



METAL ROOFING

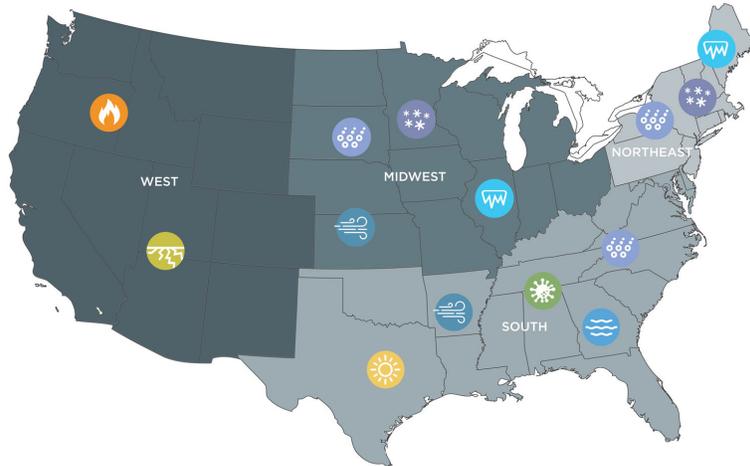
BENEFITS BY REGION

Residential metal roofs are growing in popularity across the United States as homeowners become more aware of critical benefits beyond their unique look. A properly installed metal roof protects a building from fire, strong winds, hail, snow and debris. Its unique combination of strength, durability and fire resistance in addition to design options makes metal the first choice of many homeowners around the country, meaning now is the perfect time to elevate your product offerings and profitability.

While the upfront cost of metal roofing can be several times that of asphalt shingles, metal roofs will last at least three times longer than a similar roof with

known for high heat, wind, humidity and other extreme weather can enjoy even greater advantages with a weatherproof metal roof.

Because metal roofing offers great severe weather protection, the Federal Emergency Management Agency (FEMA) recommends it in areas that are prone to natural disasters. But no matter where you do business, metal roofing is a great addition to your company's service offering. Consider the benefits for your region.



SOUTH



Compared to asphalt shingles and other roofing materials, metal roofing is the strongest and most durable. Metal roofs have the ability to withstand high winds, up to and including hurricane-force gusts

THIS IS BECAUSE THEY ARE INSTALLED WITH A continuous piece that stretches from the eave to the ridge, reducing the chance for wind and moisture to penetrate the roof. Metal roofing also has a higher strength-to-weight ratio than any other roofing material and is attached to the roof-deck with screws, making it resistant to high stress loads from hurricanes and high winds.

Metal roofing materials also offer further protection against hail, flooding and other severe weather common in the South as well as mold, which often occurs in humid climates. Asphalt roofing shingles can absorb moisture and remain damp for extended periods, creating the perfect conditions for airborne algae and other harmful microorganisms. On the other hand, metal roofs are algae-resistant, mildew-resistant and stain-resistant.

In addition to all of these benefits, metal roofing reduces trapped heat in the warm summer months to keep life inside more comfortable — while also standing up to the blazing sunshine capable of melting asphalt shingles.

Metal roofing is an excellent choice for protection against winter storms because of its ability to stand up to ice and snow. And, because metal roofs function as ice- and snow-shedding systems, they reduce the chance for roof leaks. Furthermore, regular freeze and thaw cycles can easily damage asphalt shingles and wood shakes, while metal roofs are resistant to this kind of damage.

Metal roofing materials are also built to stand up to falling objects including hail, which is less common here than in the Midwest yet still a considerable risk for people living in the Northeast.

MIDWEST



The Midwest region has long been known for its susceptibility to extreme weather, from tornadoes and strong winds to snowstorms and hail. In particular, roof damage from hail represents one of the most common homeowner insurance claims. In some states, insurance carriers offer annual premium discounts —

impact-resistant roofing.

Metal roofs also stand up to the heavy ice and snow that mark a Midwest winter, because they are protected from damage caused by regular freeze and thaw cycles.

WEST



Wildfires can occur anywhere but are most common in areas that are heavily forested and have a drier climate, such as California and Texas. Because metal roofs are noncombustible, they're a safe, smart choice for regions that carry a greater risk for wildfires. Fire-resistant metal roofs provide homeowners with significant protection from fire damage, because they will not spark and ignite into flames like roofs constructed from other common roofing materials. In fact, some towns in areas prone to wildfires have building codes that prohibit the use of combustible roofing materials including cedar and asphalt shingles.

Metal roofing will also outperform other building materials in the event of an earthquake, which can occur anywhere

Northwest. Having a structurally sound, lightweight roof is one of the best ways to protect a home or other structure from the force of an earthquake.

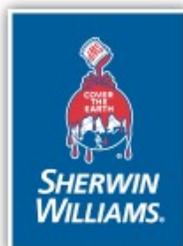
METAL ROOFING BENEFITS

TOP 5 SELLING POINTS



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