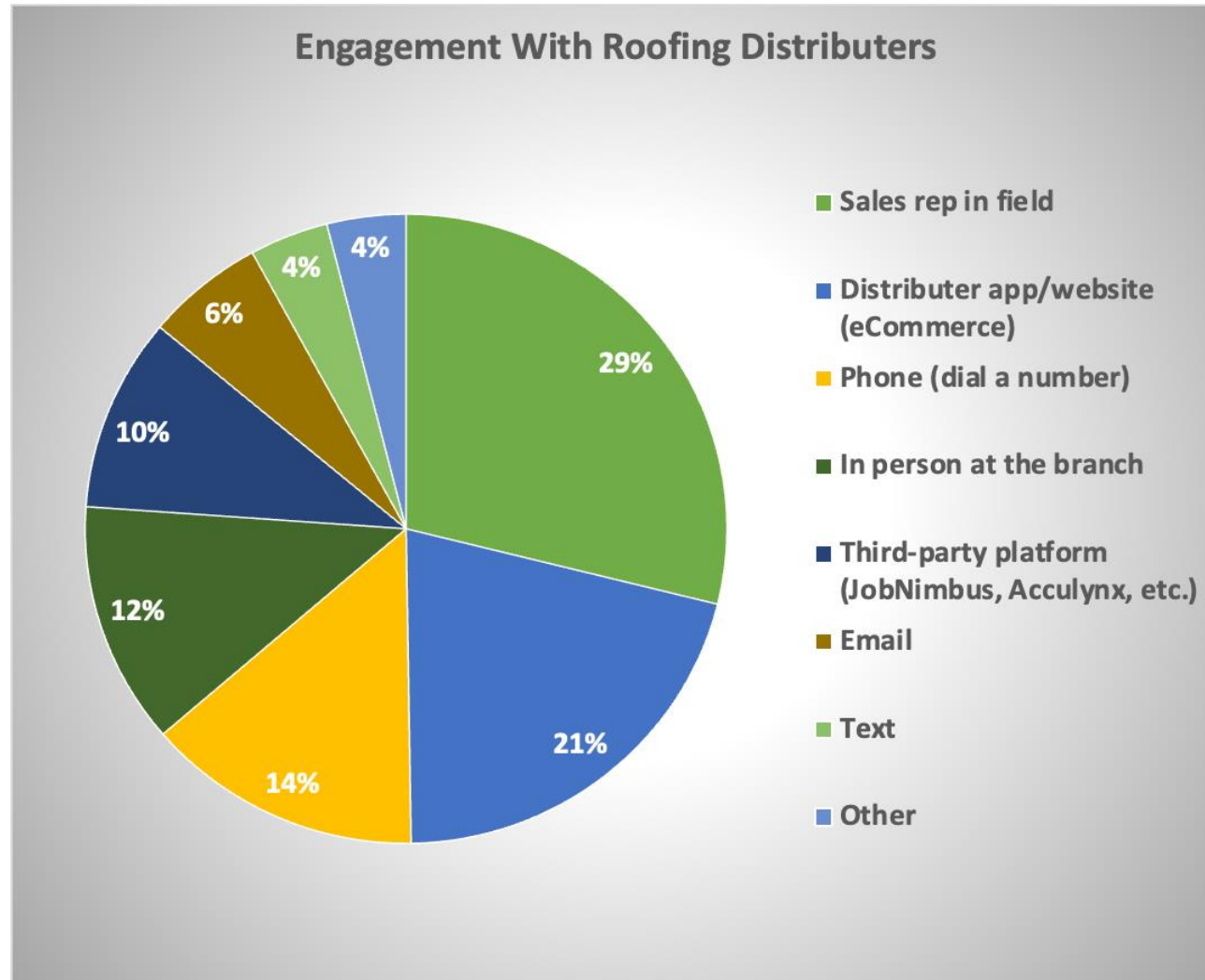
Overall, the majority of contractors are incorporating some form of sustainable practice in their businesses.

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

This year there was a significant increase in how many contractors are using recycled products and incorporating solar solutions.

OPERATIONS

HOW CONTRACTORS PURCHASE FROM DISTRIBUTORS

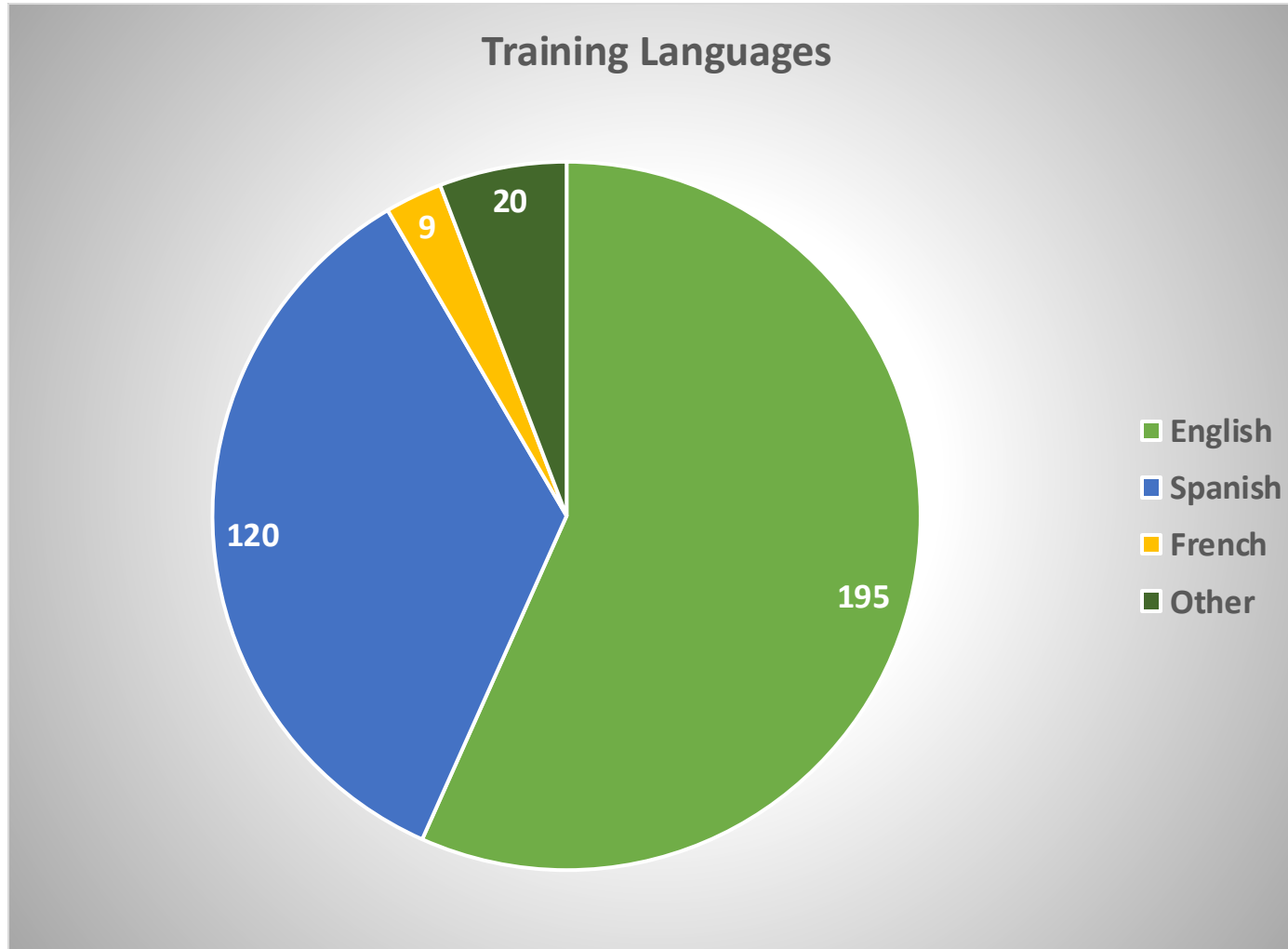


The most preferred way for contractors to purchase from distributors continues to be from sales representatives in the field.

This year RCS saw a continued increase in how many contractors purchase through distributor app/website and third-party platform. There was also an increase in how many contractors use the phone to purchase materials.

While email and text are not as widely used, contractors continue to use a mix of technology and working with people to engage with distributors. This year we saw that fax was not utilized by respondents.

TRAINING LANGUAGES



English remains the primary language (97%) contractors provide training in. This year, RCS saw continued growth in how many contractors offer training in Spanish (59%). Spanish remains the second most widely used language according to respondents.

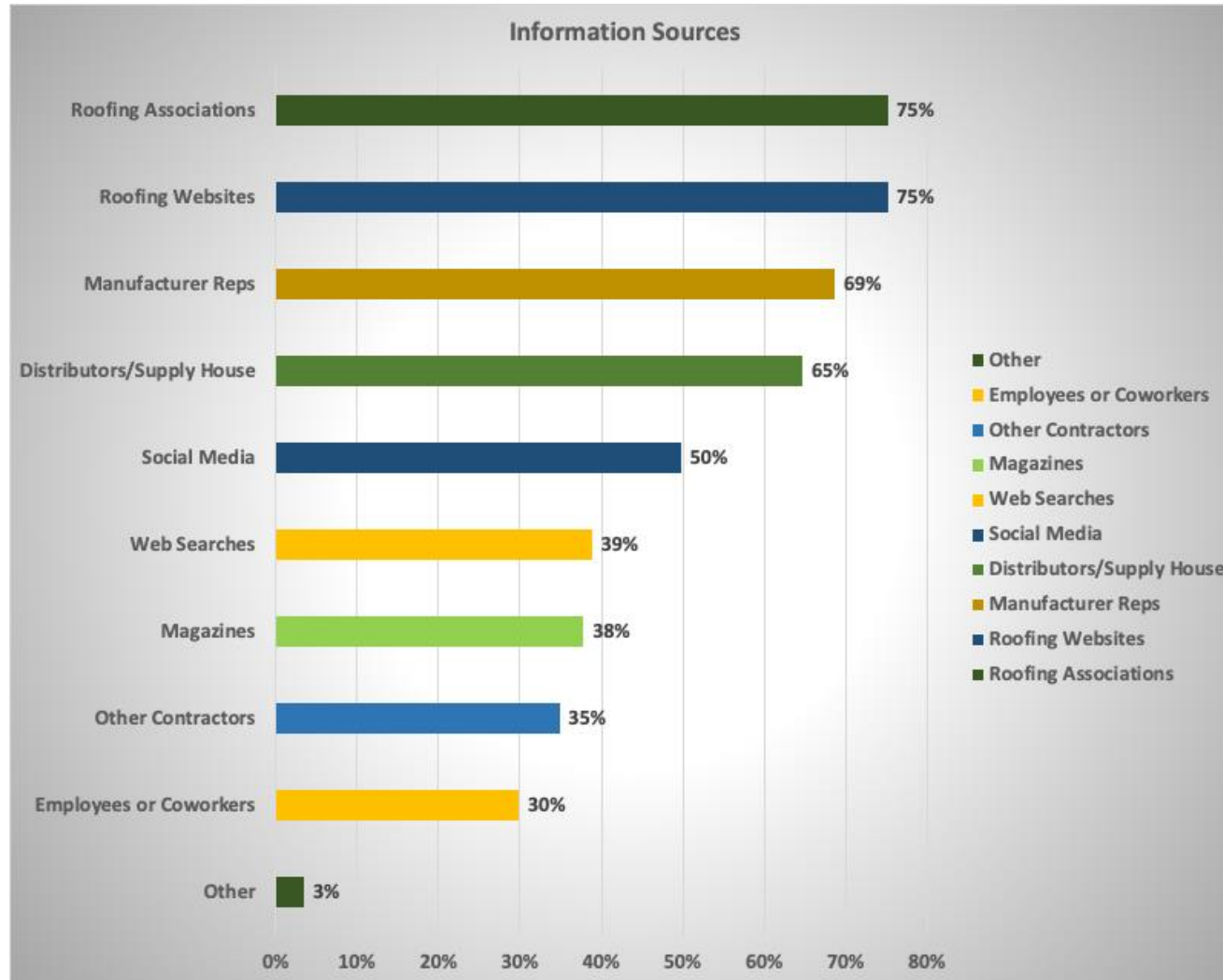
Other languages that were noted include:

- Mandarin
- German
- Arabic
- Russian
- Ukrainian
- Portuguese
- Vietnamese
- Polish

*Survey had option to choose all that apply

ENGAGEMENT +
CUSTOMER ACQUISITION

WHERE DO YOU GET YOUR INFORMATION?



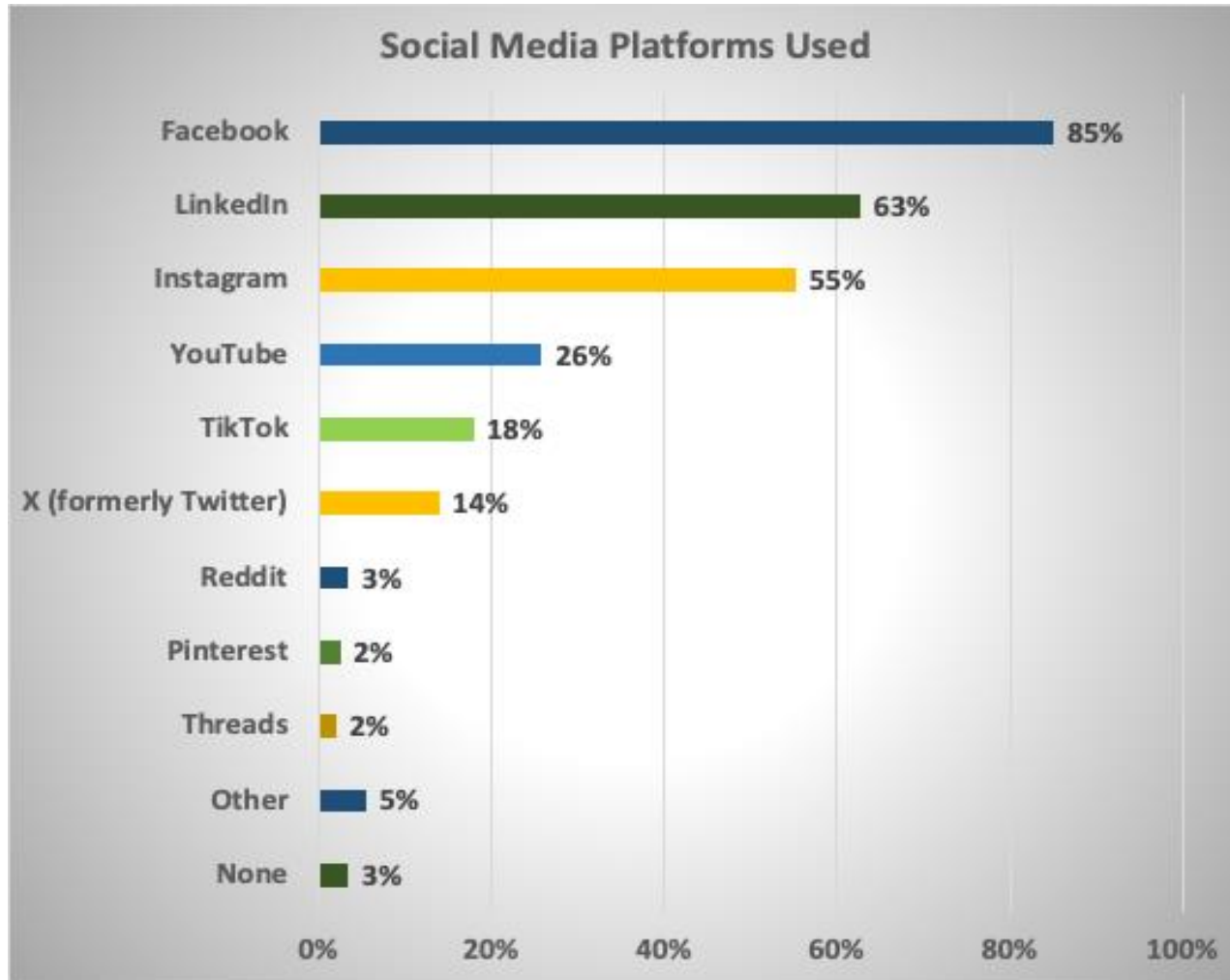
*Survey had option to choose all that apply

This year for the first time roofing associations and roofing websites are tied as the top go-to resources for information.

Manufacturer reps and distributors/supply houses are the next most popular way to receive information. Similar to last year, social media remains a popular information source with fewer respondents utilizing web searches and magazines this year.

The results show that professionals are using a variety of avenues to receive important industry news and information.

SOCIAL MEDIA PLATFORMS USED



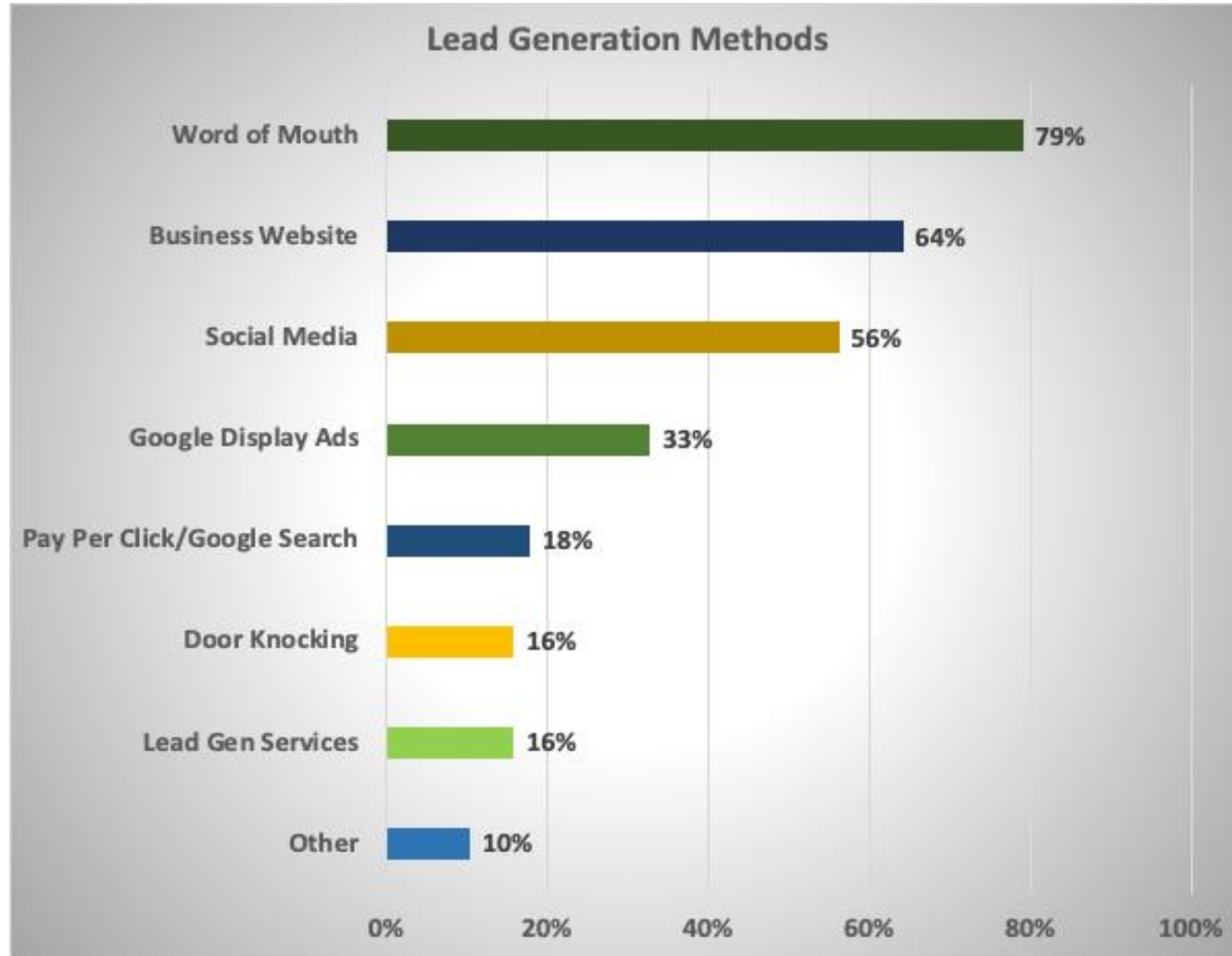
Facebook continues to be the most used social media platform for roofing contractors. According to respondents, LinkedIn remains the second most used platform at 63%, which is a 10% increase from last year.

This year 55% of respondents used Instagram, making it a popular options for contractors.

RCS saw an increase in how many contractors use TikTok (18%) over how many use X (14%). Reddit, Pinterest and Threads still aren't as widely used, but contractors continue to utilize different platforms to reach customers.

*Survey had option to choose all that apply

LEAD GEN METHODS USED



*Survey had option to choose all that apply

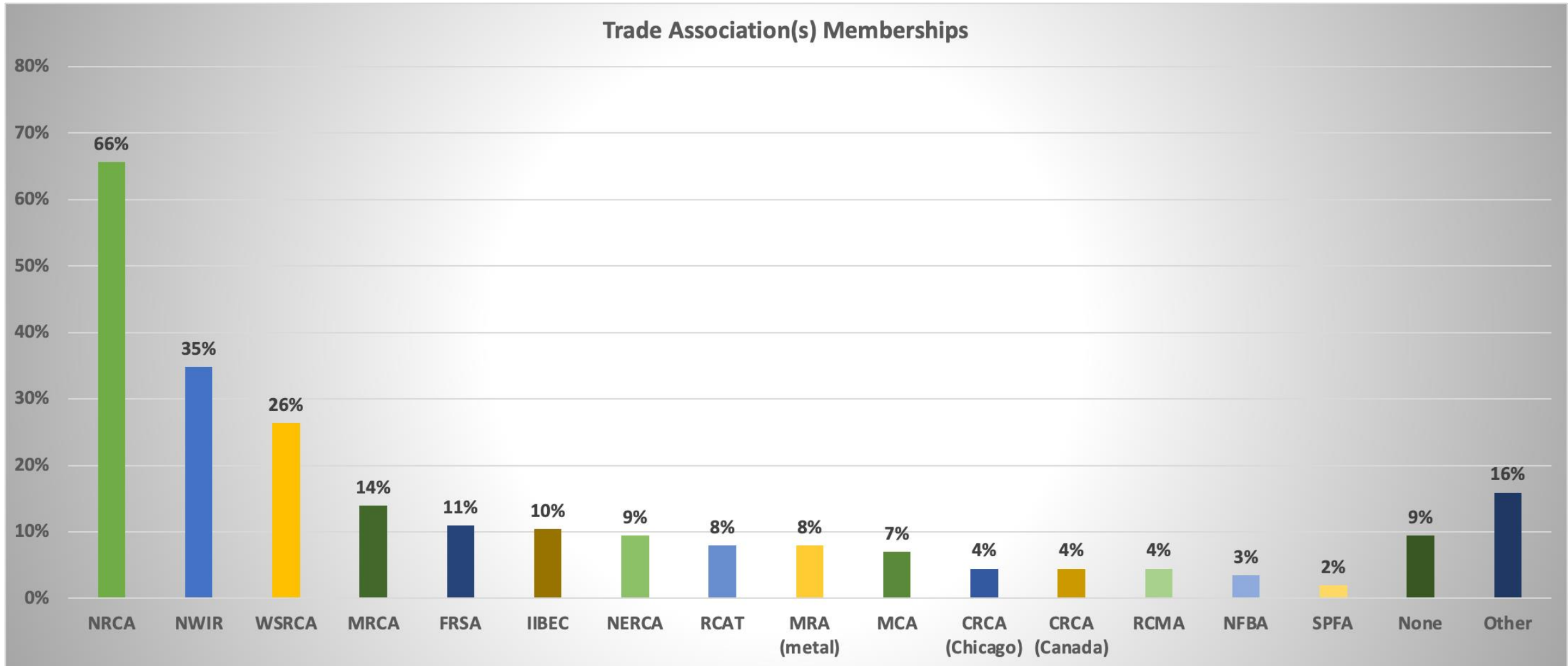
This year the most-used lead generation method remains word of mouth, with business website being the second most popular lead generation method.

Social media continues to be utilized regularly by contractors for lead generation. Google display ads remain a popular choice at 33%, the same as last year.

Pay per click/Google search, door knocking and lead gen services are still utilized, just not as much.

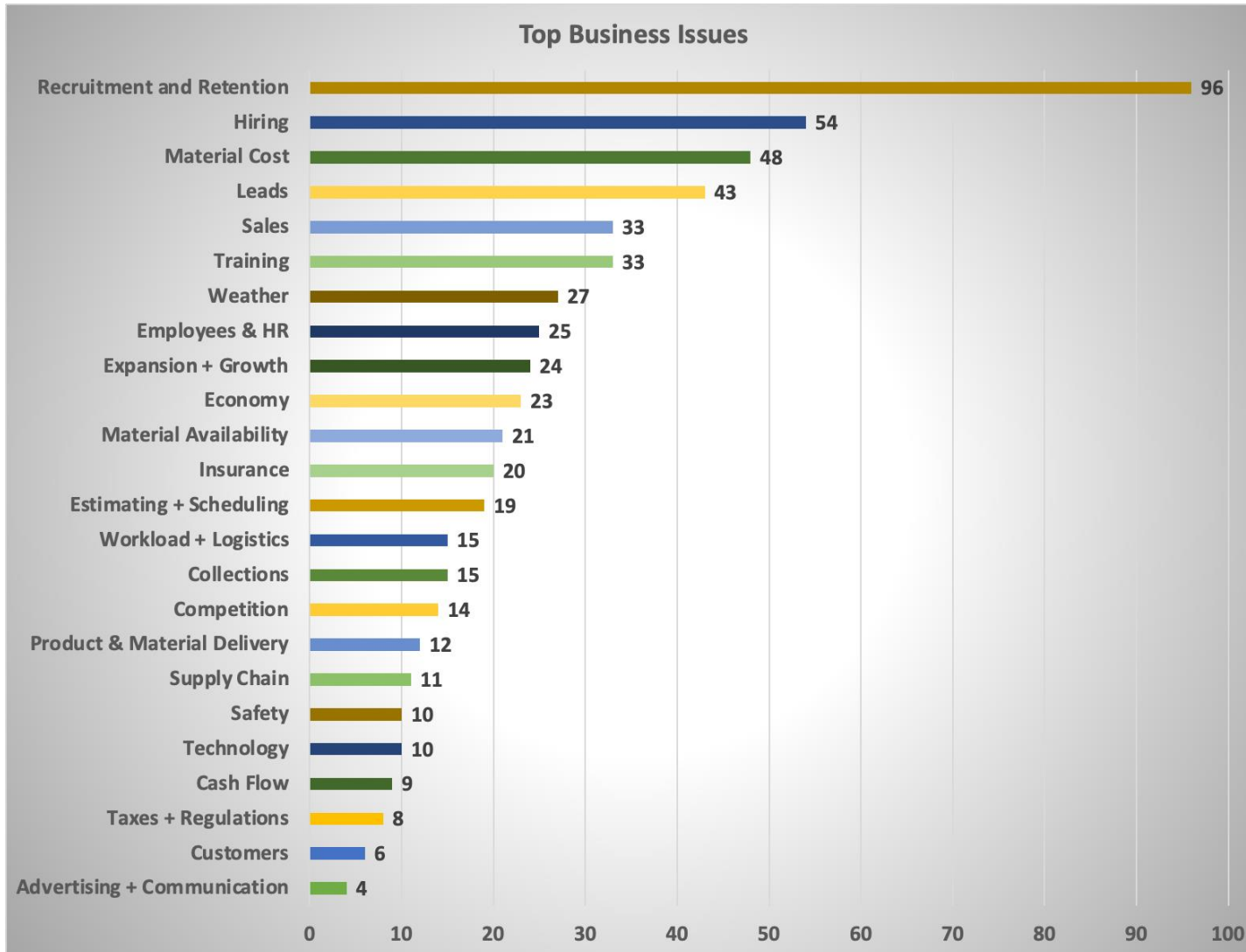
TRADE ASSOCIATIONS

TRADE ASSOCIATION MEMBERSHIP



TOP BUSINESS ISSUES

TOP BUSINESS ISSUES TODAY?

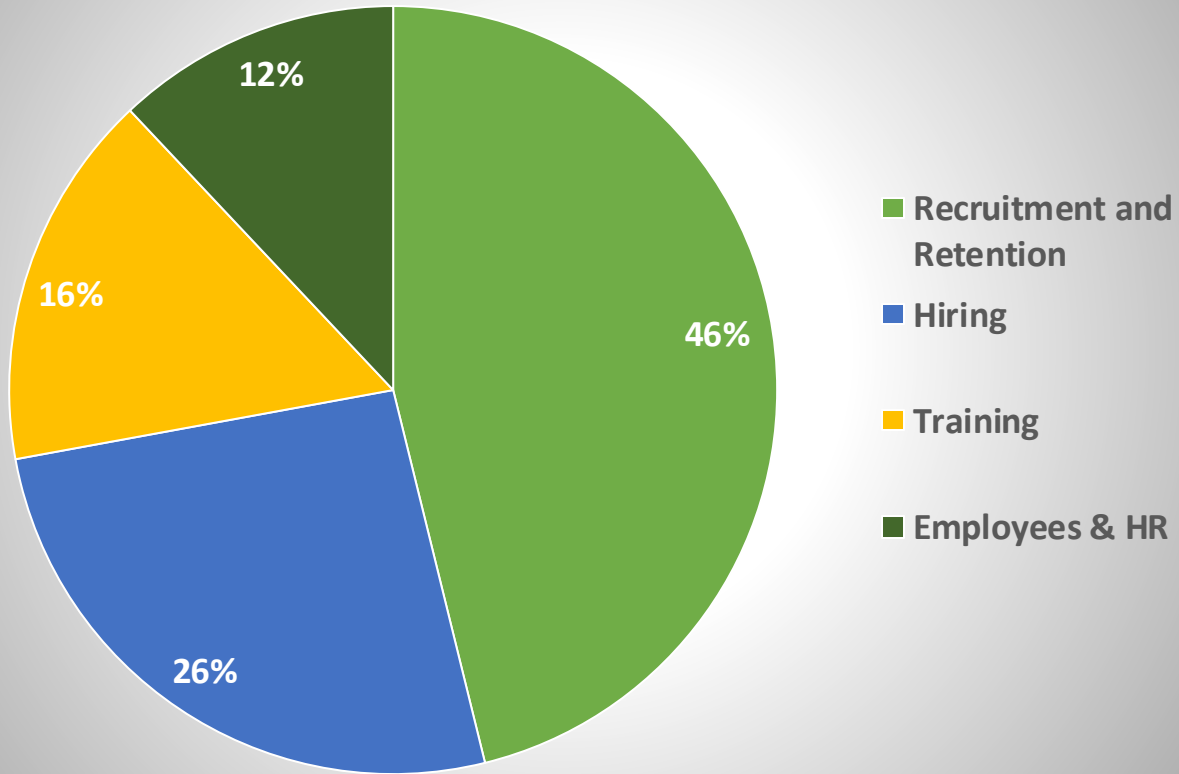


Respondents were asked to select their top three business issues from a multiple-choice list. The responses were then organized into the following categories:

- Labor
- Product
- Sales
- Production
- Business operations

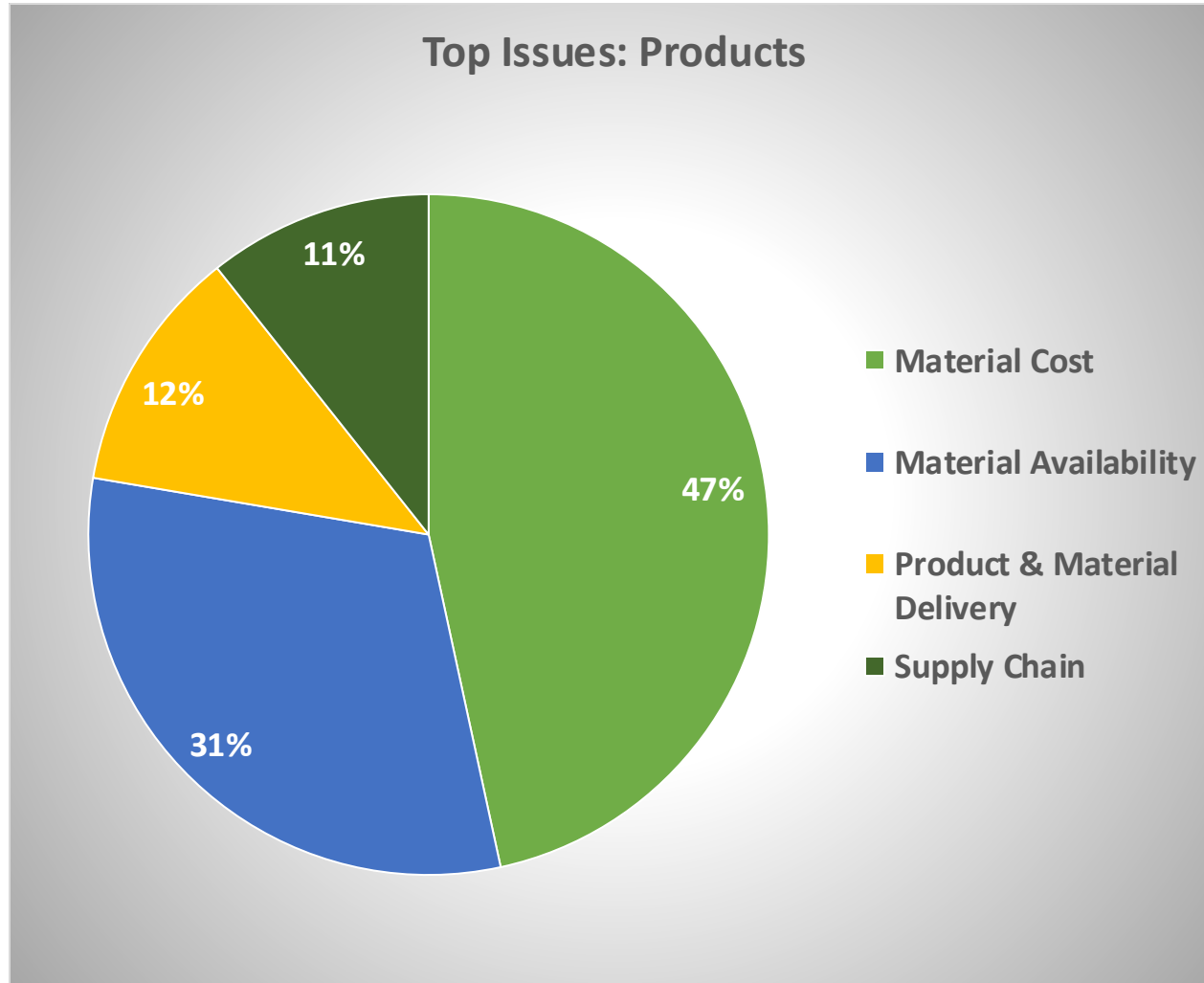
TOP BUSINESS ISSUES

Top Issues: Labor



When asked to identify top business issues, nearly 50% of respondents indicated that recruitment and retention of labor is one of the biggest challenges, which remains an ongoing issue year after year.

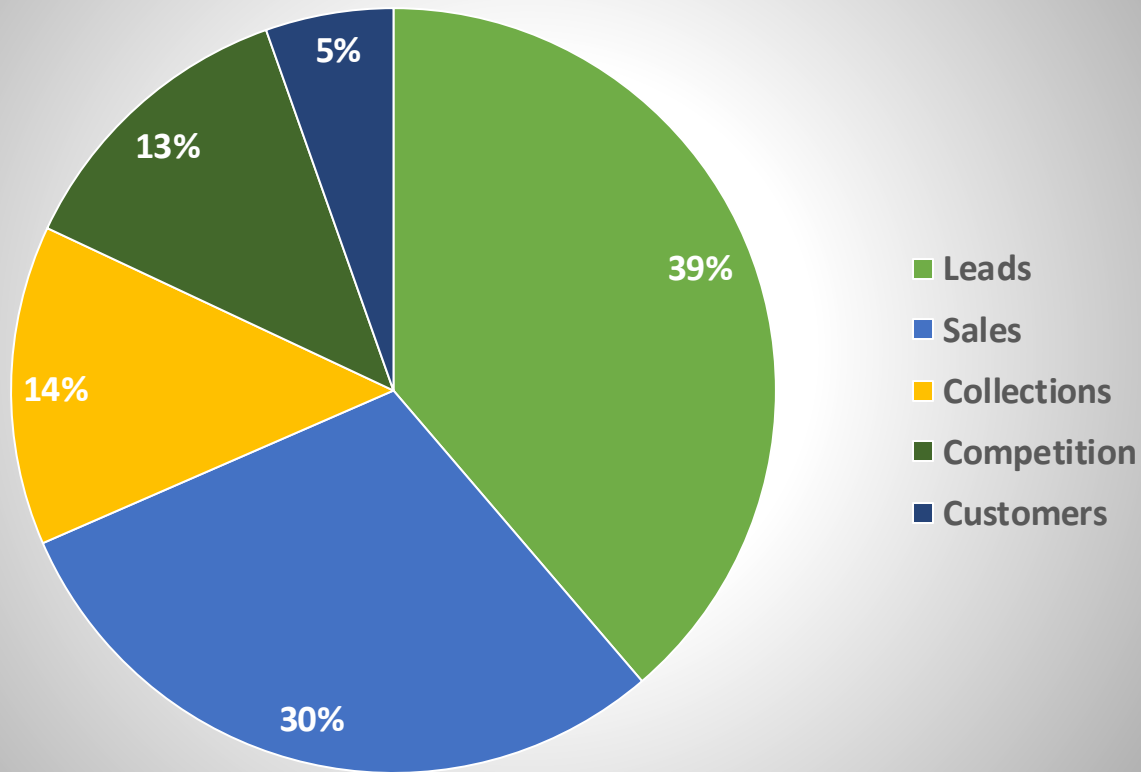
TOP BUSINESS ISSUES



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

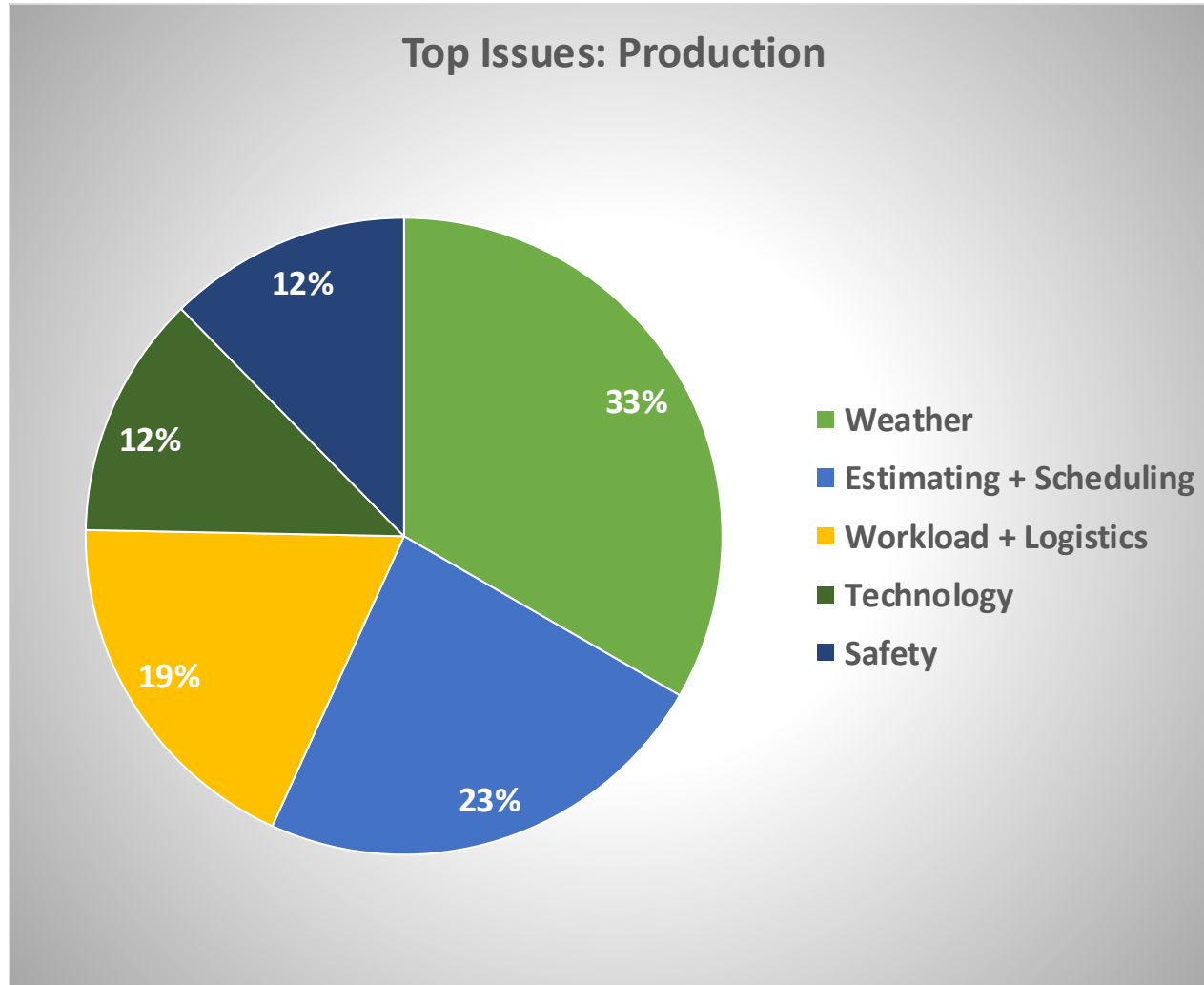
TOP BUSINESS ISSUES

Top Issues: Sales



Respondents indicated that leads are their top issue regarding sales, followed closely by sales overall.

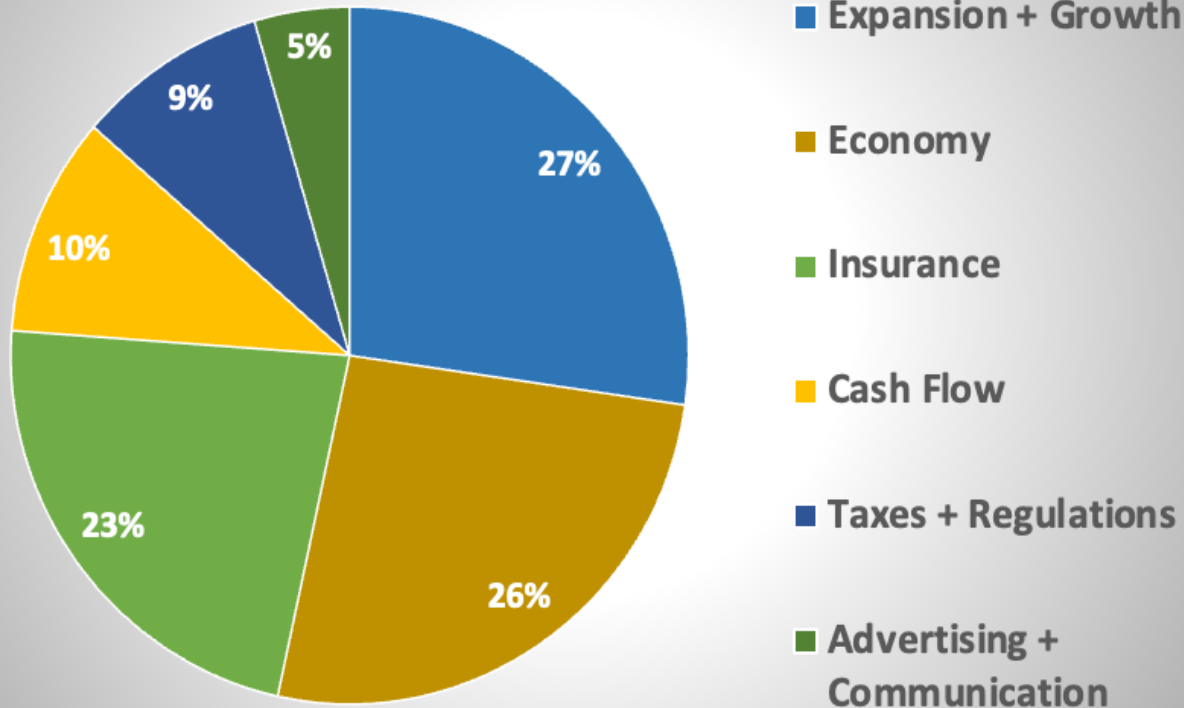
TOP BUSINESS ISSUES



Regarding production, weather was identified as one of the biggest challenges contractors face. Estimating and scheduling is the next issue when it comes to production.

TOP BUSINESS ISSUES

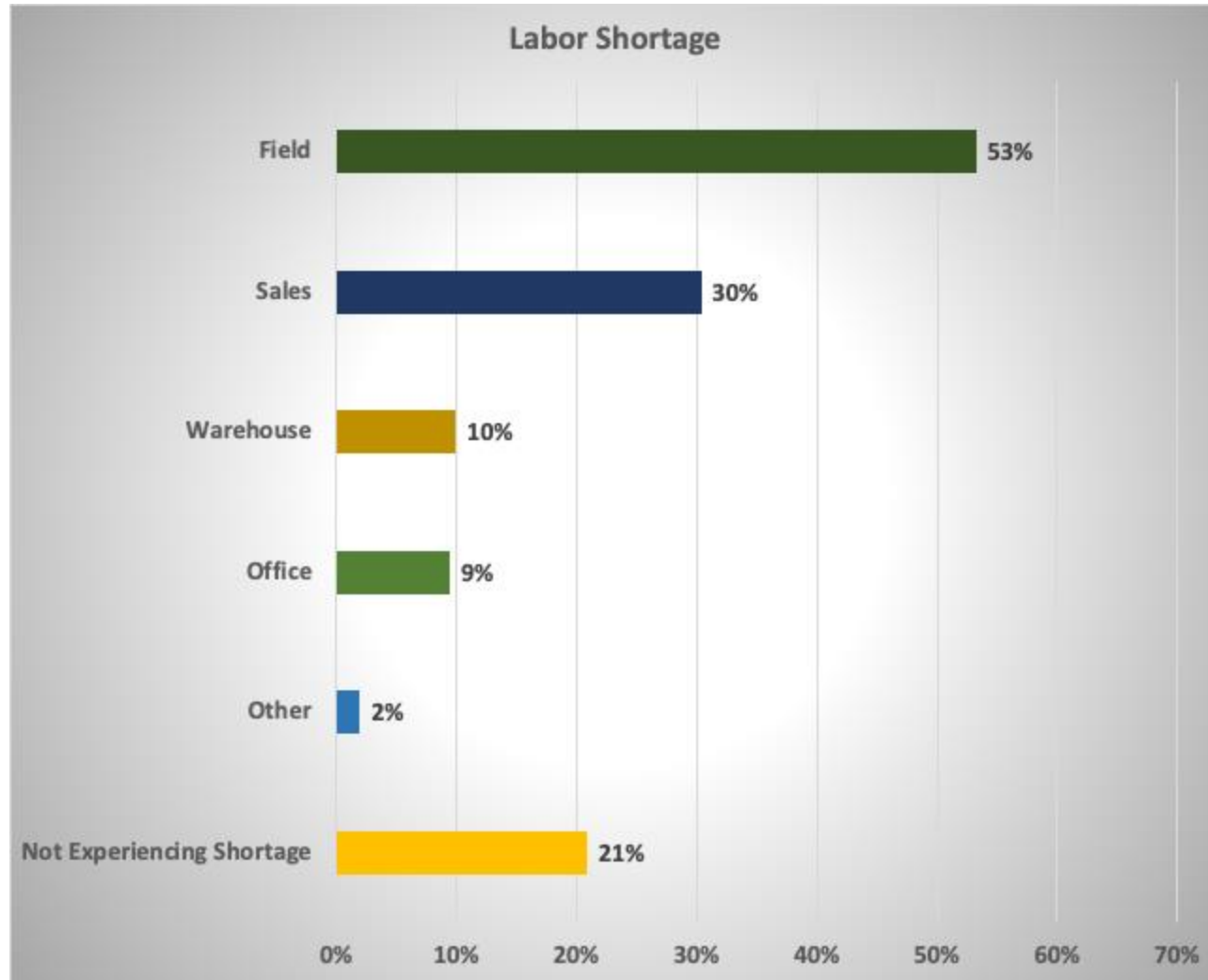
Top Issues: Business Operations



For business operations, there was only a 4% difference between expansion & growth and economy & insurance, which respondents indicated as the top challenges.

LABOR SHORTAGE

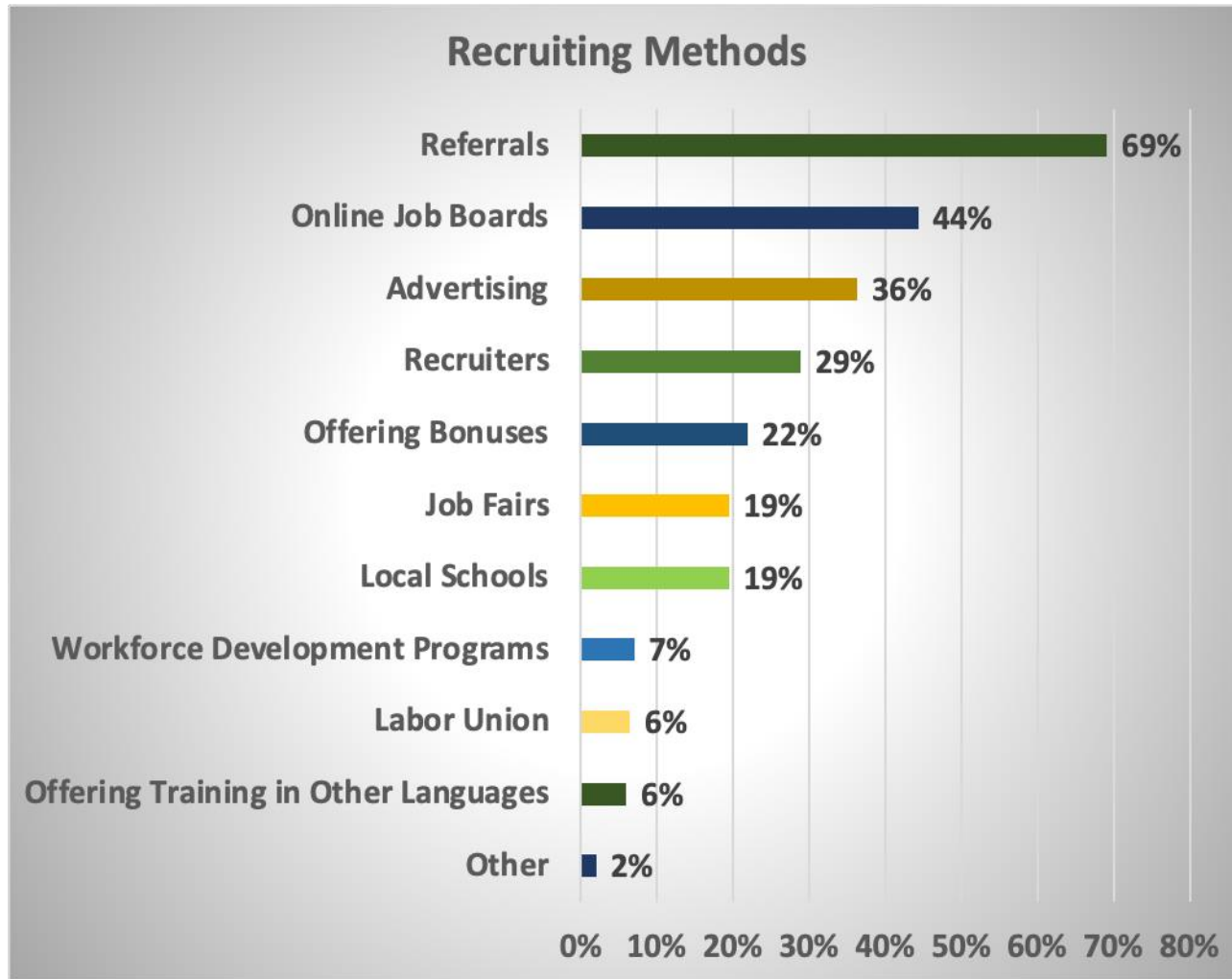
WHERE DO YOU HAVE A LABOR SHORTAGE?



Similar to years before, the labor shortage remains a challenge in the industry. Over 75% of respondents indicated they are affected by a labor shortage in various fields throughout the industry.

Field workers and sales are two areas where respondents noted experiencing a significant labor shortage. This year we saw an even bigger percentage of a labor shortage with field workers, which jumped to over 50% whereas last year it was 35%

WHAT RECRUITING METHODS WORK?

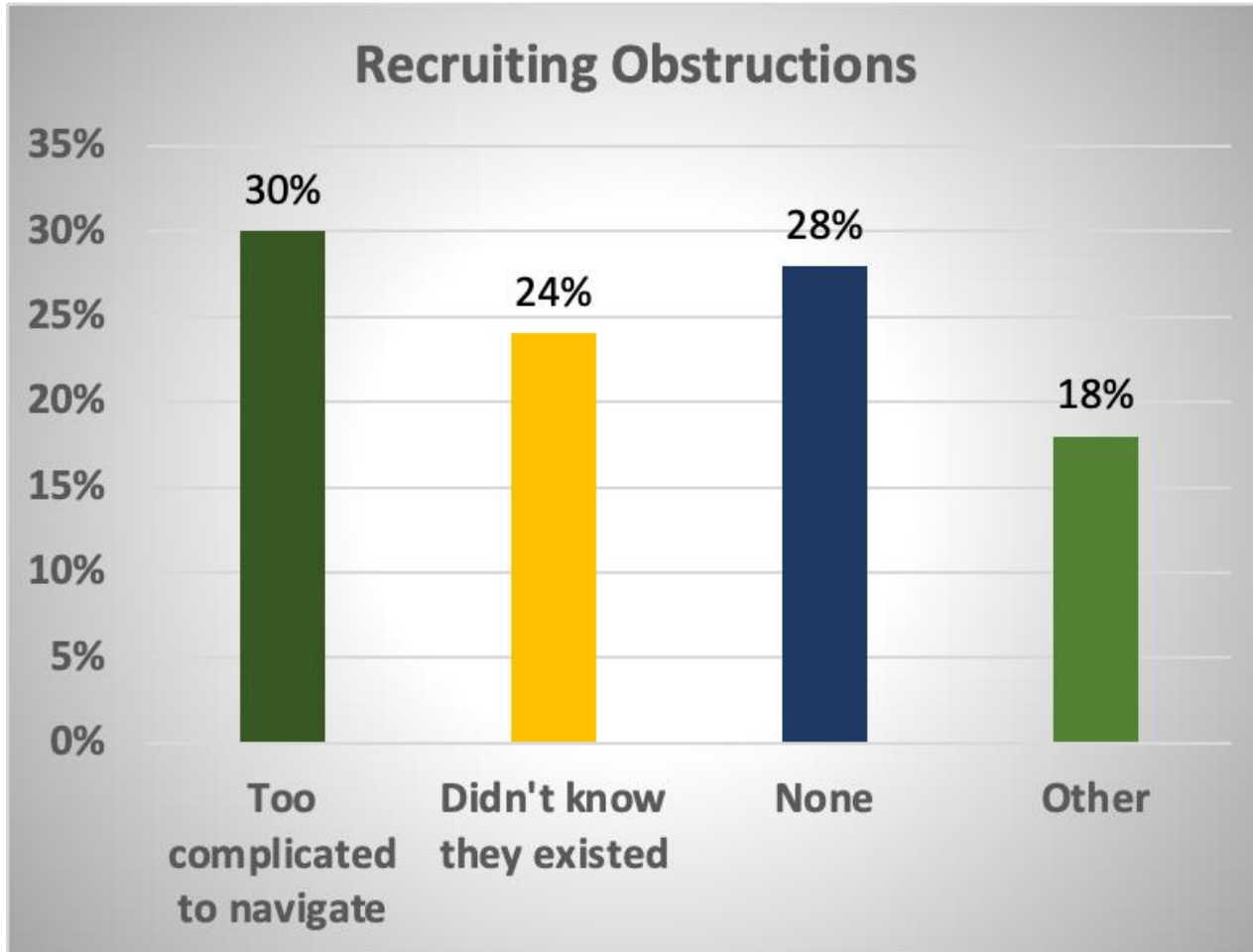


Despite the ongoing labor shortage in the industry, many contractors reported that they are finding success with certain recruiting methods to bring new workers into the industry

According to respondents, referrals remain the most successful method for recruiting new workers, which far outweighed the other method options. Online job boards and advertising continue to be the next two popular methods to recruit labor.

*Survey had option to choose all that apply

OBSTRUCTIONS TO RECRUITING

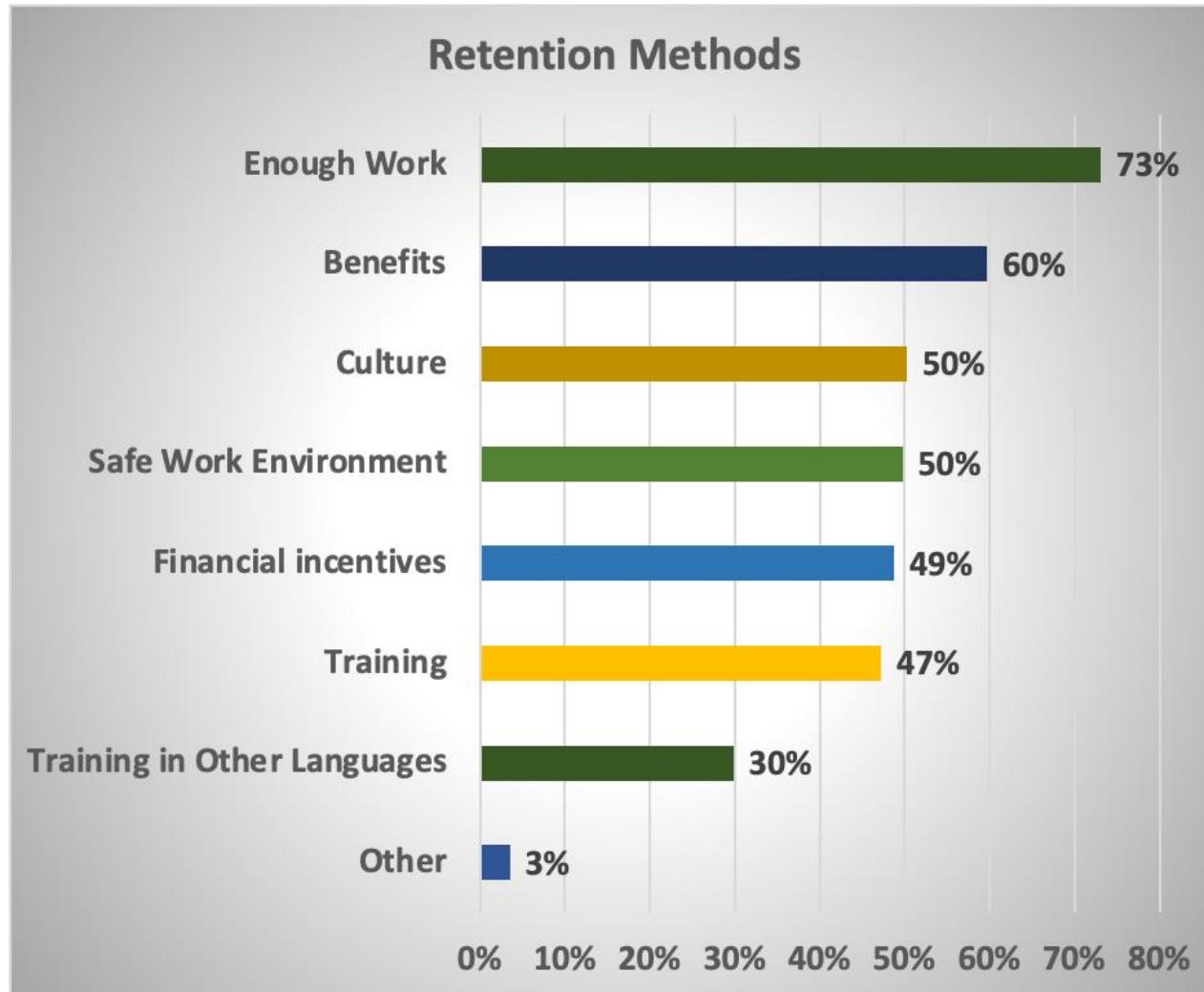


When asked about obstructions to using previously mentioned recruiting methods, 30% indicated that they were too complicated to navigate. While some are using recruiting methods already, other obstructions respondents indicated were:

- Cost
- Time
- Not enough knowledgeable people in the area
- Quality of leads

*Survey had option to choose all that apply

WHAT RETENTION METHODS WORK?

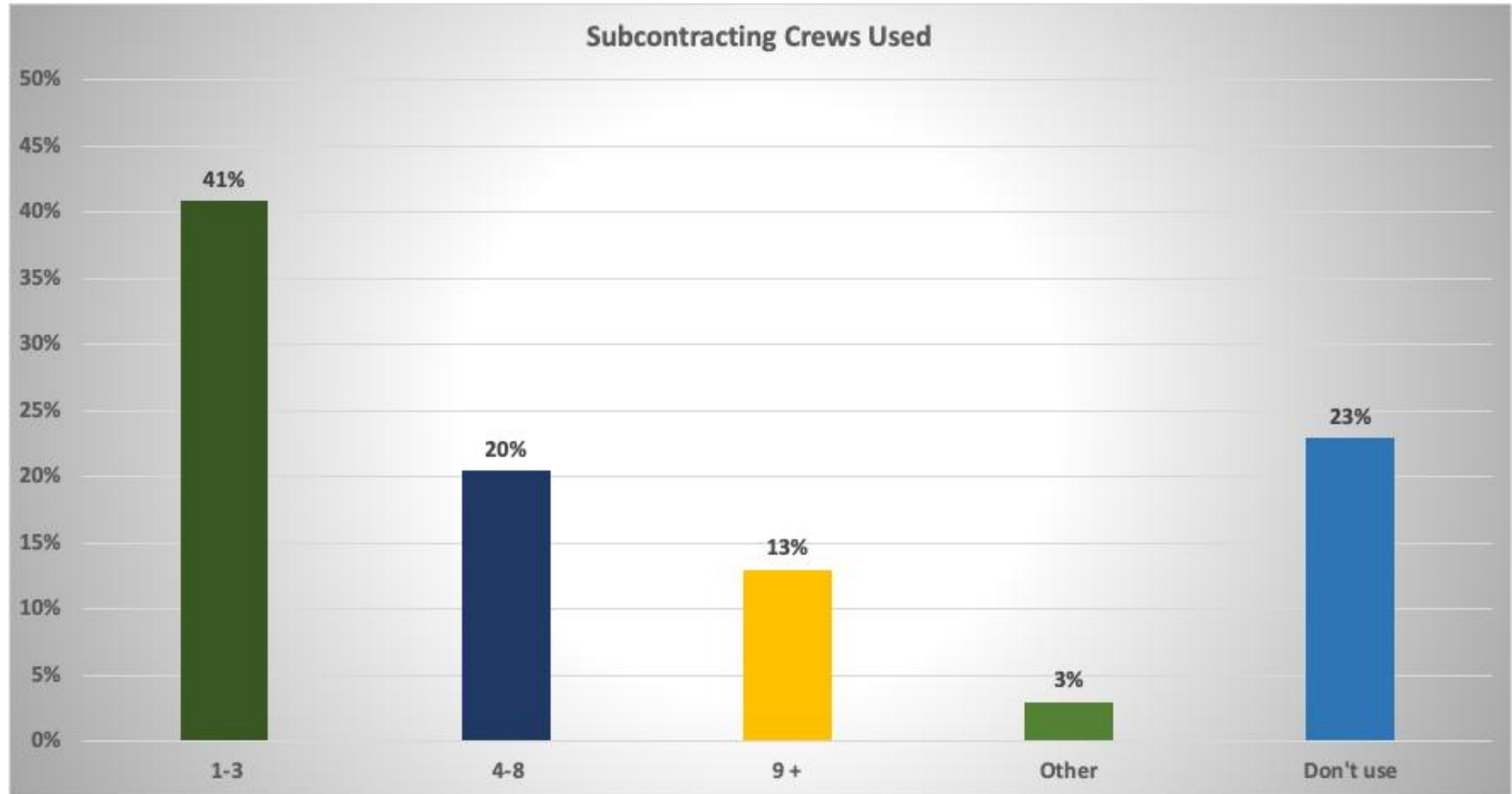


*Survey had option to choose all that apply

Survey responses show that despite the current labor shortage, some retention strategies are proving to be effective. The most common method reported is keeping teams consistently busy with enough work.

Benefits remain another effective retention method. And this year, culture and safe work environment were tied at 50%, followed closely by financial incentives and training.

SUBCONTRACTING CREWS USED



GREATEST NEEDS

GREATEST TRAINING NEEDS?

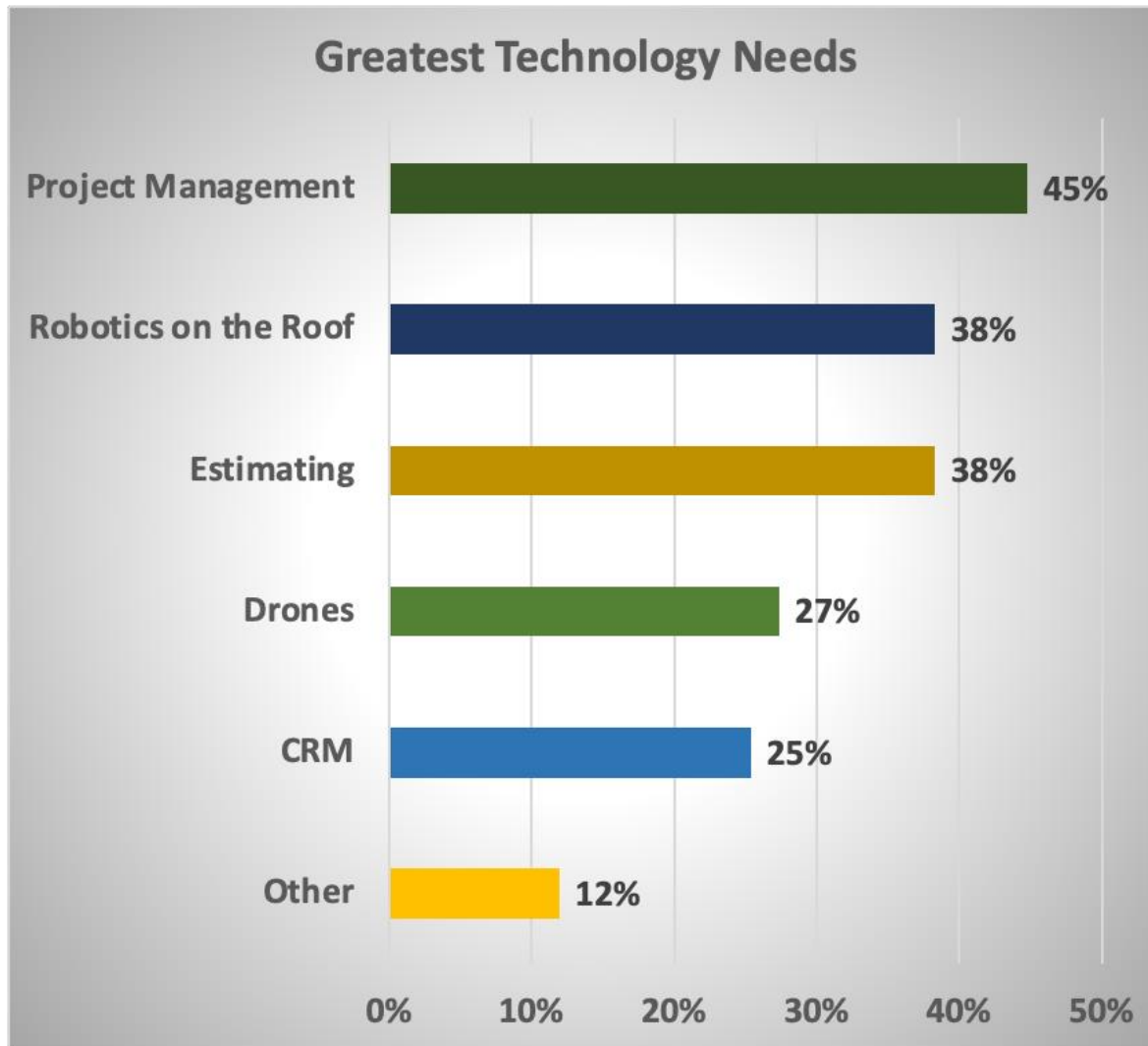


*Survey had option to choose all that apply

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

32% identified technology on the roof as the next highest training need, followed by certifications.

GREATEST TECHNOLOGY NEEDS?



*Survey had option to choose all that apply

Project management continues to be the greatest technology need as indicated by contractors.

This year for the first time, robotics on the roof and estimating tied as the next greatest needs. Other needs respondents indicated are:

- Bookkeeping
- Improved integration
- Ease of use for aging workforce

GREATEST MARKETING NEEDS?



*Survey had option to choose all that apply

According to respondents, digital advertising remains the greatest marketing need. This continues to be a trend in the roofing industry.

Website and content (blogs, articles, press releases) are the next two greatest needs for respondents, followed closely by marketing plans, which has also been consistent year over year for contractor's 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 go to for all things roofing. Their staff are informed and KNOW roofing. They contribute extensively to our industry's continued success.

“

RCS has been an invaluable resource for staying connected to industry trends, best practices and updates. It helps us strengthen our network, improve visibility and continues to be a trusted tool.

“

RCS is an informative look at the industry and its associated issues. It gives our company a wide view of all issues and upcoming changes.

“

RoofersCoffeeShop is a wealth of knowledge! Always keeping us informed on all the updated information.

“

RCS is my digital water cooler for all things roofing. If you haven't jumped on the RCS bandwagon yet, you're missing out on the most professionally fun way to level up your business!

“

RoofersCoffeeShop is always at the forefront for discussions in the roofing industry - connected and in touch.

“

From job leads to industry news, RoofersCoffeeShop is our go-to resource. It keeps us competitive, connected and constantly improving how we serve customers.

“

I was new to the industry when I started my role and was able to learn a lot from the Lunch & Learns and webinars.

”

”

”

”

”

”

”

”