

Why Offering Financing is a Game Changer for Metal Roofs

When considering a major, five-figure investment in their home, almost every homeowner asks some version of the question: “How are we going to pay for this?”

This question is *especially* important for metal roofs, given their higher up-front costs when compared to other, more traditional roof types. Being able to answer that question based on your customer’s specific project and financial situation can go a long way towards helping close a deal.

As America’s leading home solar finance provider, Mosaic knows a thing or two about financing big-ticket home improvements that pay off over the long term. Our partnership with MRA offers members a unique ability to answer that big question more effectively through our home improvement loan financing* platform.

How Offering Financing To Your Customers Helps Close Deals

As MRA members know, metal roofs can be two to three times more expensive upfront than something like an asphalt roof, but they also offer major benefits that can turn that higher initial cost into a money-saving investment over the long term.

They also make installations of solar panels—another long-lived, high-ticket, money-saving asset—easier than ever. It’s why we think metal roofing contractors will find our easy-to-use financing platform just as useful as thousands of solar contractors all across the country. We’ve seen first-hand how better financing solutions can help homeowners feel better about making smart, long-term investments in their homes.

Why Mosaic is a Great Fit for Metal Roofing Projects

The solar industry has boomed in America over the past decade, with over 2 million installations nationwide. Financing innovations have played a big role in making solar an easy investment for mainstream, budget-minded homeowners, and it’s an easy leap to believe financing innovation can help take metal roofs’ fast-growing popularity to the next level.

The home improvement loans available through Mosaic’s platform offer an alternative to home equity or credit card financing that combines advantages of each. These loans typically feature lower interest rates than credit cards, along with on-the-spot decisions that let homeowners skip the paperwork and weeks-long wait of home equity financing.

For many homeowners, this can be a ‘goldilocks’ solution when making investments that will pay off in the long term: when credit cards are too expensive, and home equity loans are too slow, home improvement loan options through Mosaic can be “just right.” And having that “just right” solution can help contractors close more deals.

With Mosaic's industry-leading financing platform, contractors have the simple, easy-to-use tools they need to offer (and explain) this option to their customers.

Key features include:

- Built for mobile and works on any device
- Simple process and clean design
- Eliminates paperwork
- Interactive payment estimator
- Instant pre-approvals

For customers interested in going solar, the ability to offer Mosaic loan options can offer additional advantages. As the leading provider of home solar loans, Mosaic is one of the most respected brands in the industry. And contractor partners can even offer [our Powerswitch 6 home solar loan](#), which can finance both a new metal roof *and* a solar installation in one!

How the Mosaic/MRA Partnership Works

As part of this new partnership, MRA contractor members will be able to utilize Mosaic's financial services at a discounted rate, making loans through the Mosaic platform even more appealing.

"We're really excited to work with the MRA," said Billy Parish, CEO of Mosaic. "Mosaic is committed to helping home improvement contractors grow their business and, by providing MRA member contractors with the ability to provide financing options to homeowners, we believe this partnership will do just that."

Become a Mosaic Contractor Partner today:

<http://mra.partner.joinmosaic.com/>

Email us at: learn@joinmosaic.com

Or call: (855) 832-1234

Home Improvement Loans through the Mosaic platform are made by WebBank. Member FDIC. Equal Housing Lender.