



For Immediate Release

Up on the Roof: Free Service Makes Choosing the Right Roof Easier Than Ever

(Gig Harbor, WA) -- Six million North Americans are faced with the challenge of re-roofing their homes each year. Because re-roofing is not a “do-it-yourself” project for most homeowners, a visit to the local home center is usually not the answer.

In fact, most people turn to their local telephone directory to begin their search for a new roof. Unfortunately, this resource offers very limited information to guide consumers through the process of selecting a roofing material and finding a qualified contractor. And, because each contractor has a limited service area, finding an installer for a specific neighborhood can take several phone calls and voice mail messages.

Adding to the challenge, recent advances in the residential roofing market have resulted in numerous new products, including metal and even rubber roofing materials. While these additional choices and numerous styles of roofing are a benefit, they can also confuse even the savviest homeowner.

To assist consumers in their search for a new roof, the non-profit Metal Roofing Alliance has launched a new, free online service to allow homeowners to explore the many varieties of metal roofing materials and find a contractor in their immediate area who can provide an accurate estimate.

Homeowners in the United States and Canada can now log on to www.metalroofing.com, enter their zip code and immediately view the names of numerous roofing contractors in their area who can provide additional information and, in many cases, a free estimate. The no-pressure approach gives the consumer the option to contact one of the contractors listed, or forward their name to a contractor for further follow-up.

More than 3.5 million homeowners in the United States and Canada are now enjoying the many benefits of metal roofing, including increased durability, reduced heating and cooling costs and a wide variety of styles that can fit into any neighborhood. For additional information, consumers can visit the Metal Roofing Alliance web site at www.metalroofing.com.

The Metal Roofing Alliance (MRA) is a coalition of metal roofing manufacturers, paint suppliers and coaters, dealers, metal producers, associations and related companies. MRA's mission is to educate consumers about the many benefits of metal roofing for residential applications.