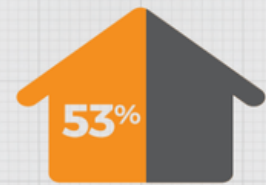


A BETTER, SMARTER CHOICE FOR HOA'S

Metal roofing offers a smarter, long-term solution for homeowners in HOA communities—combining performance, durability, and design flexibility with full compliance to community standards.

Owner occupied homes
in America



Represented by HOAs
Over 40 Million Households

Homeowner Associations (HOAs) are becoming more prominent in the U.S. and Canada. Recent statistics indicate there are more than 351,000 HOAs representing over 40 million households in the U.S. alone (that's 53% of owner occupied homes). You may wonder...why are HOAs important? The short answer is, HOAs are typically responsible for maintaining aesthetic standards, neighborhood cohesiveness, and established upkeep requirements... all things that can protect home values. It's clear that HOAs can have a significant influence on the materials homeowners use, and this influence can be pivotal in protecting homes from the increasingly severe weather events we're seeing due to climate change. That is why HOAs have started promoting metal roofing as a sustainable, durable, and long-lasting roofing option.

A quality metal roof offers exceptional protection against a variety of environmental threats, which makes it a wise choice, particularly in areas prone to wildfires, hurricanes, or hailstorms. In fact, the Class A fire rating of metal roofing is invaluable in wildfire-prone regions, where flying embers can easily ignite a home with less fire-resistant materials. The durability of metal roofing also means it stands up better to high winds, which is crucial in hurricane or tornado-prone areas, offering added protection from moisture and leaks due heavy rains. A quality metal roof can also perform well in areas where hail storms may ravage a home's roof, resisting damage and helping to protect the home's interior.



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MAKES SENSE.***

Metal roofing's performance and durability make it the best choice for a home, no matter what mother nature has in store. With the rising number of extreme weather events and the growing presence of HOAs, there's a real opportunity for these organizations to help homeowners make better, more sustainable choices. By encouraging the use of durable, long-lasting materials like metal roofing, HOAs can promote safety and help preserve home values in the long run.

Metal roofing also offers a myriad of benefits to homeowners and HOAs alike including better energy efficiency, a superior platform for solar systems, long-lasting durability, easy maintenance and an eco-friendly material.

The latest consumer research conducted by the Metal Roofing Alliance indicates that metal is now the second most preferred roofing material. However, some HOAs still restrict the use of metal roofing in favor of outmoded materials. Outdated information and incorrect perceptions about metal roofing on the part of HOAs may prevent a homeowner from utilizing the best roofing option for their home—one that offers protection and adds value.

One of the most common misperceptions about metal roofing is that it comes in limited colors and styles which is simply not true. Today's metal roofing comes in a wide array of color options and can beautifully mimic traditional styles, patterns and designs—including clay tile, slate, wood shake and even asphalt. The bottom line...if style is holding HOAs back from allowing homeowners to choose metal roofing as an option, it's time to re-evaluate.

For both HOAs and homeowners, the ultimate key to protecting your home is a better understanding of the threats in your area. The Metal Roofing Alliance is your resource to learn more about the benefits and options available with metal roofing as well as the protection it offers in your specific region. With extreme weather events increasing throughout the U.S. and Canada, now is the perfect time to realign perceptions about metal roofing and pursue roofing options that not only protect your homes but also add value and provide benefits beyond other roofing materials.

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