



# MANUFACTURER MEMBER

Join the Metal Roofing Alliance and showcase your company as a true industry leader and supplier of quality products to the metal roofing market.

## BE AN INDUSTRY LEADER

As a Metal Roofing Alliance (MRA) manufacturer member, you have the opportunity to connect with an exclusive group of industry leaders all focused on the same goal - growing market share for quality metal roofing in the residential segment.

Your membership gains you a seat on the MRA Board where you will work alongside other industry influencers and professionals to guide MRA efforts, promotions and spend. You will also establish your business as a valued voice in the metal roofing industry.

## PROMOTE YOUR BUSINESS

Reach a wider audience through partnership with MRA. With your customized MRA profile, you can feature your own website, social media accounts, contact information, logo, products, and images of residential roofing projects using your amazing metal panels.

MRA will also include your news, announcements, and promotions in the MRA newsletters, and on MRA's various social media platforms, increasing your exposure and offering you another opportunity to share your news.

**EVERY 1% OF MARKET SHARE GROWTH = AN ADDITIONAL...**



## YOUR BENEFITS

- MRA homeowner inquiries
- A custom profile on MRA's website, showcasing your company
- Links to your website
- A listing of all your locations
- Your company shows up to homeowners seeking a local professional
- Access to metal roofing visualizers
- Marketing tools (such as literature, presentations, infographics, and more)
- Ability to promote company news in MRA communications to homeowners
- Use of MRA promotional materials including MRA's comprehensive Buyer's Guide
- Access to industry data, research and support
- Promotion of MRA as a 3rd party verification to your business
- Discounts on MRA sponsored trainings, networking events, and select industry trade shows

**100-125K TONS OF STEEL SOLD 140-150K GALLONS OF PAINT**

**Contact Us**



[Support@MetalRoofing.com](mailto:Support@MetalRoofing.com)



[www.MetalRoofing.com](http://www.MetalRoofing.com)

# MEMBERSHIP OPTIONS:

## REGIONAL\*

- \$5,000/year - TX, FL & CA
- \$1,000/year - Alaska & Canada
- \$2,000/year - All other states

\*Listed costs are per individual state

## NATIONAL

- \$50,000/year max
- Flexible annual dues may be an option for new members - inquire.



## CONSUMERS INTERESTED IN METAL ROOFING

Access to homeowner inquiries for your business. Endorse your downstream contractors and they too can access quality leads from homeowners who have already expressed an interest in learning more about metal roofing and, when ready, finding a local professional.



## ACCESS TO RESEARCH & RESOURCES

You and your endorsed customers will have access to professional, high-end sales & marketing materials, market research, digital and social media assets, industry data, online tools, and other valuable resources.

As a member, you are encouraged to utilize MRA promotional materials, presentations, videos, our logo, and media promotions (radio, TV) in your marketing efforts. Membership with the MRA provides the ability to grow sales for your company as well as your downstream customers. MRA Research has shown that...



*MRA Manufacturer National Badge*



*MRA Manufacturer Regional Badge*

*To learn more about membership with the Metal Roofing Alliance (MRA), simply reach out to support@metalroofing.com. Whether you're looking for details about the benefits of membership, pricing options, or have specific questions, the MRA team is ready to assist.*

## CONTACT US



[Support@MetalRoofing.com](mailto:Support@MetalRoofing.com)



[www.MetalRoofing.com](http://www.MetalRoofing.com)