



ABOUT THE MRA

The Metal Roofing Alliance (MRA) is a not-for-profit trade association comprised of metal roofing manufacturers, suppliers (metal and paint companies), coil coaters, associations, installers (contractors and distributors) as well as ancillary and accessory members. The MRA is dedicated to expanding the residential metal roofing market. Since its inception in 1998, the alliance has introduced many valuable benefits of metal roofing to millions of homeowners in the United States and Canada. The MRA is credited with increasing the acceptance of metal roofing among consumers while also growing industry sales. In fact, since the MRA's inception, metal roofing's residential market share has grown from three percent (3%) in 1998 to fourteen percent (14%) in 2016.



Key components of the Metal Roofing Alliance's marketing program include:

- Ongoing national consumer and trade awareness campaigns. Funded by members of the MRA, our program includes both national and regional focused consumer advertising including print, TV, radio and online coupled with an aggressive social media campaign.
- The MRA website, metalroofing.com, features answers to frequently asked metal roofing questions, video clips, an online photo gallery, an opt-in email newsletter and many links to manufacturer and industry sites. Even more exciting, with the recent revamping of our website, our industry-leading site now supports mobile and tablets as well.
- The MRA website also includes a contractor-matching program that allows consumers to enter their ZIP Code and immediately view a list of contractors and distributors in their local area, as well as a list of MRA member manufacturers who make the metal roofing products known throughout the market.
- The MRA has also revamped our contractor and distributor programs, making them more robust and providing more support to our installer members through online profiles, streamlined leads, and promotion of our members in various media outlets... a great way to get your name in front of MRA-vetted consumers looking for metal roofing installers.

The MRA would love to bring you on-board and showcase your services/products to interested consumers. Don't wait. Contact the MRA today for more information on how we can help you grow and excel your business.

For more information contact **Renee Ramey, Executive Director**
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