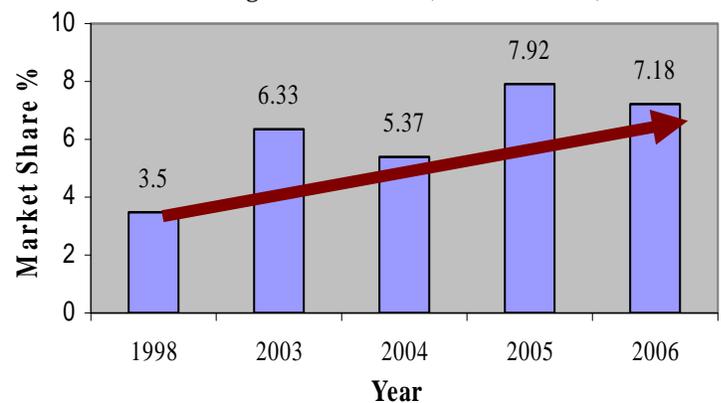




Steel roofing is a premium product for many reasons, most notably its longevity. There is a large unfulfilled demand for steel roofing that can be a profitable business for someone looking for new opportunities. A steel roof may cost initially three times as much as an economy asphalt shingle roof, but with high cost comes potentially higher profits for the installer.

With now over 7% of the overall North American roofing market, metal is gaining ground. Steel roofs protect homes from extreme weather events with durable, attractive solutions that reduce the homeowner's carbon footprint. In the re-roofing market, metal now accounts for over 11% of all roofing in North America.

Steel Roofing Market Share (North America)



The McGraw-Hill Construction and Analytics® survey also projected that demand for steel roofing would increase to 1.4 million squares for new construction in 2009 and 13.4 million squares for repair and remodeling (across North America).

According to industry data, 7 million homeowners replace their roof each year. When asked to describe the reason for selecting a metal roof, 61 percent of homeowners reported choosing it for its longevity, while 16 percent stated strength and protection. Other reasons stated were: metal is a good investment, a metal roof adds value and is an environmentally friendly product.

The green initiative is not going anywhere anytime soon: eco-friendly steel products are replacing petroleum-based asphalt shingles. Don't miss out on becoming a part of this growing industry. A unique opportunity exists to become a RSR contractor – and the results can be profitable!



Residential Steel Roofing remains an under serviced marketplace. If you're thinking of expanding your business or making a switch – steel roofing might be the product for you – visit our website.

www.steelroofsource.com