

# DISCOVER THE MRA

## THE METAL ROOFING RESOURCE FOR HOMEOWNERS

The Metal Roofing Alliance (MRA) is a non-profit trade association whose mission is to expand the use of quality metal roofing in the residential market. As the leading advocate for residential metal roofing, the MRA provides both homeowners and industry with educational resources, research, relevant information, and ongoing support to help further advance the use of quality residential metal roofing. MRA represents quality metal roofing manufacturers, contractors, distributors, and suppliers as well as partnering with trusted organizations and groups in the industry.

The MRA is credited with increasing the acceptance of metal roofing among homeowners in the U.S. and Canada, driving market share from 3% in 1998 to over 17% in 2023 while also increasing industry and member sales.

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

1

#### Education

MRA is THE resource for accurate, relevant information about quality metal roofing. From comprehensive guides and expert advice to research and testing, the MRA provides the information you need to make educated, knowledgeable decisions.

2

#### Promotion

You can have the best product and service available but if no one knows about it, what's the point? MRA drives awareness through consistent, quality marketing including digital advertising, radio, TV, YouTube, social media, and more!

3

#### Website

MRA's website is where you will find all things metal roofing...from educational content and marketing assets to industry resources and links. You will also find a beautiful photo gallery, case studies, homeowner testimonials, and current news related to residential metal roofing.

4

#### Support

Homeowners can locate MRA member companies near them thru MRA's Find a Pro service. Industry members can find tools, resources, and links to satisfy most needs. And anyone can contact MRA directly for more personalized support related to metal roofing...they are just an email or phone call away!