

# RTRENDS23

sponsored by  BEACON



# 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 2023 Trends Report, sponsored by Beacon, we focus on current business issues, training and technology needs as well as involvement with associations and vocational schools.

Here is what we found.



# SURVEY STATS

## Dates

- Date opened – March 6, 2023
- Date closed – September 31, 2023

## Promoted

- RoofersCoffeeShop website
- RoofersCoffeeShop social media
- Week in Roofing eNews
- R-Club Coffee Break
- R-Club eNews
- Beacon social media
- Harness and Heels Facebook group

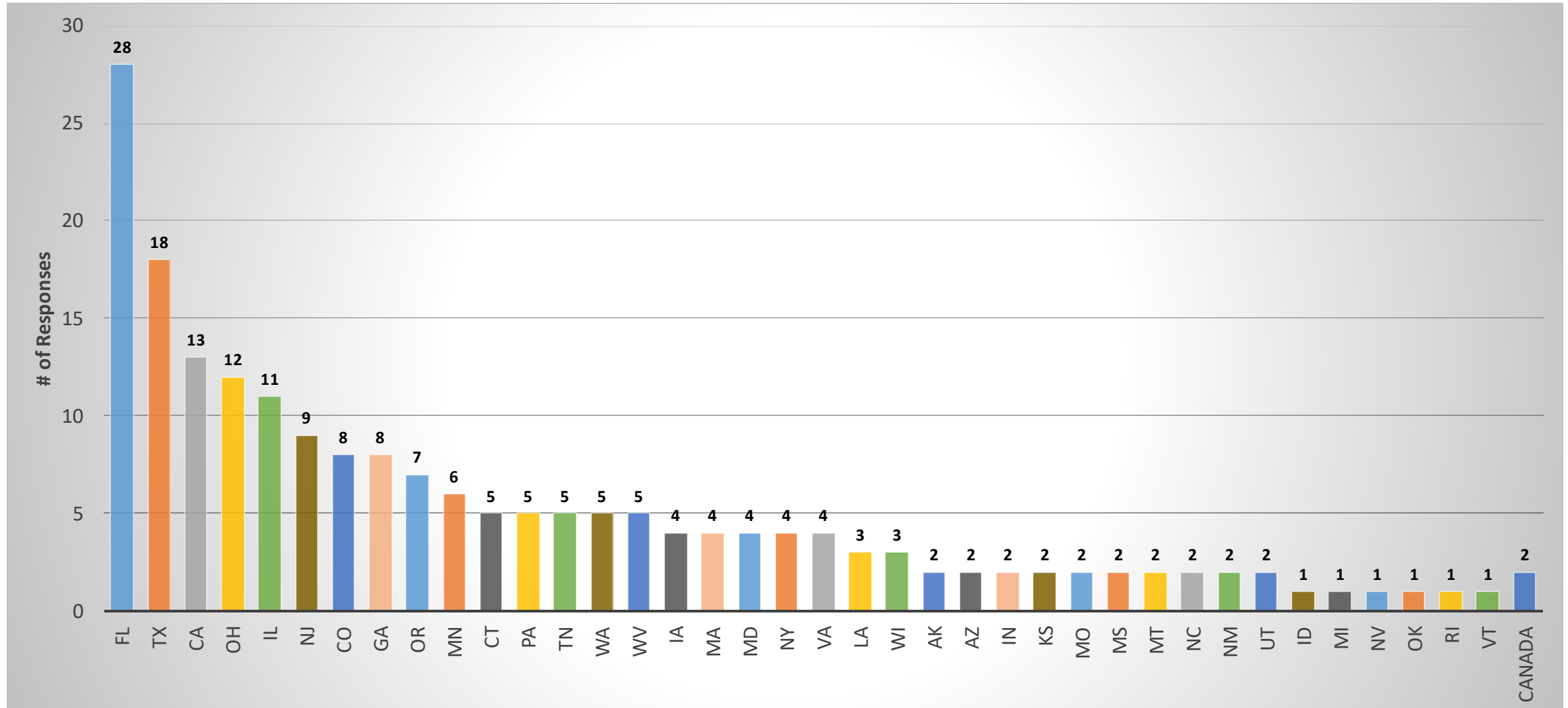
## Responses

- Total responses – 210



AUDIENCE

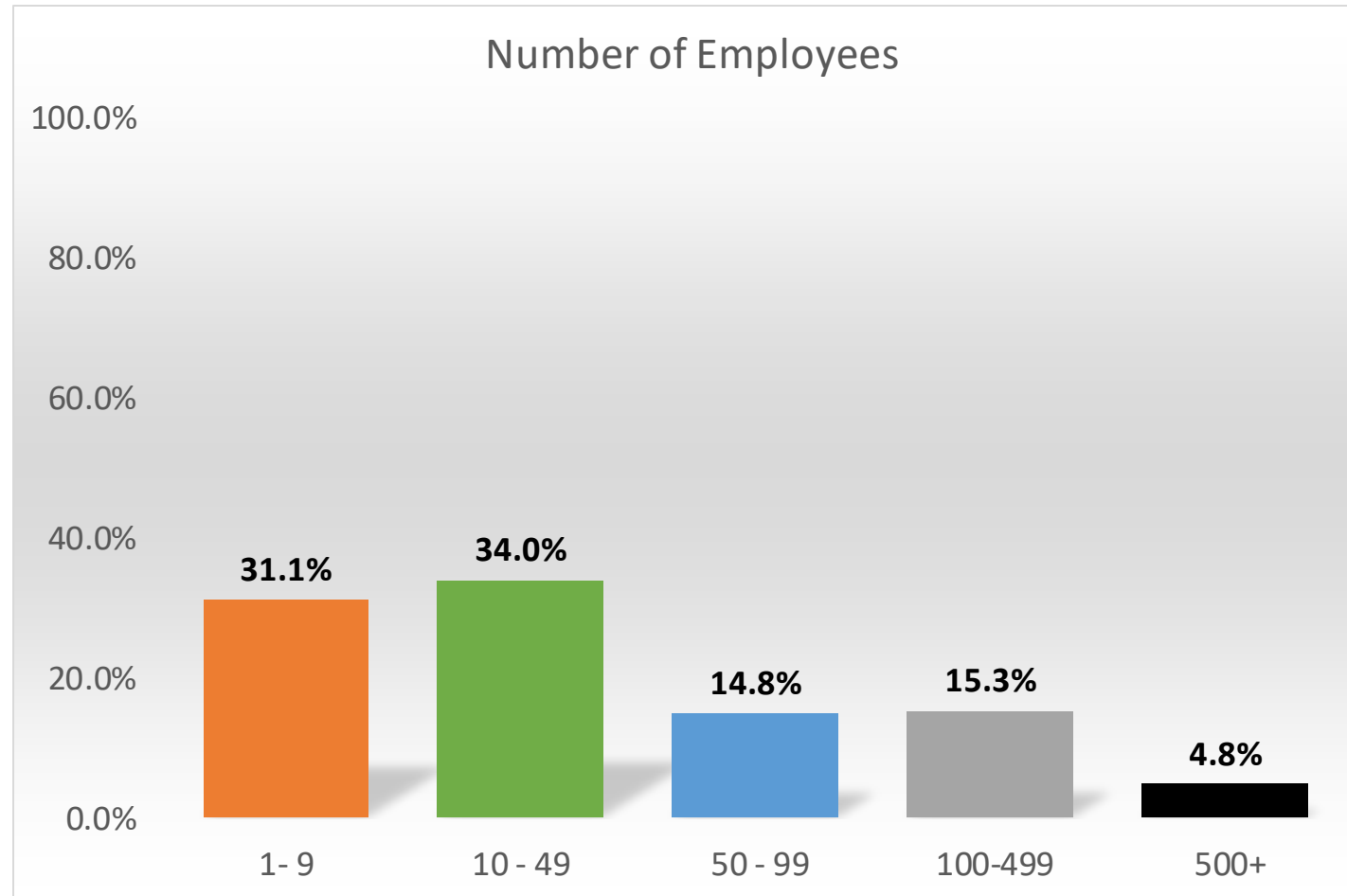
# AUDIENCE BY STATE



38 states and 2 countries represented

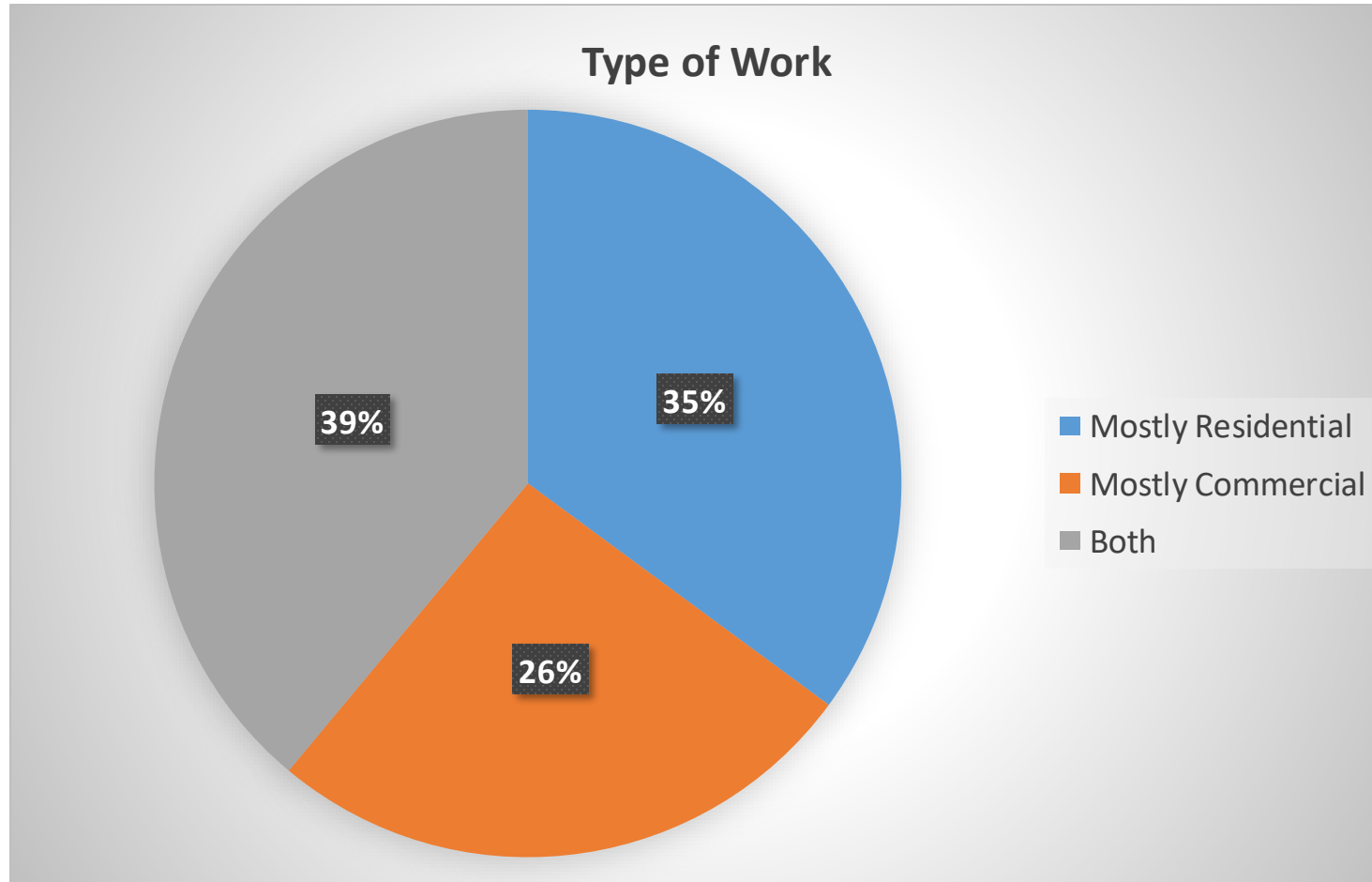
# AUDIENCE BY SIZE – NUMBER OF EMPLOYEES

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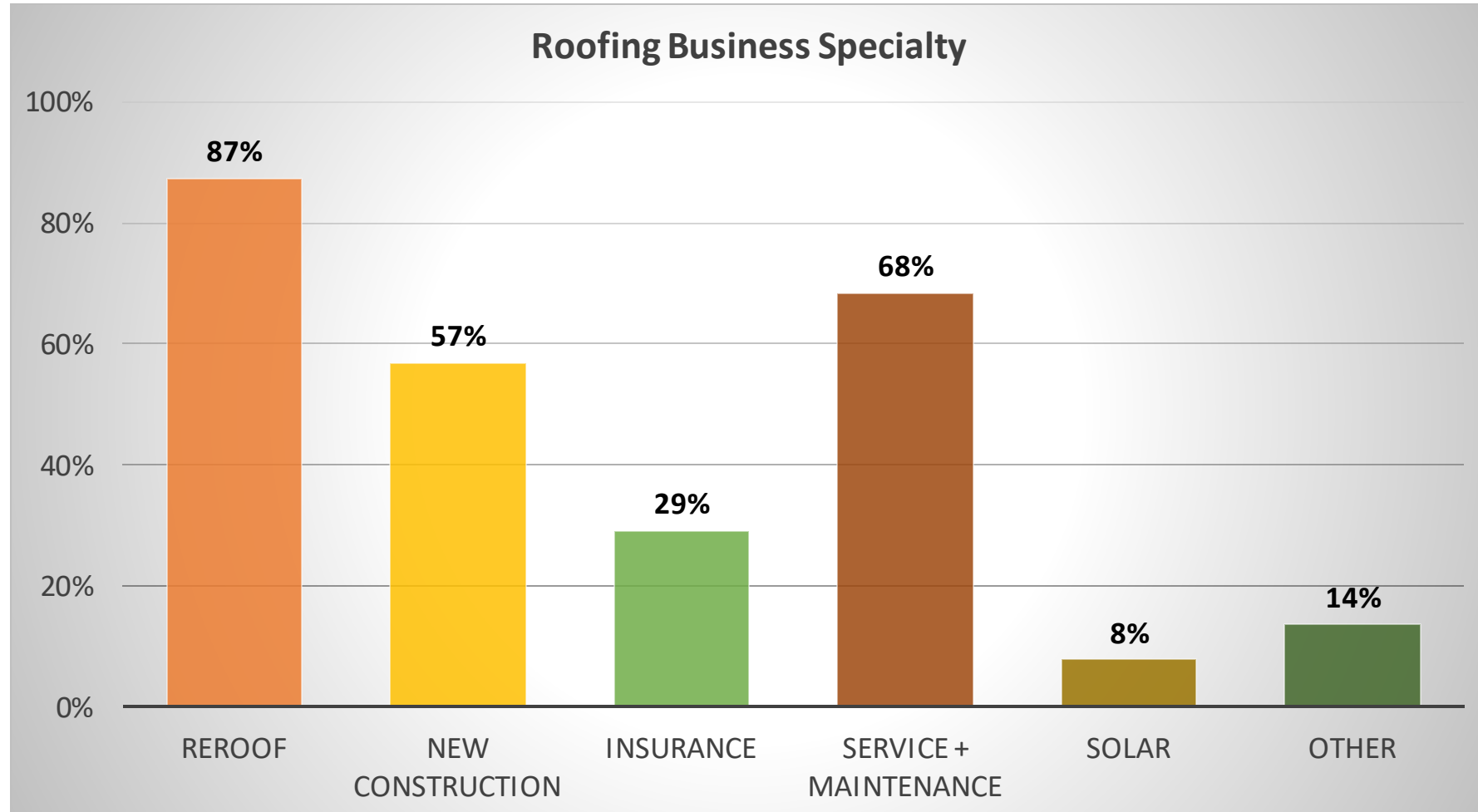


# AUDIENCE BY TYPE

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# AUDIENCE BY TYPE

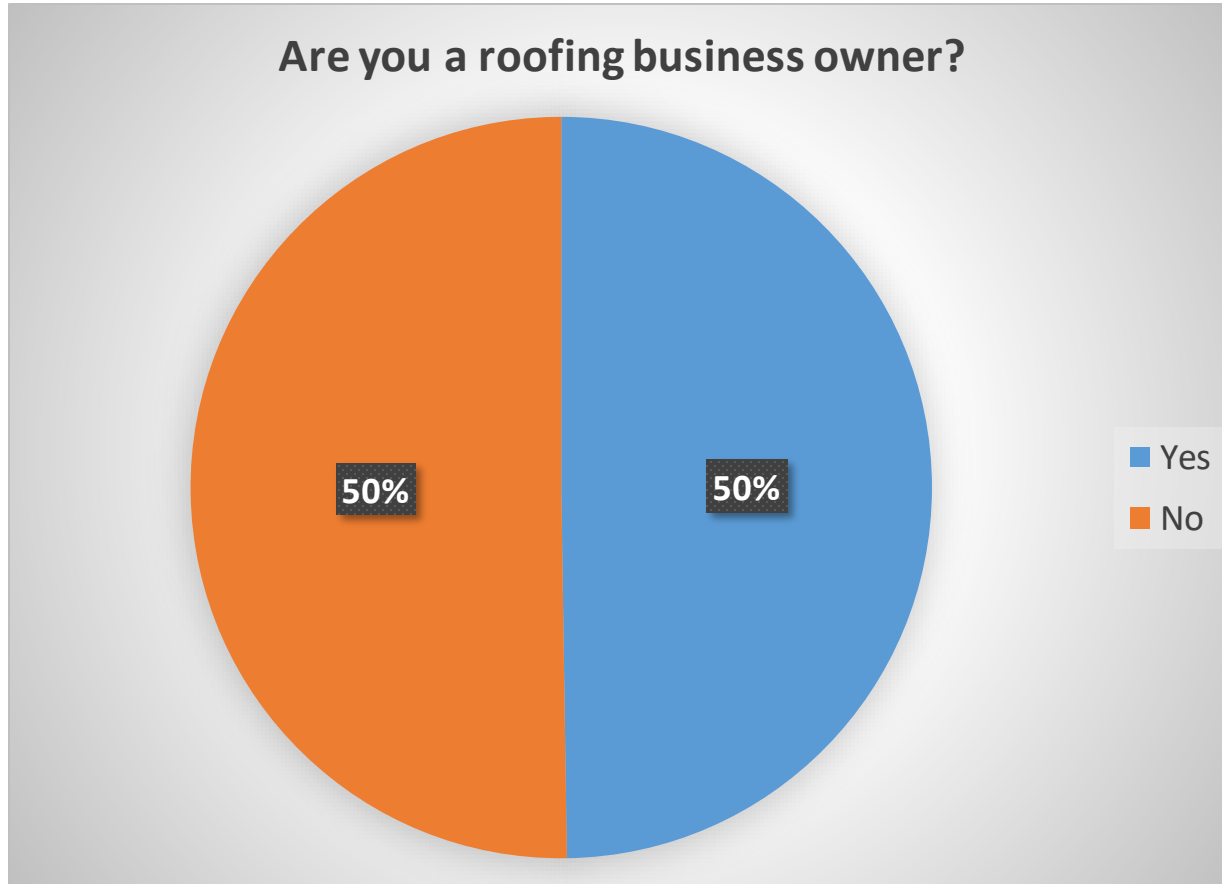


\*Survey had option to choose all that apply



# AUDIENCE BY OWNERSHIP

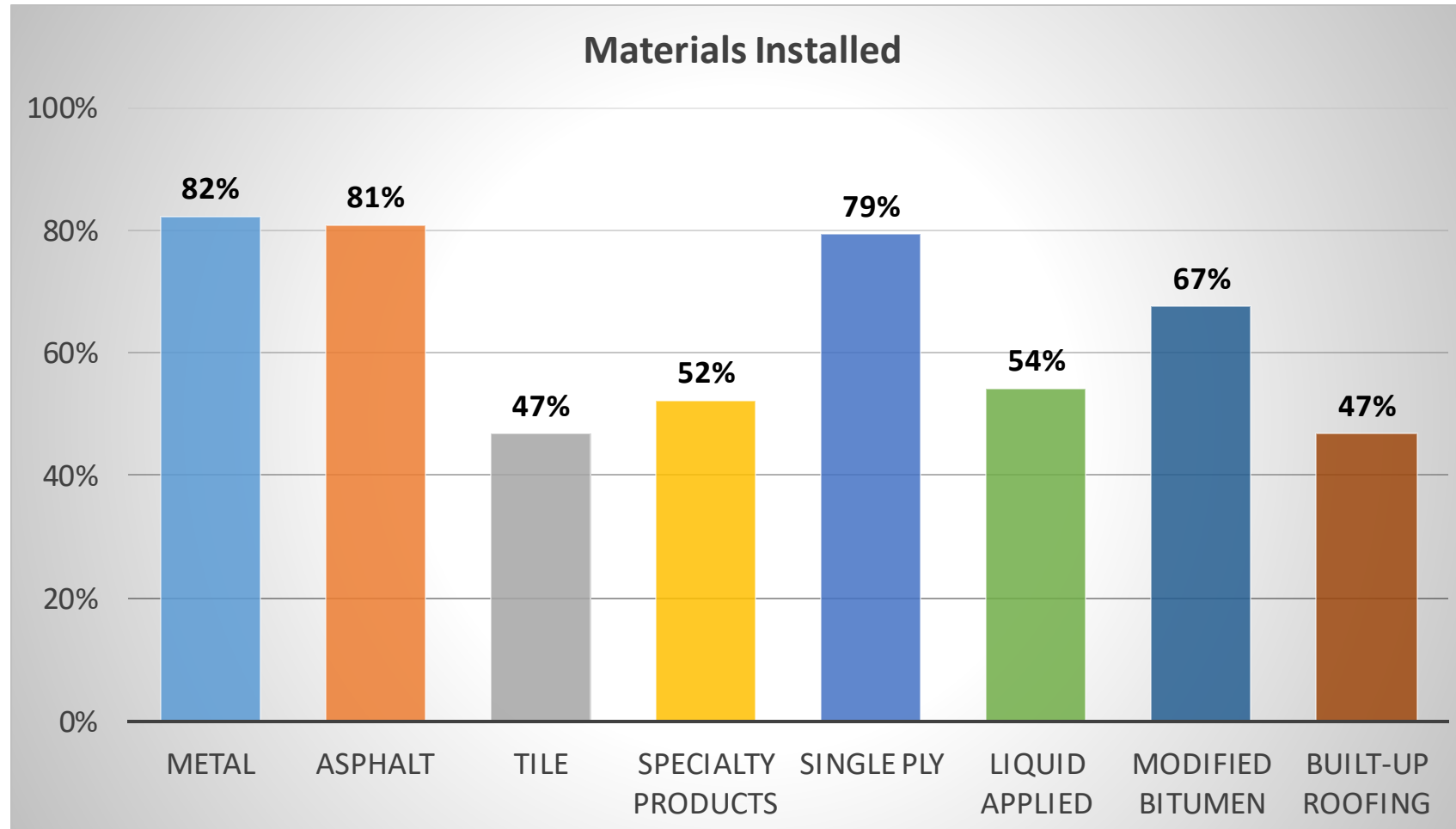
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RCS saw another shift in the number of responses from roofing business owners this year. Previously, the majority of respondents were business owners.

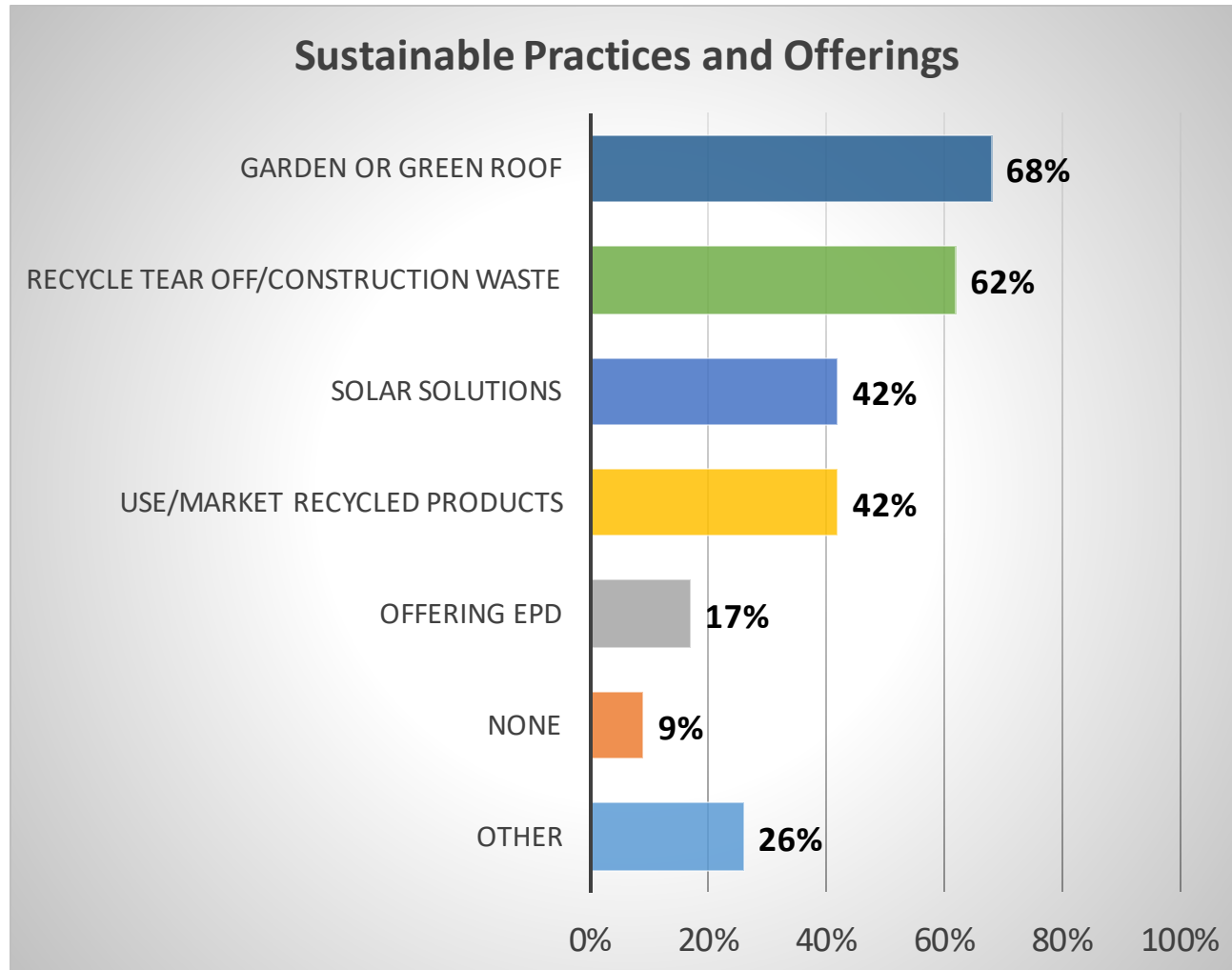
This year, there was an even split between business owners and those working for roofing businesses.

# AUDIENCE BY MATERIALS INSTALLED



\*Survey had option to choose all that apply

# AUDIENCE BY SUSTAINABLE PRACTICES + OFFERINGS



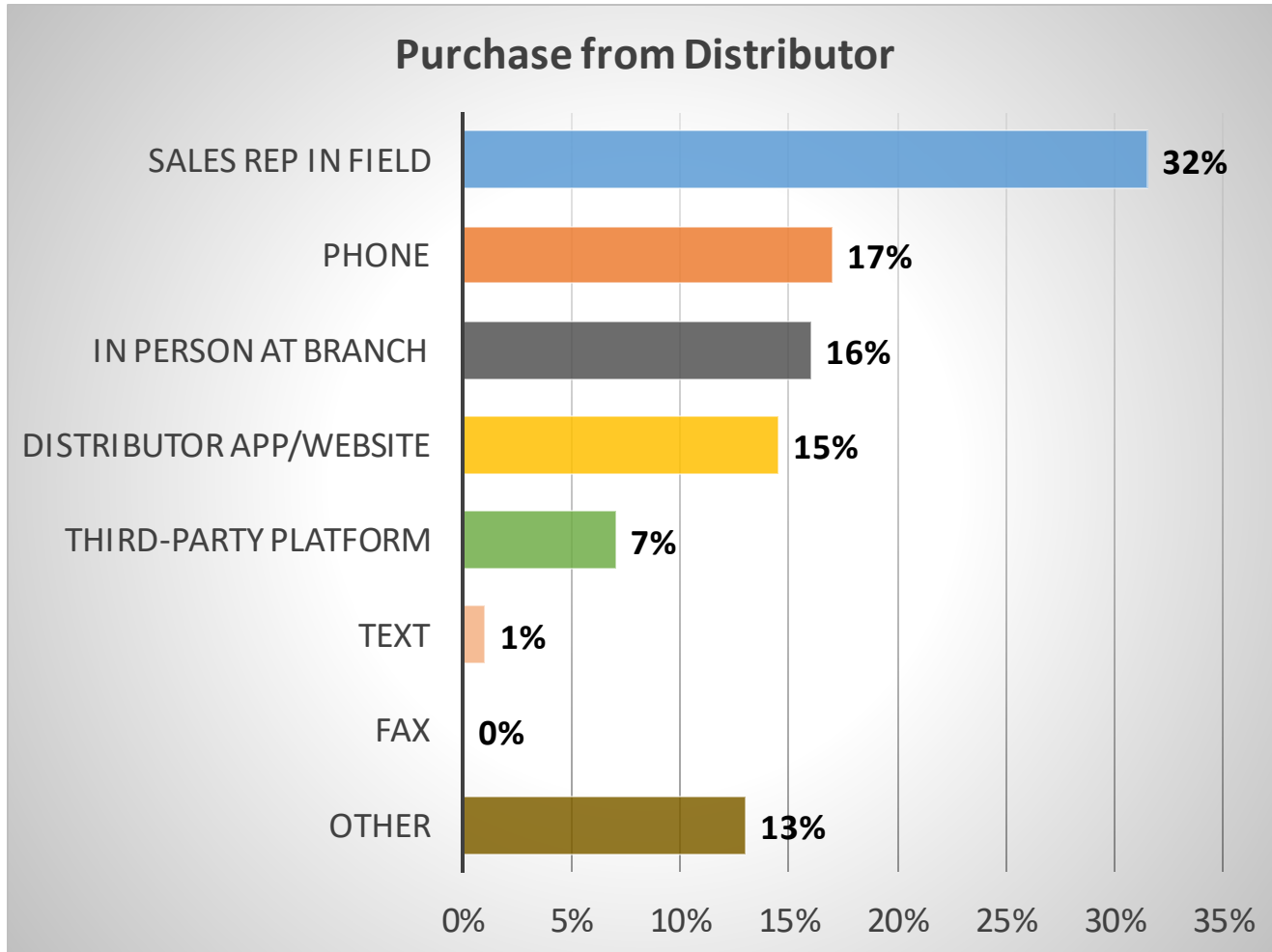
Sustainability continues to be top of mind for contractors and consumers, which is apparent considering the percentages of contractors incorporating or selling these sustainable practices in their businesses.

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

\*Survey had option to choose all that apply

OPERATIONS

# HOW CONTRACTORS PURCHASE FROM DISTRIBUTORS



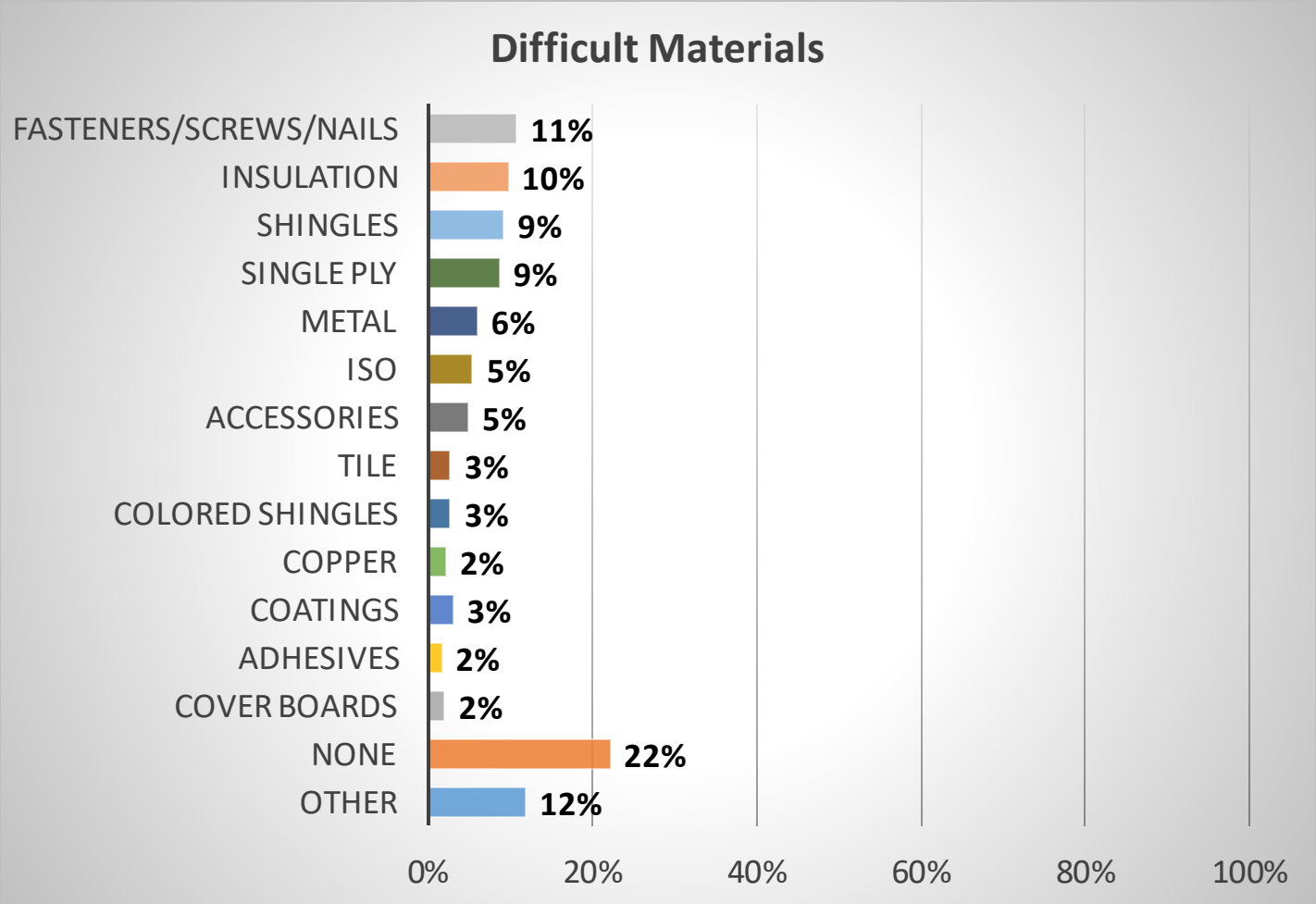
\*Survey had option to choose all that apply

RCS noticed that most respondents prefer purchasing with a sales representative in the field. The next three preferences are nearly tied with contractors opting to make purchases via the phone, in person at the branch and through a distributor app or website.

This year there is a more even mix of contractors utilizing technology and working with people to purchase materials.

Third-party platforms and text are not widely used. And this year no respondents are utilizing fax to place orders. For those who selected "Other," the majority of respondents indicated that email is a popular choice for purchasing.

# DIFFICULT MATERIALS TO OBTAIN



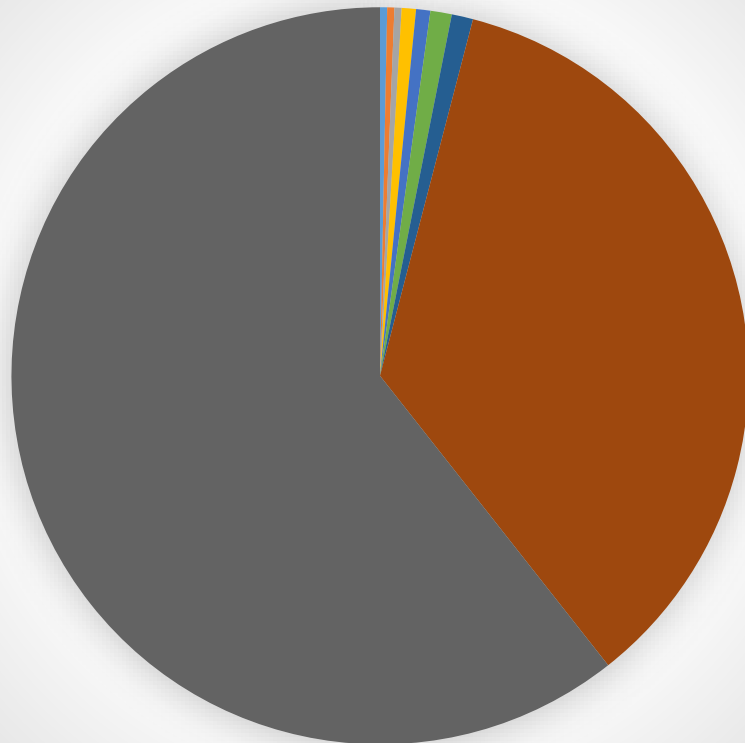
This year, while there were still materials that were difficult to obtain, the majority of respondents indicated they did not have a hard time finding materials.

The most difficult materials to obtain, according to respondents, were fasteners, nails and screws, followed closely by insulation, shingles and single ply.

\*Survey had option to choose all that apply

# TRAINING LANGUAGES

Training Languages



■ Vietnamese ■ Ukrainian ■ Other ■ Portuguese ■ French ■ German ■ Polish ■ Spanish ■ English

61% of respondents indicated that training was conducted in English, while 35% selected Spanish. While English is the main language used to train, Spanish is the second most widely used language in the industry according to respondents.

Other languages that were noted include:

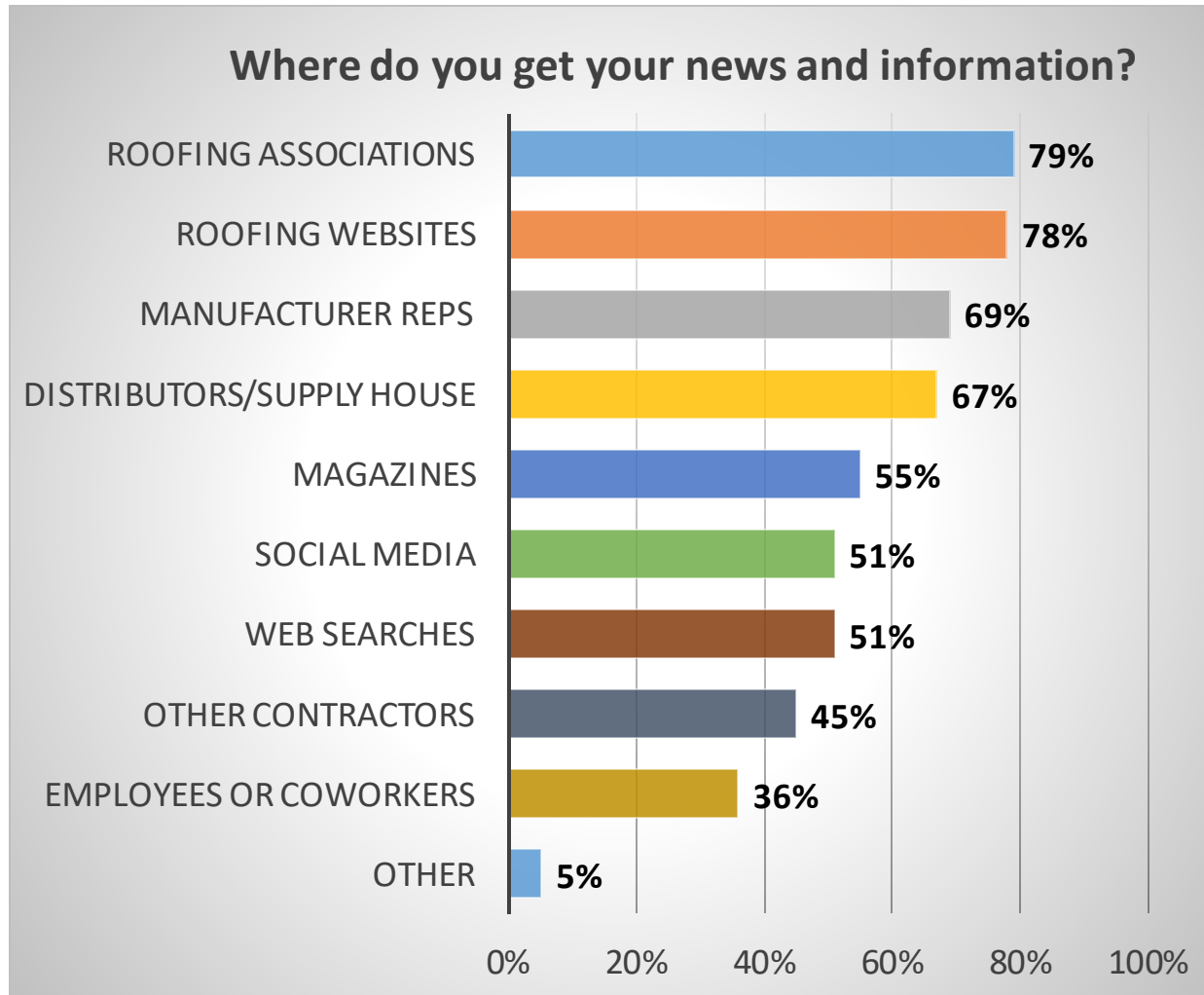
- Polish
- Portuguese
- Ukrainian
- Vietnamese

\*Survey had option to choose all that apply

ENGAGEMENT +  
CUSTOMER ACQUISITION



# WHERE DO YOU GET YOUR INFORMATION?



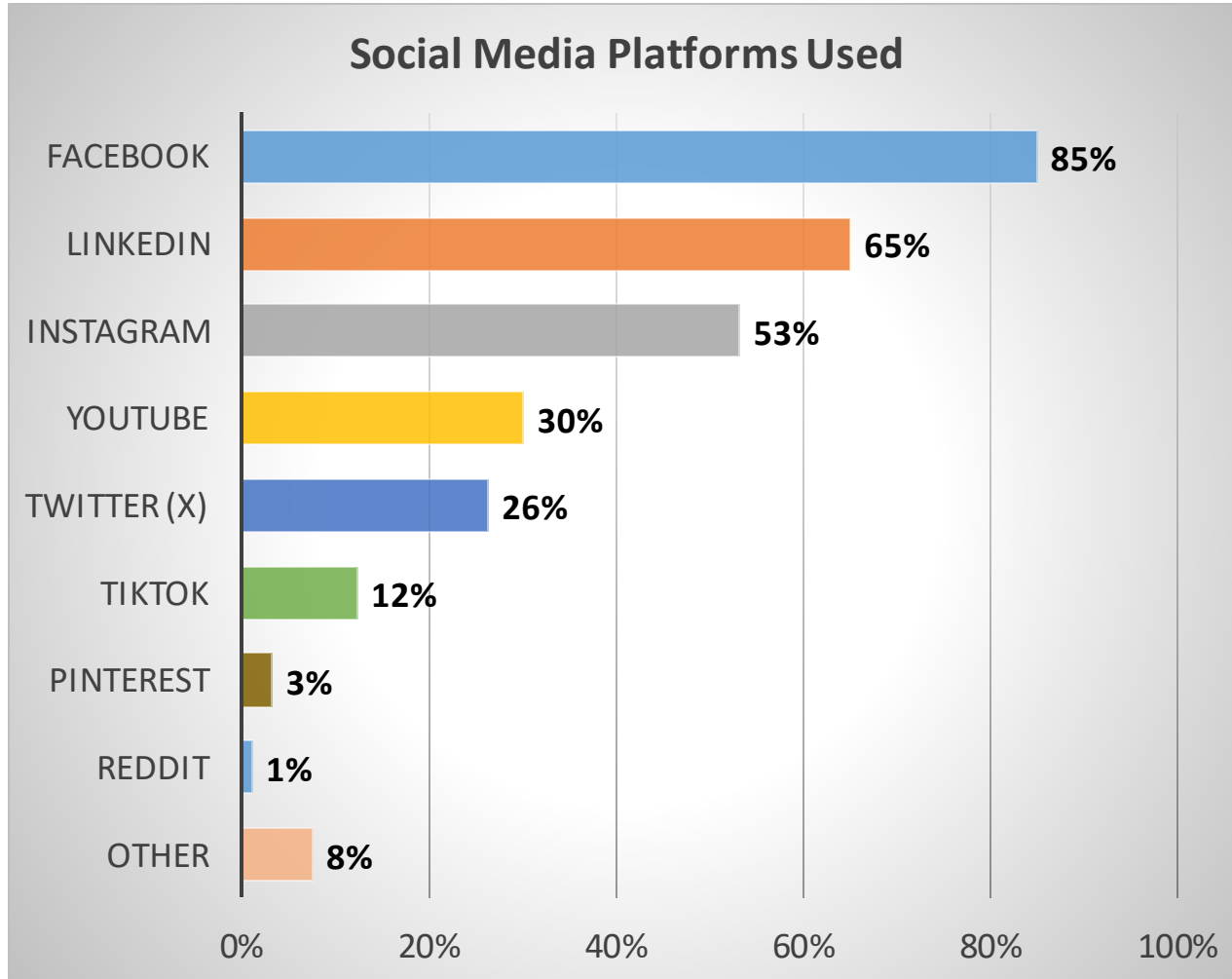
\*Survey had option to choose all that apply

For the first time, we see that roofing associations are the most popular place for respondents to get their information. Roofing websites follow closely and remain a go-to option for contractors to find information about the industry.

Manufacturer reps and distributors/supply houses are the next most popular ways to receive information.

The survey results show that roofing professionals utilize a variety of sources to receive important industry information.

# SOCIAL MEDIA PLATFORMS USED



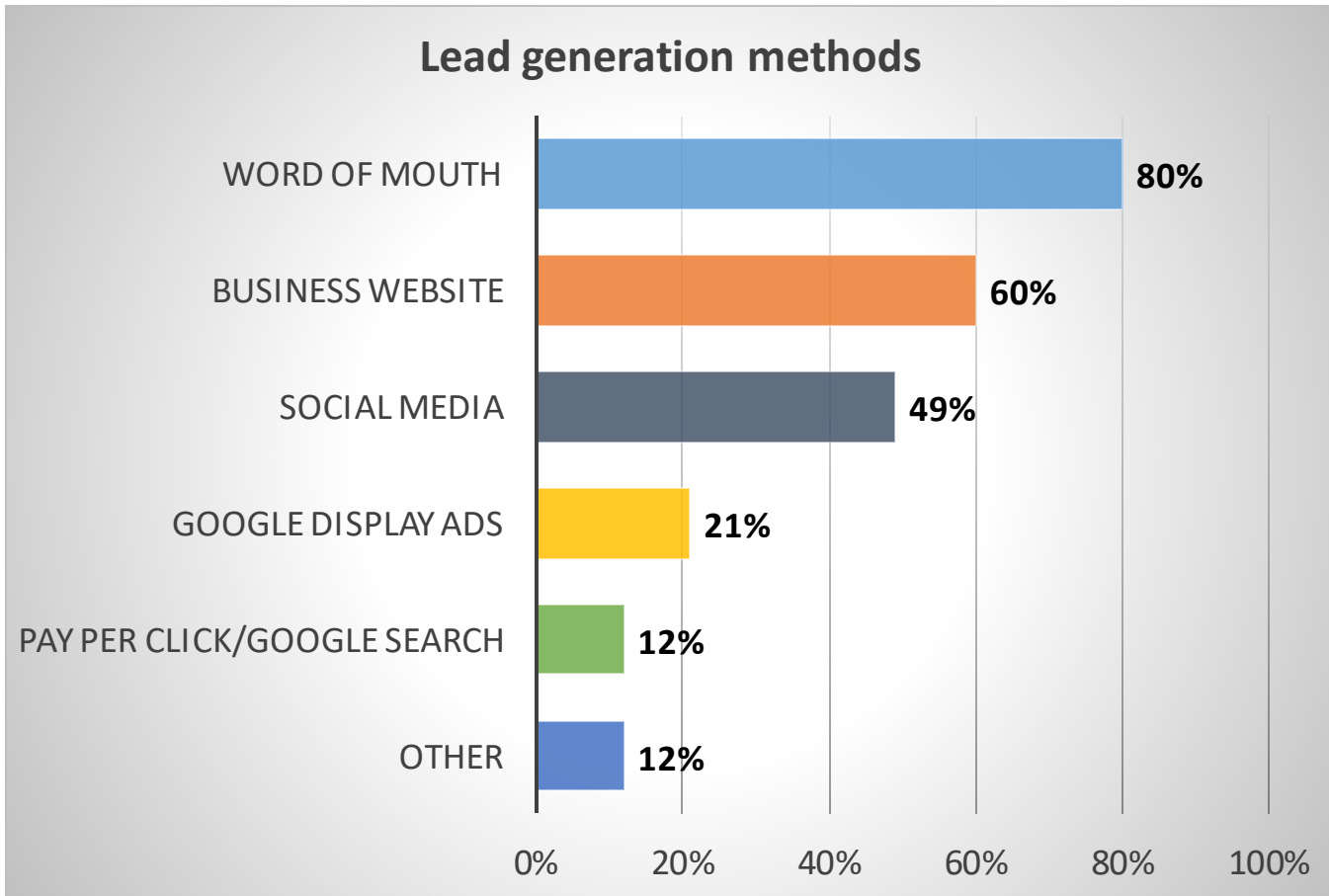
\*Survey had option to choose all that apply

RCS found that Facebook overwhelmingly continues to be the most-used social media platform for roofing contractors, followed by LinkedIn.

Instagram is a popular option, with over half of the respondents identifying their use of the platform, which has grown since last year.

While TikTok is still new, the platform is gaining traction as a way for contractors to market their companies.

# LEAD GEN METHODS USED



\*Survey had option to choose all that apply

Word of mouth was identified as the most-used lead generation method amongst respondents.

Contractors also indicated that business websites are a popular way to receive leads. And just under half of respondents use social media for lead generation.

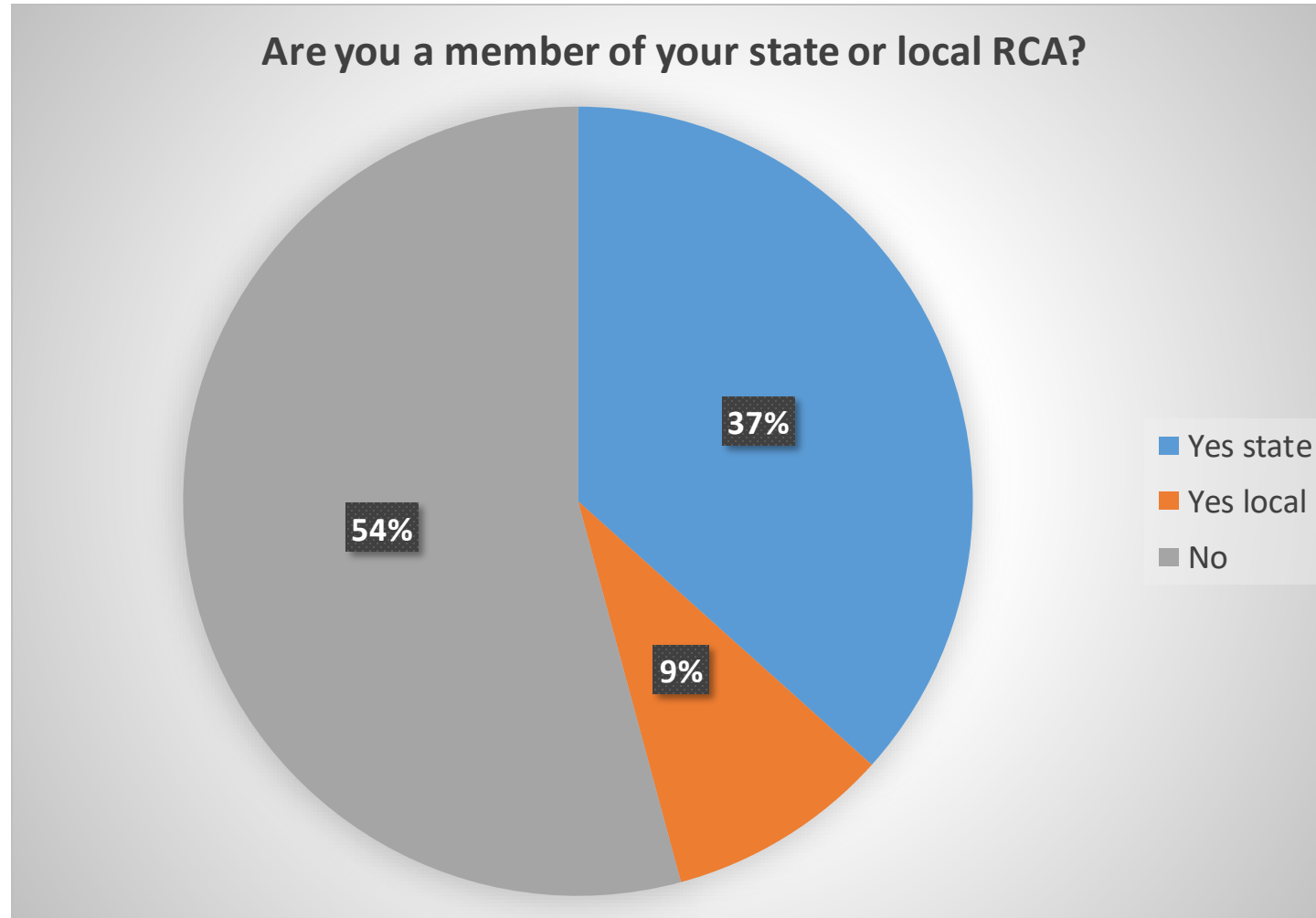
# TRADE ASSOCIATIONS

# TRADE ASSOCIATION MEMBERSHIP



# STATEWIDE + LOCAL ASSOCIATION MEMBERSHIP

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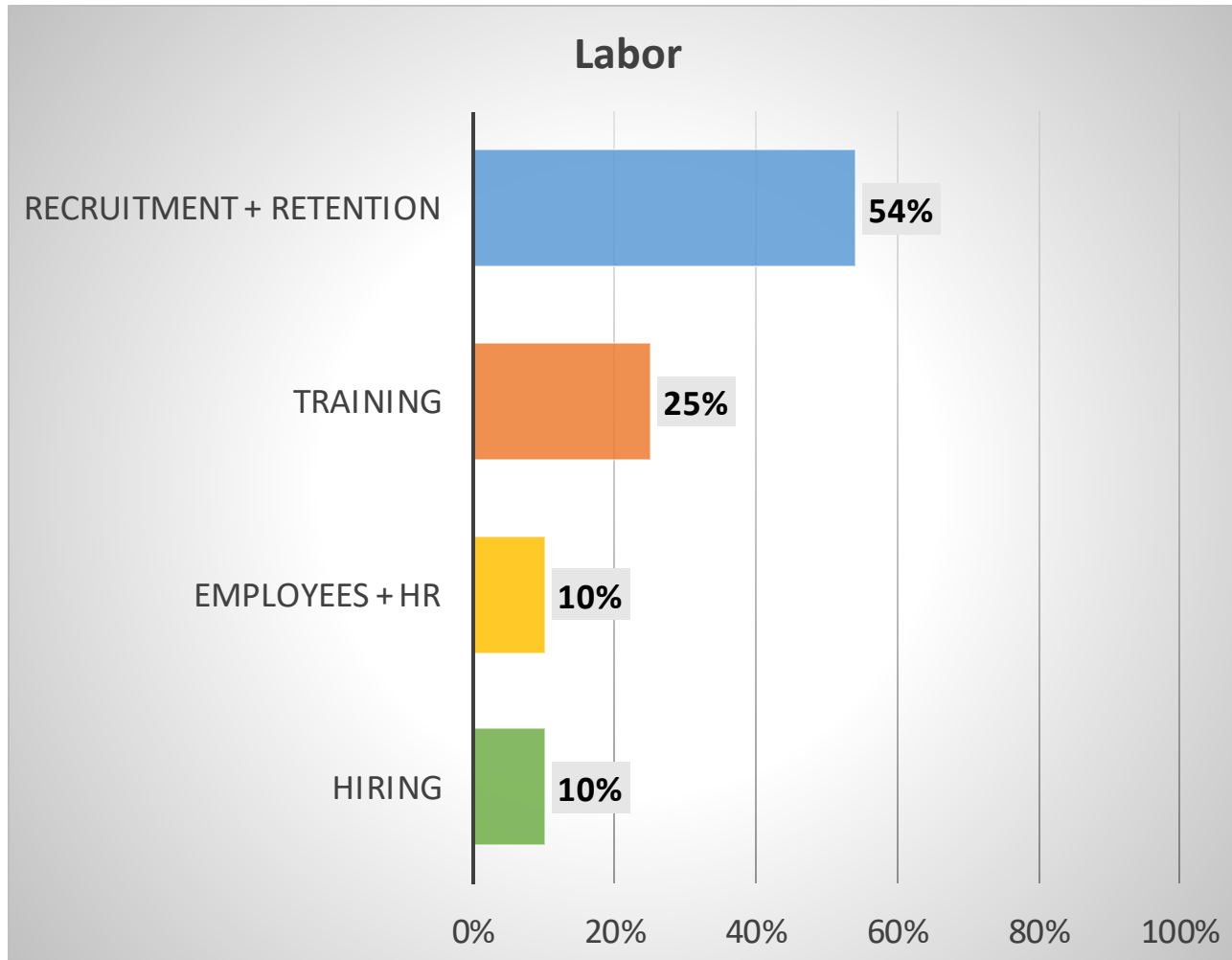




# TOP BUSINESS ISSUES



# TOP BUSINESS ISSUES TODAY?

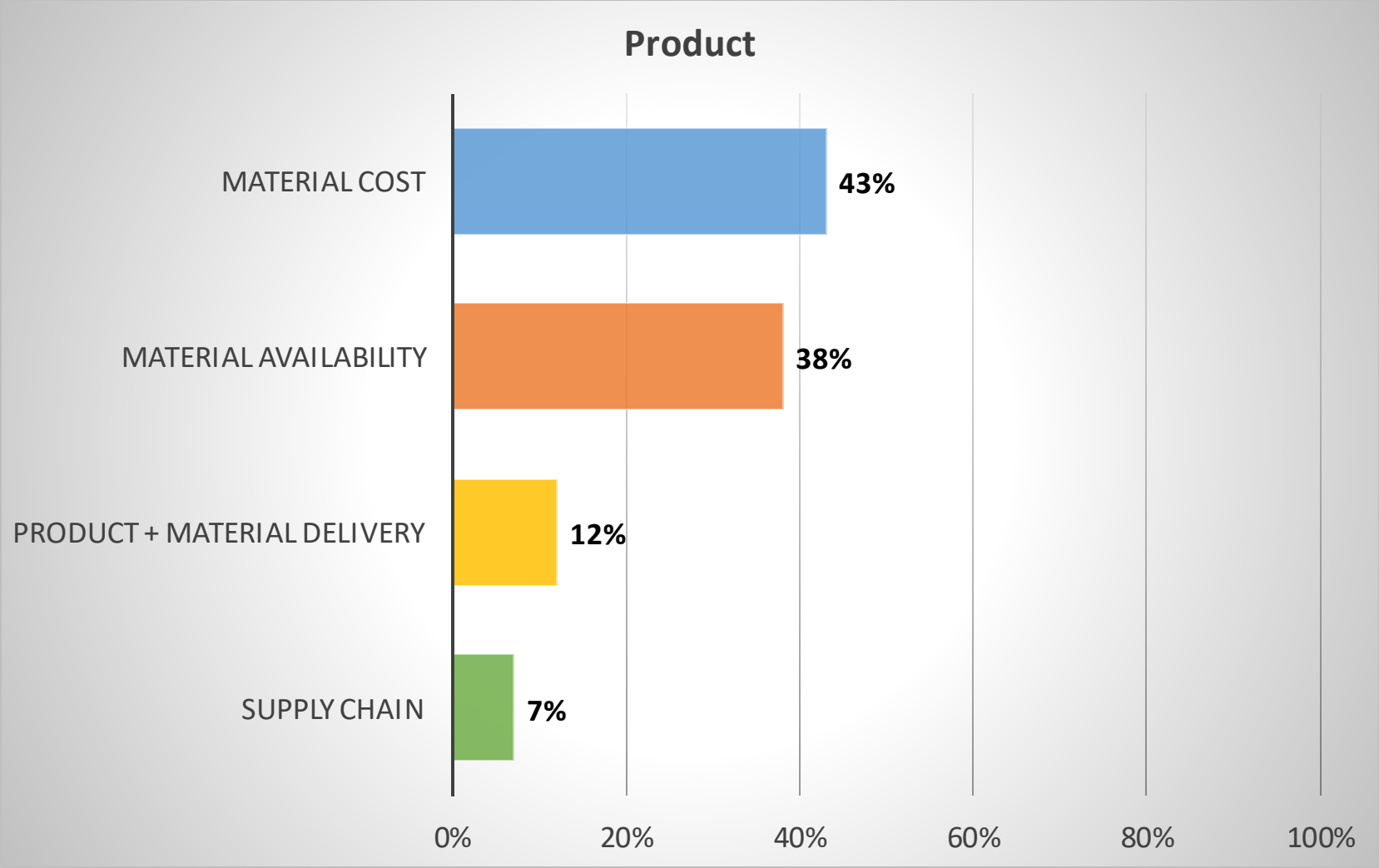


Unsurprisingly, given the labor shortage, when asked to identify top business issues, recruitment and retention of labor was named by contractors as one of the main challenges.

Another top issue the roofing industry faced due to fluctuating costs was material cost, followed closely by material availability. Leads and competition were also indicated as particular business challenges for contractors.

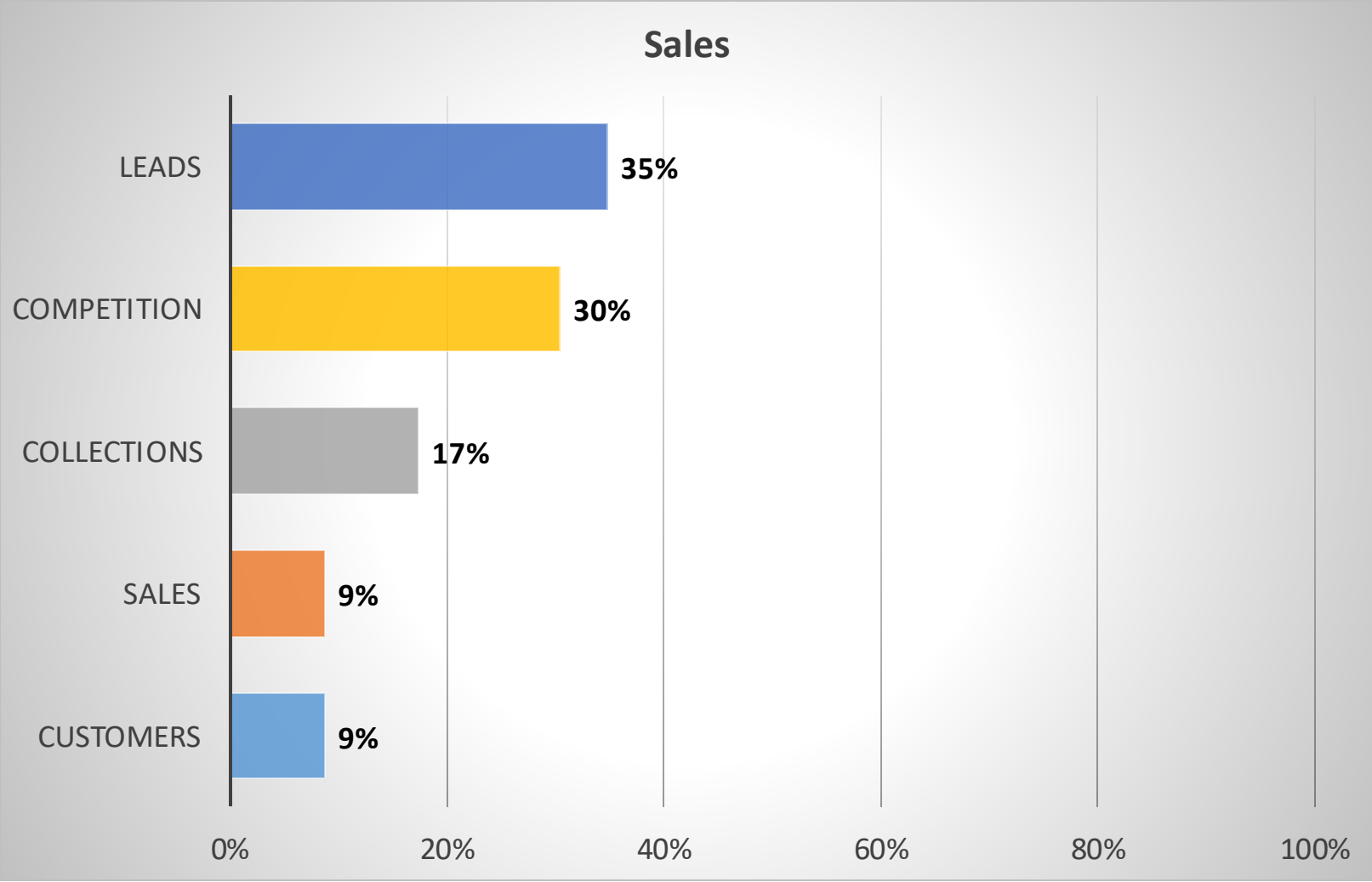
Other notable issues respondents indicated as top issues they faced this year included: workload and logistics, estimating and scheduling, expansion and growth, taxes and regulations, in addition to insurance.

# TOP BUSINESS ISSUES TODAY?



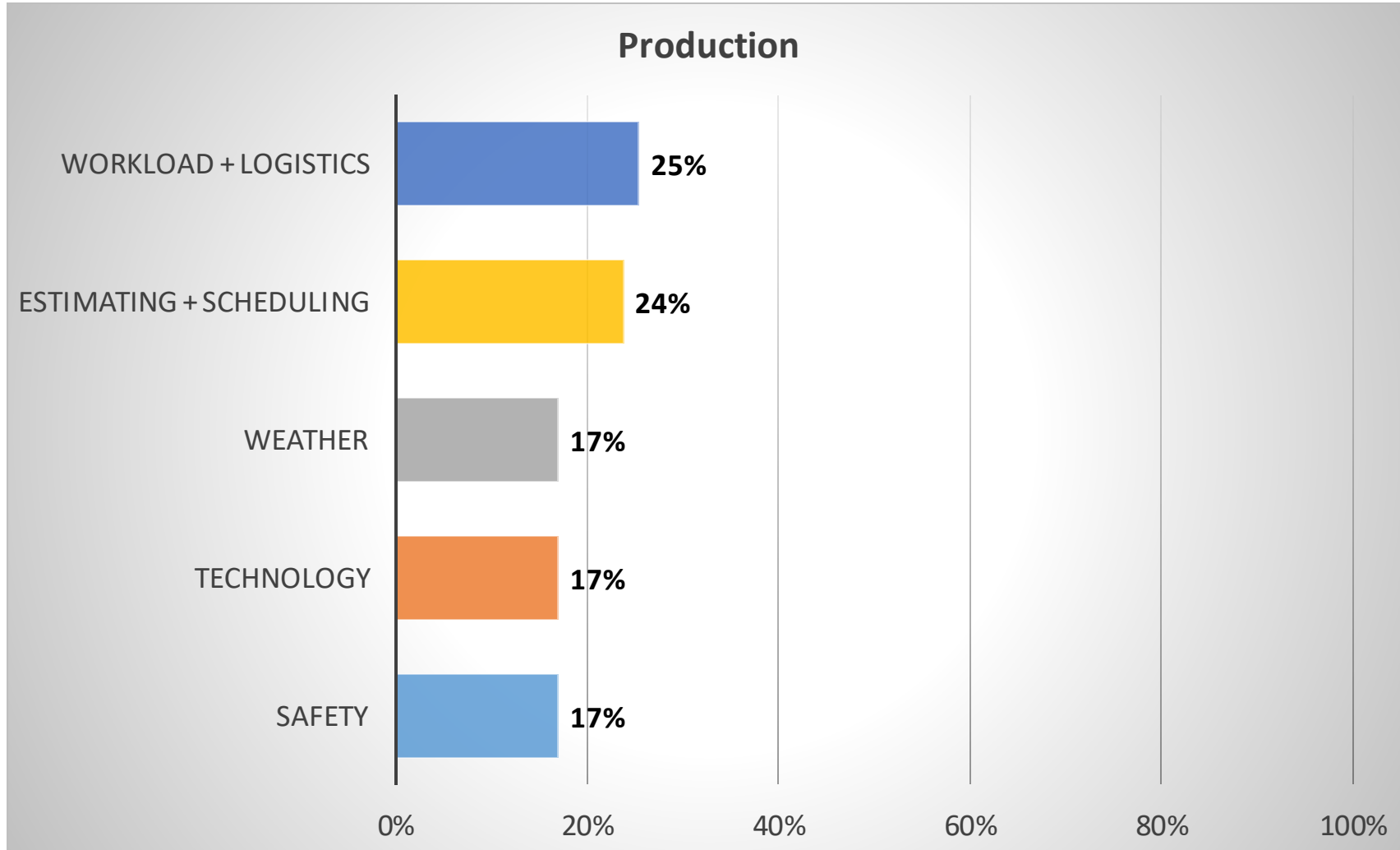
Base: n=173

# TOP BUSINESS ISSUES TODAY?

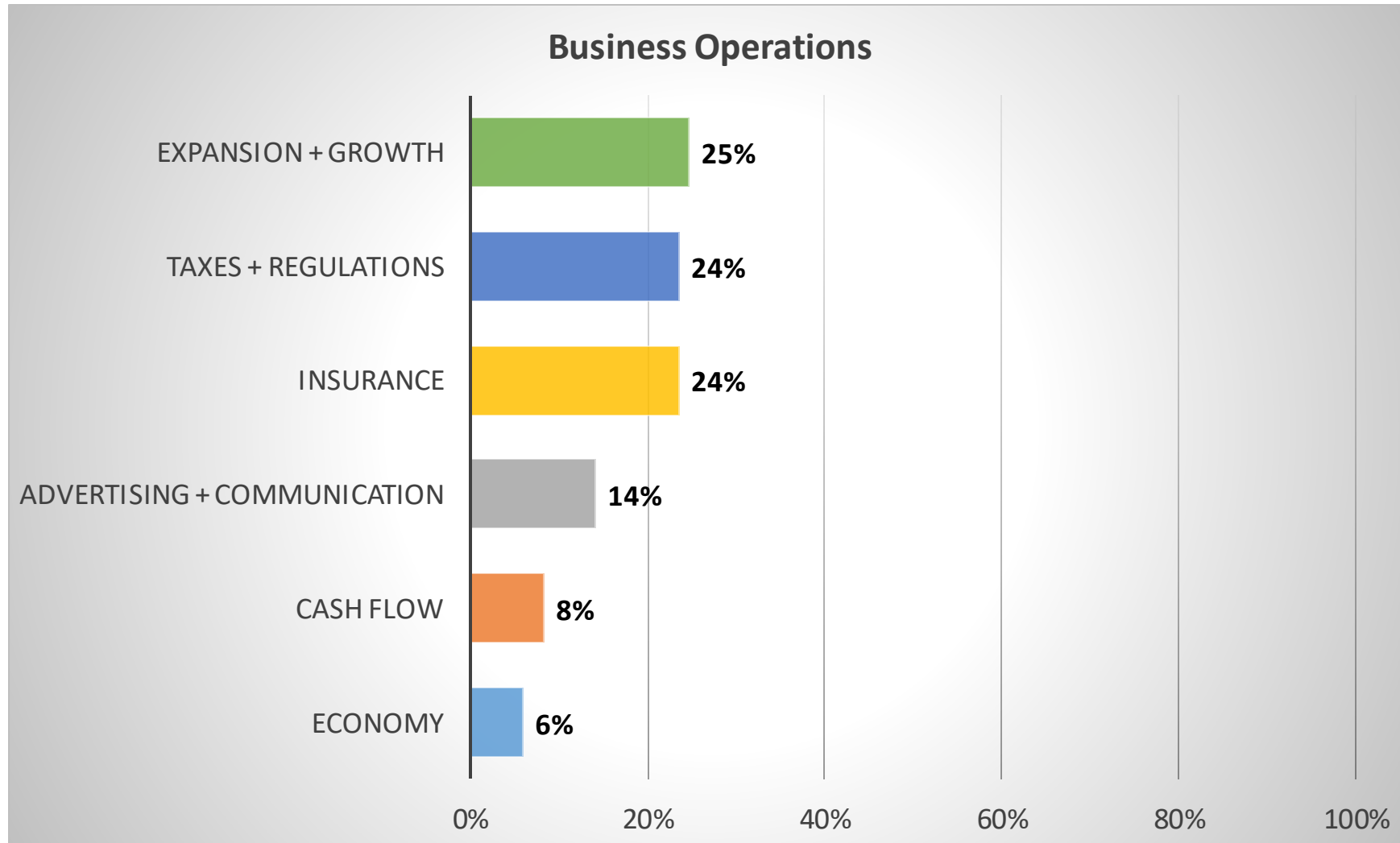


Base: n=173

# TOP BUSINESS ISSUES TODAY?

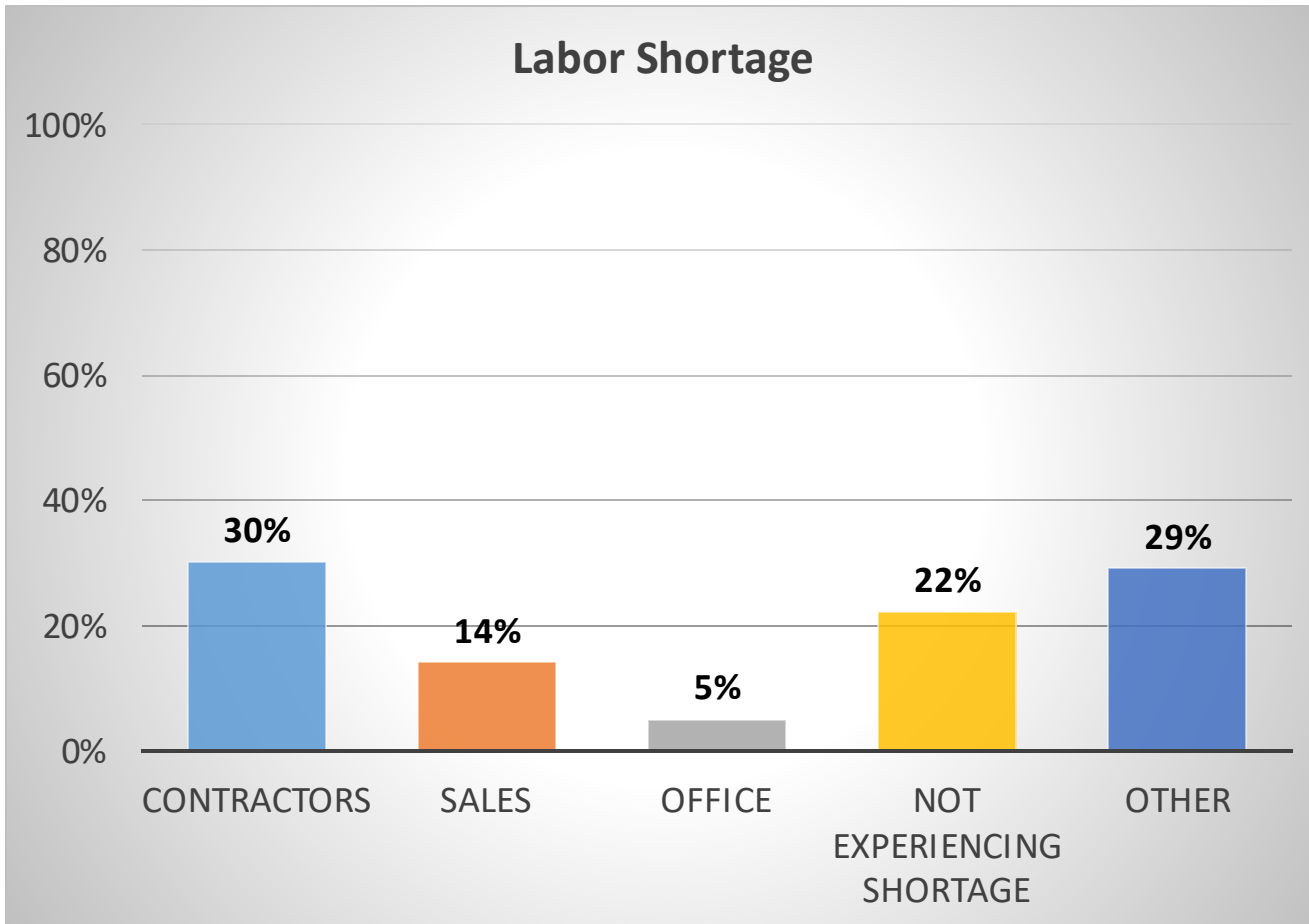


# TOP BUSINESS ISSUES TODAY?



LABOR SHORTAGE

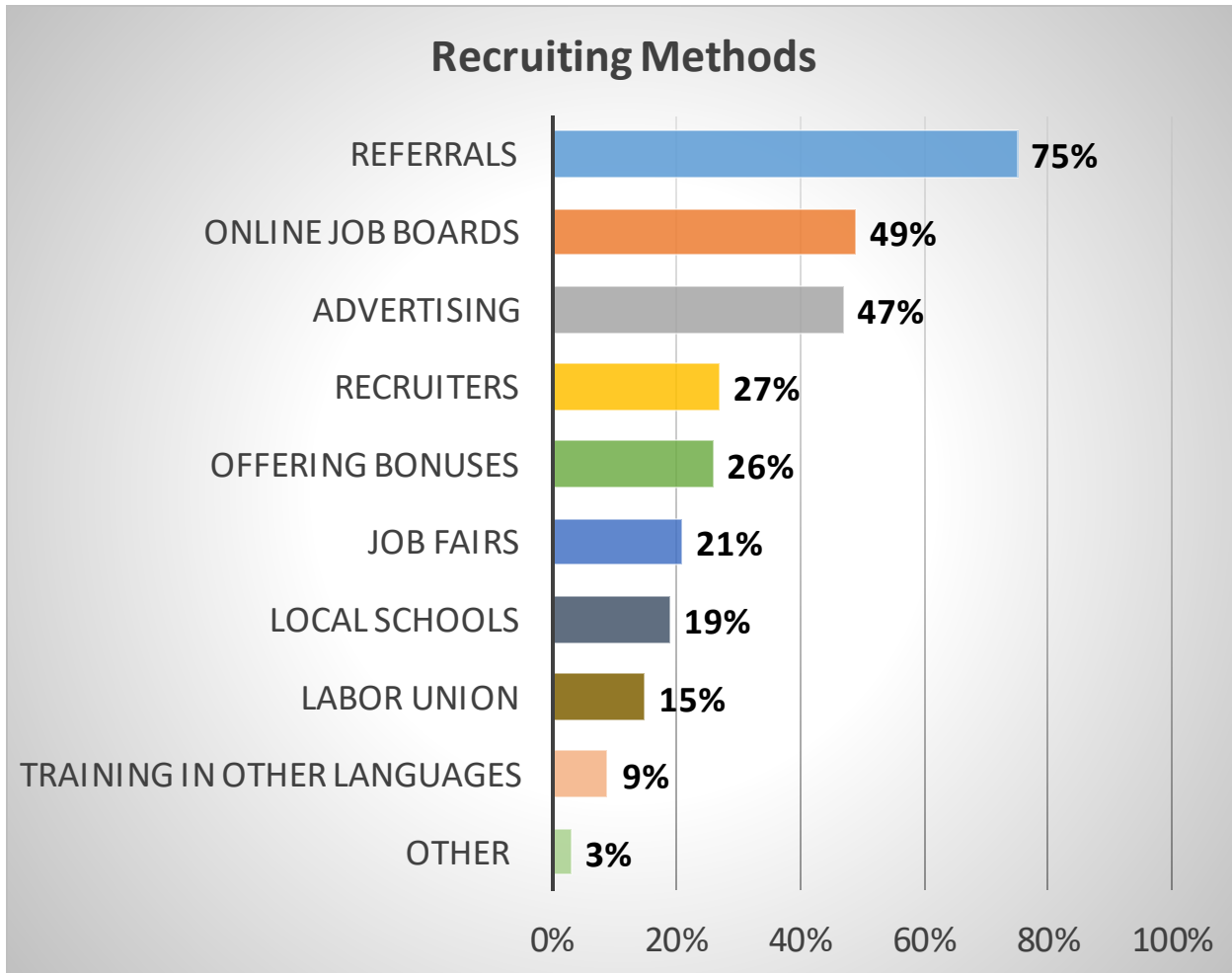
# WHERE DO YOU HAVE A LABOR SHORTAGE?



The labor shortage continues to be prominent in the roofing industry. 78% of respondents indicated they are experiencing a labor shortage in various fields throughout the industry.

Field workers and roofing technicians were other areas respondents noted experiencing a labor shortage.

# WHAT RECRUITING METHODS WORK?



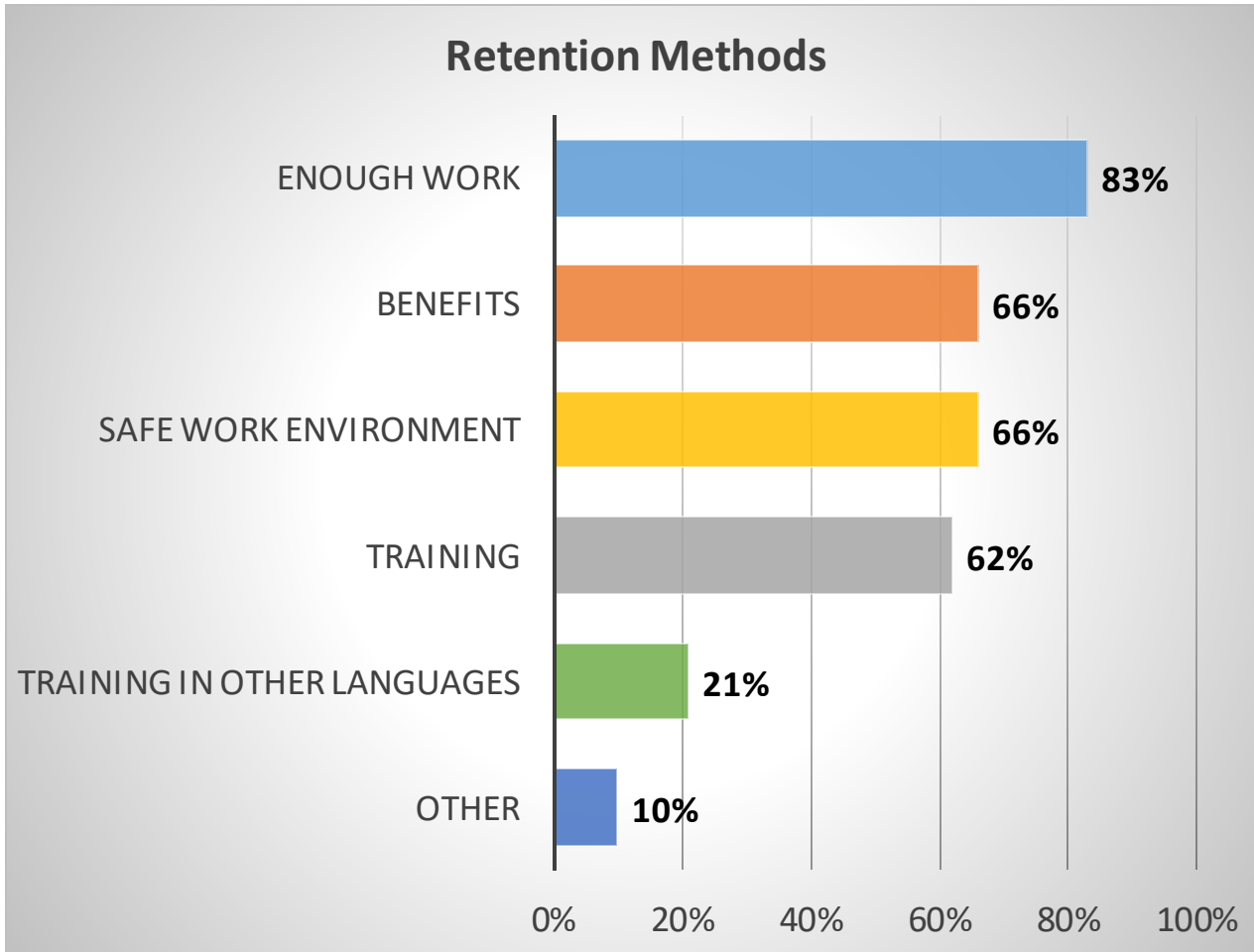
\*Survey had option to choose up to three responses

While many contractors indicated they are having difficulty finding workers, there are some recruiting methods that have been successful.

Many respondents indicated that the most successful method for recruiting new workers is referrals. And nearly half of the respondents said online job boards and advertising were effective recruiting tools.



# WHAT RETENTION METHODS WORK?



\*Survey had option to choose up to three responses

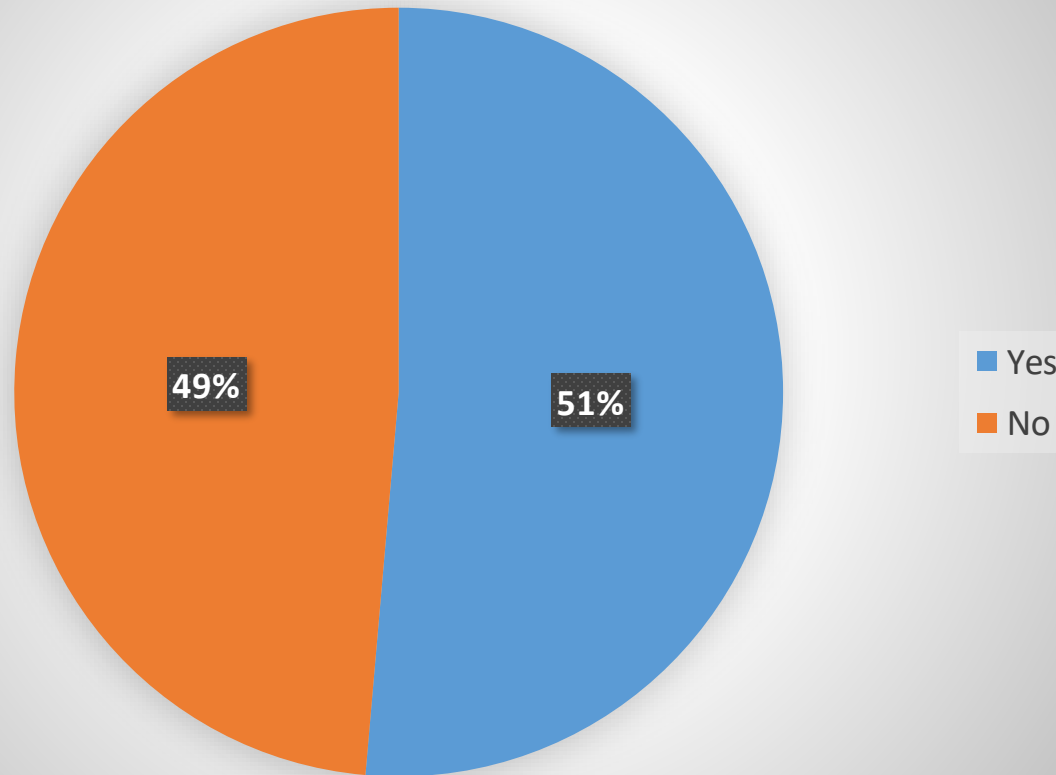
While many are still struggling with the current labor shortage, respondents indicated several retention methods that have been successful. The top retention method industry professionals identified is providing people with enough work.

Offering benefits and having a safe work environment are tied as the next two successful methods of retention, followed closely by training employees.

# VOCATIONAL SCHOOL INVOLVEMENT

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Do you work with vocational schools?



With a view on the future, this new question draws attention to recruiting the next generation. Understanding how roofing companies are working with their local vocational schools and sharing that through the industry will help overall in raising awareness.

Just over half of the respondents indicated they are involved with vocational schools and Career Technical Education (CTE) programs in some capacity.

# REASON FOR VOCATIONAL SCHOOL INVOLVEMENT

“  
Giving people alternative  
career routes than what  
they are told with going  
to college, etc.  
”

“  
Creating awareness about  
construction as an option,  
teach young women they can  
work in construction.  
”

“  
Trying to catch the  
young folks earlier in  
their career choices.  
”

“  
This helps the younger  
generation learn the trades  
and we can offer them jobs  
once they graduate.  
”

“  
Spark interest for  
future roofers!  
”

“  
We obtain some good  
workers from these places.  
”

“  
Good ramp up into the  
company and we get to  
know the person before they  
come on board.  
”

“  
Has to be done to keep  
up with the view of our industry  
and make many understand this  
is a great career.  
”

GREATEST NEEDS

# GREATEST TRAINING NEEDS?

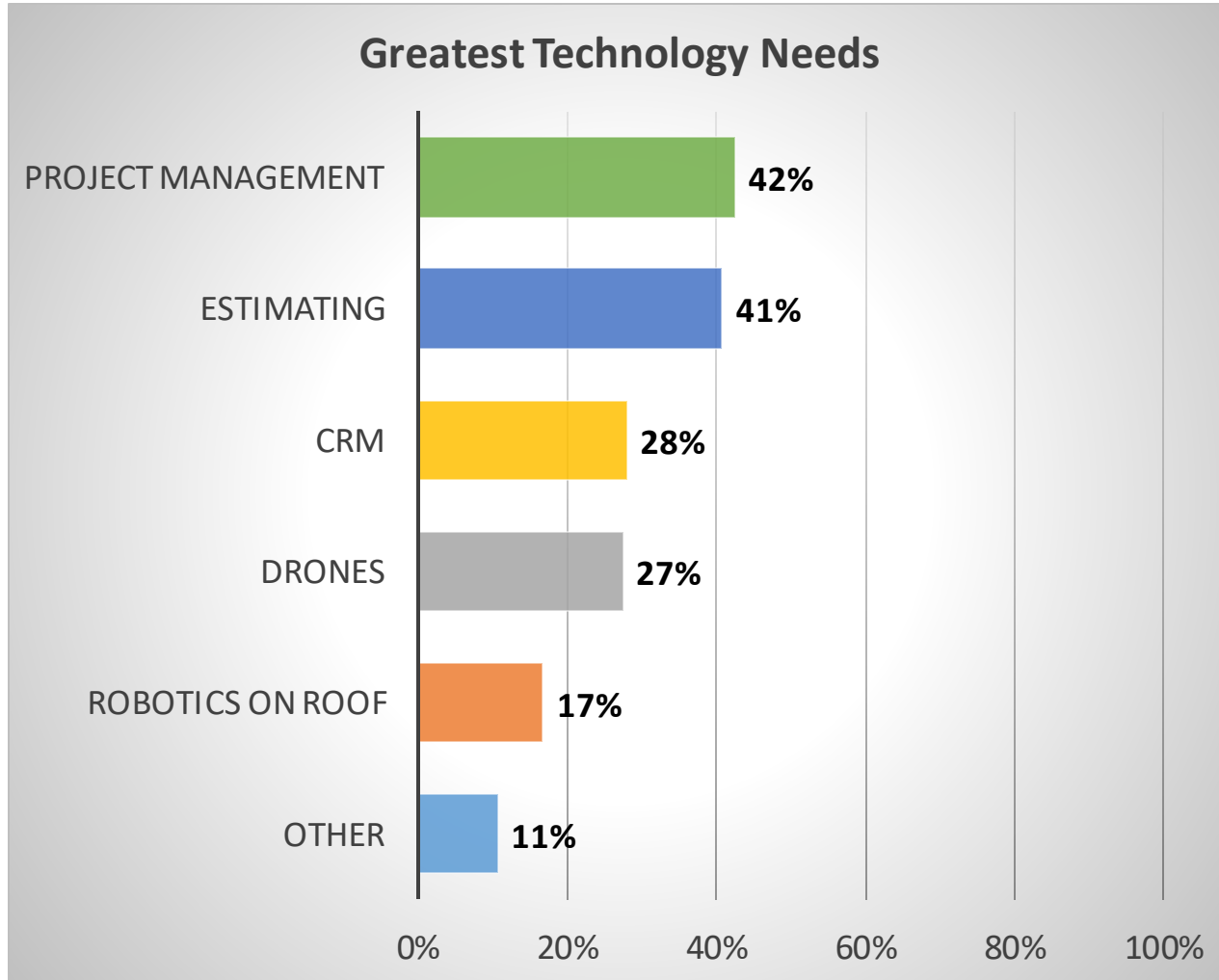


Over half of respondents indicated that new hire training continues to be a top need in the industry.

41% identified technology on the roof as the next highest training need, followed by certifications and new products/installation.

\*Survey had option to choose all that apply

# GREATEST TECHNOLOGY NEEDS?

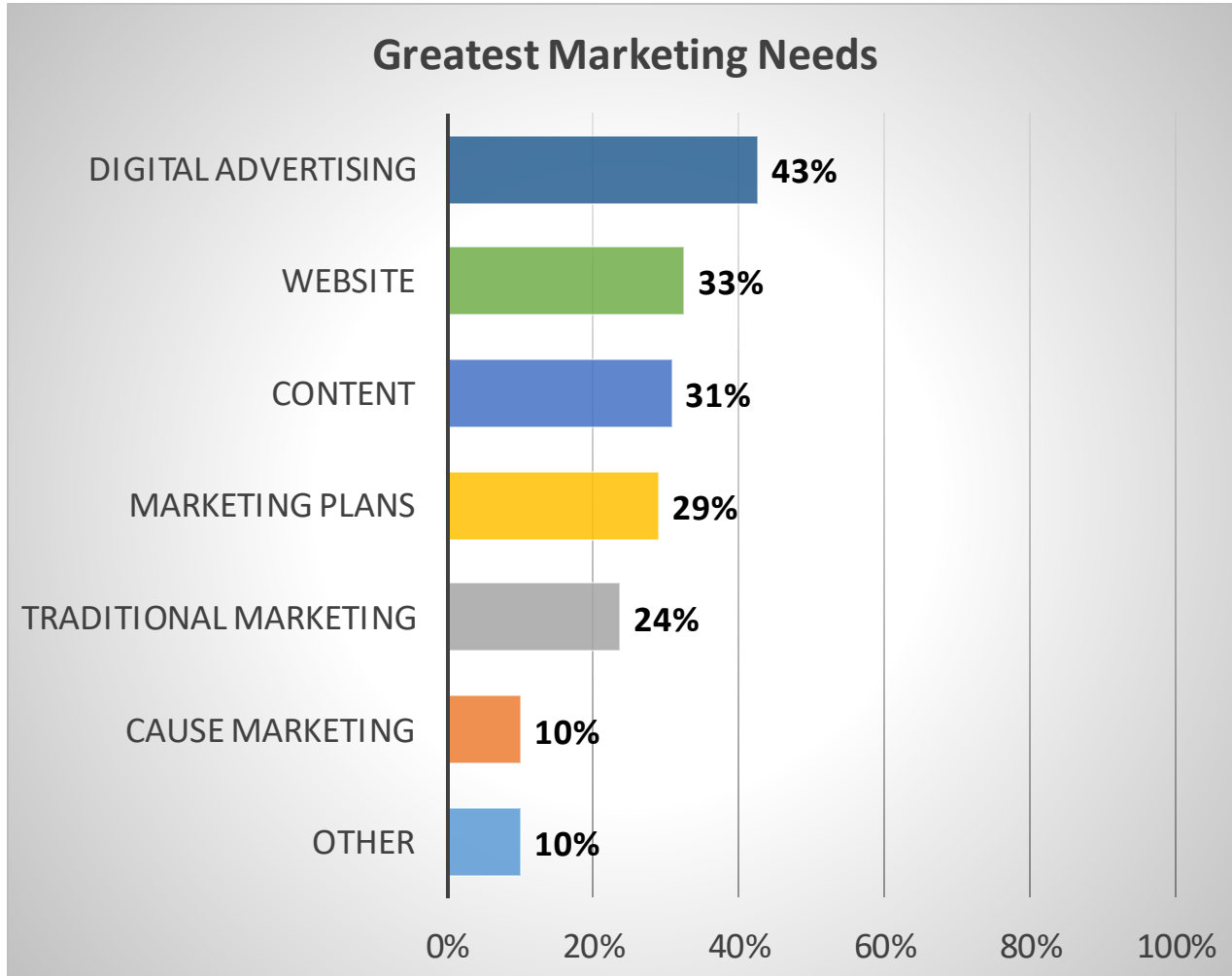


Contractors indicated that project management and estimating remain their greatest technology needs.

CRM (customer relation management) and drones are valuable resources to roofing professionals in their own ways but are also identified as needs in the industry.

\*Survey had option to choose all that apply

# GREATEST MARKETING NEEDS?



\*Survey had option to choose all that apply

Digital advertising continues to be a need in the roofing industry based on the high response rate (43%).

There's only a 4% difference between marketing needs for website, content, marketing plans and traditional marketing.

# WHO WE ARE

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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](http://www.rooferscoffeeshop.com).





# TESTIMONIALS

RCS is so valuable for so many reasons. The weekly newsletters are consistent with great and relevant information. And when they went live at IRE, that was awesome for those who could not attend. Thank you, RCS, for all that you do for the industry!

Being connected with RCS has helped us become more aware of certain professionals in the roofing industry we don't normally have contact with. RCS gives us a wider look at the roofing industry than we get on our own.

I am where I am because of RCS. The networking and connections I have made through RCS are a huge proponent of my success in the industry. The articles, podcasts and webinars are so educational. RCS is the cutting-edge online publication of the roofing industry.

I love and respect all that RCS does. Whether cross connecting through tradeshow, podcasts, articles, contests or social media, this is a neutral platform that focuses on educating everyone in the industry and they make it FUN in doing so! So, thank you, RCS, for ALL you do for ALL of us!

RCS has provided many tools and videos we've used in our business that created awareness, better management, shared other women-owned business connections and growth opportunities. It's a social site I look forward to viewing over coffee each morning.

I love that you cover topics that are relevant to our industry (mental health, Gen Z, recruiting). It is one of my favorite platforms to listen to!

Having our articles posted by RCS has increased our backlinks and SEO on our website, which has led to more work.

RCS has kept me plugged into what is going on in the roofing industry currently.