



ABOUT THE MRA

The Metal Roofing Alliance (MRA) is a not-for-profit trade association comprised of metal roofing manufacturers, suppliers (metal and paint companies), coil coaters, associations, installers (contractors and distributors) as well as ancillary and accessory members. The MRA is dedicated to expanding the residential metal roofing market. Since its inception in 1998, the alliance has introduced many valuable benefits of metal roofing to millions of homeowners in the United States and Canada. The MRA is credited with increasing the acceptance of metal roofing among consumers while also growing industry sales. In fact, since the MRA's inception, metal roofing's residential market share has grown from three percent (3%) in 1998 to fourteen percent (14%) in 2016.



Key components of the Metal Roofing Alliance's marketing program include:

- Ongoing national consumer and trade awareness campaigns. Funded by members of the MRA, our program includes both national and regional focused consumer advertising including print, TV, radio and online coupled with an aggressive social media campaign.
- The MRA website, metalroofing.com, features answers to frequently asked metal roofing questions, video clips, an online photo gallery, an opt-in email newsletter and many links to manufacturer and industry sites. Even more exciting, with the recent revamping of our website, our industry-leading site now supports mobile and tablets as well.
- The MRA website also includes a contractor-matching program that allows consumers to enter their ZIP Code and immediately view a list of contractors and distributors in their local area, as well as a list of MRA member manufacturers who make the metal roofing products known throughout the market.
- The MRA has also revamped our contractor and distributor programs, making them more robust and providing more support to our installer members through online profiles, streamlined leads, and promotion of our members in various media outlets... a great way to get your name in front of MRA-vetted consumers looking for metal roofing installers.

The MRA would love to bring you on-board and showcase your services/products to interested consumers. Don't wait. Contact the MRA today for more information on how we can help you grow and excel your business.

For more information contact **Renee Ramey, Executive Director**
reeneramey@metalroofing.com or 360.431.1177

www.metalroofing.com

All levels require sponsorship from an MRA Manufacturer.

GOLD (\$2,500 Annually)

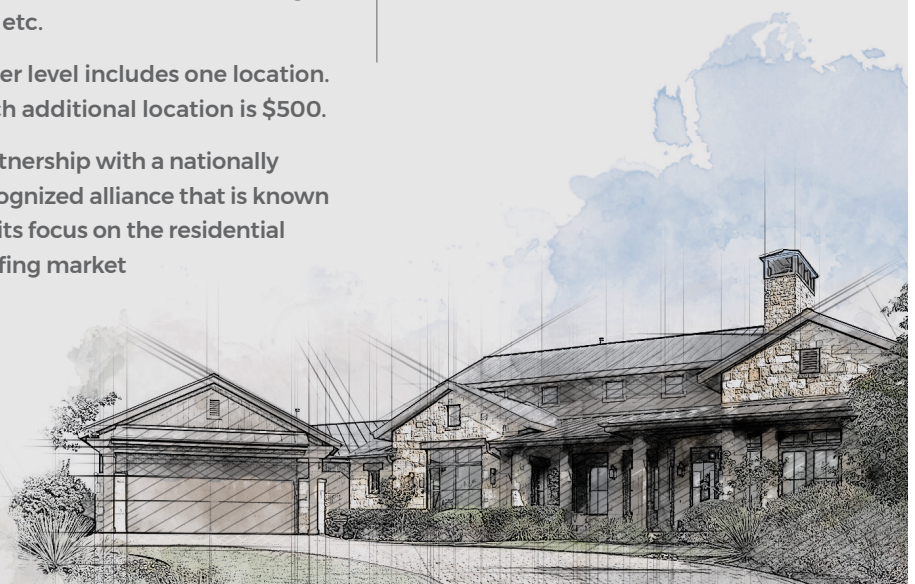
- Receive MRA consumer leads real-time
- Preferential company listing on the MRA website when a consumer submits a Find-A-Contractor form—above Bronze and Silver Members
- Your company profile featured on the MRA website with ability to showcase multiple projects and links to your website and your social media accounts
- Free access to MRA Online University
- Discounted rates on software and support
- Opportunities for promotional input and partnering, such as newsletters, social media, blogs, PR, etc.
- Gold level includes five locations; Each additional location: \$500
- Partnership with a nationally recognized alliance that is known for its focus on the residential roofing market

SILVER (\$1,000 Annually)

- Instant access to MRA consumer leads
- Company listing on the MRA website when a consumer submits a Find-A-Contractor form— above Bronze Members
- Your company profile featured on the MRA website to include a showcase project and links to your website and your social media accounts
- Free access to MRA Online University
- Discounted rates on software and support
- Opportunities for promotional input and partnering, such as newsletters, social media, blogs, PR, etc.
- Silver level includes one location. Each additional location is \$500.
- Partnership with a nationally recognized alliance that is known for its focus on the residential roofing market

BRONZE (Free)

- No leads
- Company listing on the MRA website when a consumer submits a Find-A-Contractor form
- Your company profile on the MRA website with links to your website and your social media accounts
- FREE access to MRA Online University
- Discounted rates on software and support
- Partnership with a nationally recognized alliance that is known for its focus on the residential roofing market





JOIN TODAY AND GROW YOUR ROOFING BUSINESS

The Metal Roofing Alliance (MRA) is focused on growing the residential market share for metal roofing. We have a strong membership program that provides leads, an online presence and professional marketing tools to metal roofing contractors. The MRA successfully brings together consumers and professionals through our Find-A-Contractor program.



310,000

Homeowner Leads Delivered to Date



\$2.3 BILLION

In Sales Generated by MRA Leads

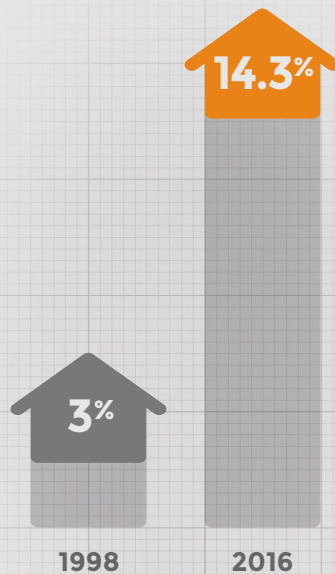


800,000

Annual Visits to our website metalroofing.com

Residential Metal Roofing a \$13 Billion Market

The residential reroofing market has grown from 3% to 14.3% since the MRA began its national consumer awareness program.



Contractor Member Level Annual Dues & Details

All levels require sponsorship from an MRA Manufacturer.

GOLD (\$2,500 Annually)

- Receive MRA consumer leads real-time
- Preferred listing on MRA website
- Your company profile featured on the MRA website with ability to showcase multiple projects and links to your website and your social media accounts
- Marketing/training tools
- Includes up to 5 locations

SILVER (\$1,000 Annually)

- Receive MRA consumer leads
- Listed above Bronze contractors on MRA website
- Your company profile featured on the MRA website including a showcase project and links to your website and your social media accounts
- Marketing/training tools
- Includes up to one location. Each additional location is \$500.

BRONZE (Free)

- No leads
- Listed on MRA website
- Your company profile on the MRA website with links to your website and your social media accounts
- Marketing/training tools
- Includes 1 location

For more information contact Dottie Jardine, MRA Member Liaison
Dottie@metalroofing.com or 410.534.6900

www.metalroofing.com