

# HOW TO MAKE MORE MONEY WITH METAL



**BUILDING SOLUTIONS**

*Products that last, innovation  
and expertise you can trust.*



Metal roofing brings more business your way. Already a \$3.3 billion industry in North America, the metal roofing market is expected to grow 7 percent through 2020. That means there's no better time to expand your product offerings and elevate your profitability.

**READY TO GET STARTED?**

# Metal Roofing Benefits by Region

From authentic traditional looks to remarkable contemporary styles, metal roofing is attracting high-end homeowners like never before. But a properly installed metal roof also protects a home from fire, strong winds, hail, snow and debris.

## South

Metal roofs are built to withstand everything from blazing summer sunshine to hurricane-force gusts.



Heat



Wind



Hail



Flooding



Mold

## Northeast

Need reliable protection against winter storms and falling objects? Metal roofing is an excellent choice.



Ice



Snow



Hail

## Midwest

From tornadoes and strong winds to snowstorms and hail, the Midwest is famous for its extreme weather. Metal roofing can bring your customers peace of mind and even earn discounts on homeowner insurance premiums.



Wind



Ice



Snow



Hail

## West

Wildfires and earthquakes can occur anywhere, but they're most common here. Luckily, metal roofs are noncombustible and structurally sound, making them a solid choice for homeowners in this region.



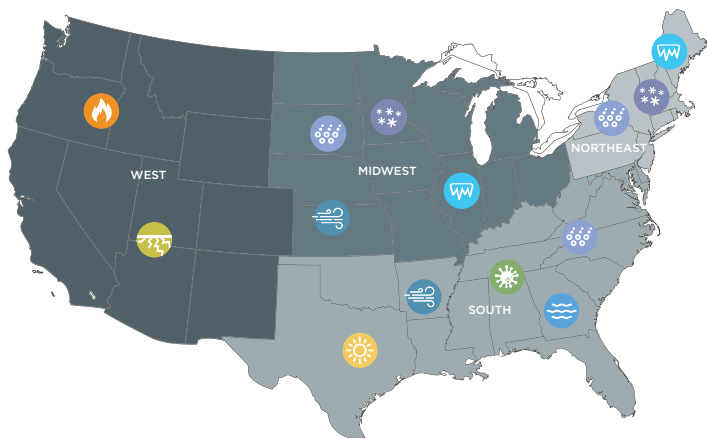
Fire



Earthquake

No matter where you do business, metal roofing is a great addition to your roofing contractor business.

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# Top 5 Benefits of Metal Roofs

The next time you have a customer who may be interested in or could benefit from a metal roof, keep these selling points in mind:

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## 1. 50- to 60-year life span

When properly installed, a metal roof can last about three times longer than asphalt roofing. Many metal roofing products also come with lifetime warranties.

## 2. Low maintenance

Metal is the most low-maintenance roofing material on the market today. In fact, your customers can expect to save more than 60 percent in total roofing costs — not to mention valuable time — over the life of the roof.

## 3. Weatherproofing

One of the most durable, weather-resistant roofing materials available, metal protects against UV rays, mildew, fire, wind and hail, humidity, and extreme heat and cold.

## 4. Energy efficiency

Energy-efficient metal roofing materials coated with Energy Star-certified high reflectance paint systems can save homeowners up to 40 percent on cooling costs compared to asphalt shingles.

## 5. Increased home value

A metal roof will typically add 1 to 6 percent to the home's resale value, with the highest gains in states along the East Coast. Meanwhile, your customers can have their choice of many colors, designs and finishes, from contemporary to traditional, old-fashioned to futuristic.

# How to Work with Metal Manufacturers

Every residential metal roofing installation is unique. Knowing when and how to work with your metal manufacturer can make a huge difference. Here are eight tips to help you succeed and elevate your business.

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## 1. View them as a resource and a partner.

Even if you're not new to metal roofing, your metal manufacturer or distributor can help you get up to speed. From educating you on the right product for a job or location to sharing tips on working with everything from hips and valleys to dormers, the best manufacturers act as an important partner in your metal roofing business.

## 2. Start with your sales rep.

Often, the sales rep will be your best initial contact and can support you by offering training or connecting you with a reputable local roofing supply shop.

## 3. Speak your customers' language.

The most successful residential contractors have the ability to speak their customers' language — not just on the quality of the build, but also its artistic merit. Customers interested in metal roofing tend to place a high value on their home's aesthetic qualities, and your metal roofing manufacturer should help you feel comfortable discussing design.

## 4. Build in time for custom work.

Unlike asphalt shingles, which are essentially uniform and readily available, metal roofing panels are custom-cut to fit the contractor and the job. Your manufacturer may need one to two weeks to deliver the product once they receive specs or measurements.



**DID YOU KNOW?** The quality of your manufacturer's metal coatings can make or break the long-term performance of metal roofs.

#### **5. Get exact measurements.**

Ask your manufacturer to take field measurements and provide the house plans. Because metal roofs are custom-made, you need laser precision. If an eave measures 14'3" from a ridge, you need the material cut to that length — not 14'2" or 14'4".

#### **6. Never accept damaged material.**

In the construction business, mistakes and mishaps happen to the best of us. If your roofing material is sized incorrectly or damaged, ask your manufacturer to provide a replacement.

#### **7. Keep high standards.**

Hold roofing accessories to the same high standards as the metal roofing material. Even the highest quality metal roofing material will suffer performance issues if the fasteners and other accessories are subpar.

#### **8. Ask about metal coatings.**

All metal coatings are not created equal. That's why it's important to ask your manufacturer what coating brand and manufacturer they use. There are many crucial coating factors to consider that can effect the performance and durability of a metal roof.



# Metal Coatings 101

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## What is a coating?

The exact composition of a particular coating is often complex and proprietary. In general, most coatings contain resin, pigments, solvents and additives. The percentage of each item can change depending on the coating's final application and color.

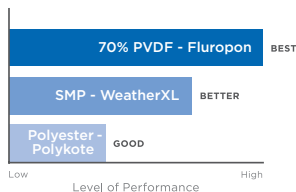
**15%** **Pigments** provide color, hiding, and chemical resistance.

**35%** **Resins** bind pigments to the substrate and provide weather resistance properties.

**50%** **Solvents** are the vehicle by which the solids are transported to the substrate.

**Additives:** Any number of chemicals added to the coating, usually in small amounts to enhance the paints performance in a number of areas.

**Resin Type:** The primary component of a coating is the resin. The type of coating comes from the resin system- Polyvinylidene Fluoride (PVDF), Siliconized Modified Polyester (SMP) or Polyester. It is the source for a coatings' durability, physical properties and chemical resistance.





**DID YOU KNOW?** The coating on a coated metal roof is thinner than a strand of hair yet strong enough to stand up to wind, rain and blazing sunshine.

### Coating performance

Exposure to sunlight, moisture and humidity as well as high temperatures and temperature fluctuations can lead to color changes, chalking, blistering, corrosion and other problems. A quality metal coating provides protection.

Test, test and test again. Through rigorous testing, a coating manufacture learns about how weather conditions affect various coatings. Knowing how extreme weather conditions affect a coating are critical variables for formulating new materials (resins and pigments) as well as continually improving on old formulas.



### Why do we paint?

- > To protect the roof substrate
- > To decorate or boost aesthetic appeal
- > To boost energy savings
- > To hide metal defects



**DID YOU KNOW?** Geocel high-performance roof sealants has set the standards for powerful waterproofing protection for over 40 years.

# 6 Metal Roof Installation Tips

Have a metal roofing job on your schedule? Congrats! Follow these tips to ensure a quality metal roof installation.

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## 1. Always start square.

If the first panel is even slightly tilted, it will have a negative effect on all other panels.

## 2. Predrill the panel.

Predrilling the panels makes it easier to achieve straight screw lines. You can predrill a stack of about 10 panels at a time.

## 3. Bend panels to cut them.

Want a clean edge? Score your panels with a box cutter, then bend them back and forth until they break off.

## 4. Screw in fasteners with precision.

Always screw fasteners straight in, and never overtighten them.

## 5. Protect yourself.

Wear protective, rubber-coated gloves to defend against sharp edges and give you a good grip on the materials.

## 6. Clean up the scraps.

Never leave metal shavings or filings on the roof. They can cause unsightly rust spots on your brand-new roof.

# ELEVATE YOUR BUSINESS

## INTRODUCING BUILDING SOLUTIONS FROM SHERWIN-WILLIAMS

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BUILDING SOLUTIONS from Sherwin-Williams is an integrated program of products that all work together by design to help you create new metal buildings or provide maintenance and recoating for the entire life of the structure.



**FLUROPON®**  
COIL COATINGS



**Geocel**  
ROOF SEALANTS



**READY-MATCH**  
TOUCHUP



**UNIFLEX**  
RESTORATION SYSTEMS



**KOOL SEAL**  
ROOF COATINGS



## **BUILDING SOLUTIONS**

*Products that last, innovation  
and expertise you can trust.*

Contact Sherwin-Williams or your local metal manufacturer today to elevate your business with metal roofing.

Be sure to sign up for our Build Your Business kit, which includes a step-by-step guide for metal roof installation.

**[makemorewithmetal.com](http://makemorewithmetal.com)**