

2014 Metal Roofing Trends in Review

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High End Options – Metal Roofing gets top marks!

The following is an excerpt from a recent article published in [Roofing Contractor](#) – a really great resource for roofing contractors – definitely worth bookmarking for future updates!

Dave O’Donnell, president and CEO, NEMEON Inc., has seen more homeowners that are receptive to exploring different high-end options. “With the increases in shingle pricing over the last few years, there are more options in the same price range of asphalt shingles,” he said. “Metal and specialty shingles are becoming a popular choice for the homeowner. A contractor must be aware of the choices and be prepared to discuss with a potential client, as the homeowner is becoming more educated on their choices in steep-slope products on the market today.”



The Metal Market

Metal roofing is one area in which a number of commentators expect growth in both residential and commercial applications. Geoff Stone, CEO of MetalForming Inc., anticipates slow, steady growth in the metal segment. “Residential has already picked up,” he said. “Metal was already gaining market share there, though the recession sort of stopped us cold in the residential area. Generally speaking, metal roofing and walls are going on higher-end homes. I think that will restart now that the jumbo mortgage market has loosened. New multifamily construction is also an area where we should gain share. And while we haven’t yet seen a significant uptick in nonresidential, nongovernmental building, we would anticipate that as the economy normalizes, there is going to be some pent-up demand, and we’ll start to see some real increase there as well.”

Bill Hippard, president of the Metal Roofing Alliance, believes explaining the concept of lifecycle cost is the key to educating building owners about metal roofing. “Selling the value of metal roofing and discussing the many benefits and lifecycle costs of metal roofing is critical in making the sale,” he said “Longevity continues to be one of the top reasons consumers report choosing metal roofing for their homes. When configured and installed properly by an MRA member contractor, metal roofing can last as long as 50 years or more, requiring very little maintenance while remaining

beautiful. But it isn't just the dependability that people love about long-living metal roofing; it's the low lifecycle cost."

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