

Roofing Alliance Announces 2021-2022 Leadership

Roofing Alliance welcomes Dave Lawlor as president and Kelly Van Winkle as vice president.

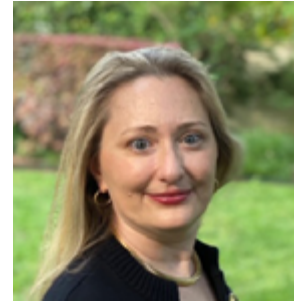
The Roofing Alliance, celebrating 25 years as the foundation of the National Roofing Contractors Association (NRCA), proudly announces their Board of Trustees for 2021-2022. Dave Lawlor of ROCKWOOL North America will serve as the new president and Kelly Van Winkle of King of Texas Roofing Company LP will serve as the first female vice president.

The Roofing Alliance mirrors the best of the roofing industry. Made up of roofing professionals including manufacturers, distributors, service providers, and contractors, they sit next to each other with equal voting rights, working on how they can fund important programs, educational initiatives and charitable efforts that advance and elevate the professionalism of the roofing industry. The volunteer leadership are dedicated roofing professionals who offer their combined talents and commitment to guide this important foundation.

For more information on these initiatives and overall



Dave Lawlor of ROCKWOOL North America



Kelly Van Winkle of King of Texas Roofing Company LP

information about the Roofing Alliance contact Bennett Judson, the Roofing Alliance's executive director, at bjudson@roofingalliance.net or visit www.roofingalliance.net.

Trade Association Coalition Completes Quarterly Market Index Survey for Reroofing

81% of Roofing Contractors Surveyed Report Project Backlogs of at Least 1-2 Months



By Mittie Rooney, Axiom Group

A coalition of industry trade associations representing contractors, consultants and manufacturers in the U.S. and Canada completed its most recent Quarterly Market Index Survey for Reroofing. The survey takes the pulse of the reroofing industry on a quarterly basis and serves as a regular barometer of the industry's business conditions.

Nearly 300 respondents completed the eight-question survey during a two-week period in April with 62% of responses coming from roofing contractors and 38% coming from roof consultants. The results indicate generally improving market conditions for the roofing industry in the face of the global COVID-19 pandemic. Some topline excerpts of the survey are:

Forty-two percent of respondents indicated their customer inquiries increased during the first quarter of 2021 compared with the same quarter in 2020. Twenty-one percent of respondents reported a decrease in customer inquiries during the same period, and 37 percent indicated no change in activity.

Forty-one percent of respondents reported an increase in project contracts during the first quarter of 2021 compared with the same quarter in 2020. Twenty-four percent of respondents reported a decrease in project contracts during

the same period, and 36 percent indicated no change in activity.

As of April 2021, 19 percent of roofing contractors reported no project backlogs, 36 percent reported project backlogs of one to two months and 25 percent reported project backlogs of three to four months. Twenty percent of roofing contractors reported project backlogs of five months or more.

"Our coalition is creating a better understanding of the trajectory and strength of the reroofing market, for which there is currently no available data," said coalition member and PIMA President Justin Koscher. "We do this by asking a handful of business-related questions and measuring responses across a number of demographics every quarter. We look forward to continuing to share results."

The complete results of the Quarterly Market Index Survey for Reroofing are available to those who participate in the survey via an online dashboard that enables users to filter results by region and other metrics. Any contractor or consultant who wants to participate in next quarter's brief survey can sign up for a notification at <http://bit.ly/37ank7D>.

About PIMA

For more than 30 years, the Polyisocyanurate Insulation Manufacturers Association (PIMA) has served as the voice of the rigid polyiso industry, proactively advocating for safe, cost-effective, sustainable, and energy-efficient construction. To learn more, visit www.polyiso.org.