THE ROOFING
STANDARD

A PUBLICATION OF THE AMERICAN ROOFING CONTRACTORS ORGANIZATION

FALL 2026

MARKET DASHBOARD
Prices, rates, labor and storms in six charts

INSURANCE WATCH
Roof age, ACV and the new 15-year FORTIFIED rule

CENTRAL FLORIDA REPORT
A wind year, permits, prices and insurance

THE WINTER PLAYBOOK
Six moves for November to February



ZEE'S ROOFING & CONSTRUCTION

MIKE MARTINEZ
SANFORD, FLORIDA

SETTING THE STANDARD

Build Trust, Then Build the Roof

Zee's Roofing and Construction has served Central Florida since 1992. Veteran-owned and led by Mike Martinez, it holds an A+ BBB rating and a 5.0 Google rating across 200 reviews.

9.6	5.0★	200	A+	1992
ARCO SCORE	GOOGLE RATING	GOOGLE REVIEWS	BBB RATING	ESTABLISHED

FROM THE EXECUTIVE DIRECTOR

What This Fall Is Telling Us

The Roofing Standard exists for one reason: to bring the roofers who do the work right the information that actually moves their business, in a form worth keeping on the desk.

This fall has been strange. The Atlantic produced one hurricane all season. Roofing insurance claims are down nearly 12% nationally. Shingle-industry prices rose about 8% from April to August before easing in September, plywood is up almost 15% in a year, and mortgage rates are back above 7%. Homeowners are staying put, which means more aging roofs and more careful buyers. You'll find all of it charted in the pages that follow, with every source cited.

Our featured contractor this issue is Zee's Roofing and Construction of Sanford, Florida. Veteran-owned and serving Central Florida since 1992, the company is led by president and CEO Mike Martinez, holds an A+ BBB rating, and scored 9.6 in ARCO's 2026 evaluation. The story starts on page 7.

Tell me what you want to see in the next edition. You can email me directly at **mark@roofingcontractors.org**. I read every message.

Mark Warren
Executive Director, American Roofing Contractors Organization

NEWLY ADDED FOR ACCREDITED CONTRACTORS

15 business guides, now in your members area.



From the Kitchen-Table Close to the Masterclass series on growing past $5 million. **See the full library on pages 16–17.**

IN THIS ISSUE

03 **Market Dashboard** — Six indicators that move your business
04 **The Fall Briefing** — Eight stories from the past 60 days
06 **Central Florida Report** — Permits, storms, housing, licensing
07 **Featured Contractor** — Build Trust, Then Build the Roof: Zee's Roofing of Sanford
13 **Around the Industry** — Deals, people, giving back
16 **The Resource Library** — 15 guides included with accreditation
18 **Top Rated Spotlights** — Four accredited companies
19 **State of the Industry** — Costs, labor, demand, the data
21 **Insurance Watch** — Roof age, ACV, FORTIFIED's new clock
22 **Claims Field Guide** — Build a file that stands on its own
23 **Sales** — Trust is the new price
24 **Close More Estimates** — The simplest lift to your close rate
25 **Operations** — Crews, wages, safety
26 **Products & Tech** — Six launches worth knowing
27 **AI at Work** — 10 ways roofers get value from AI
28 **The Winter Playbook** — Six moves for November to February
29 **By the Numbers + Calendar** — Benchmarks and dates to hold
30 **Our Members Are Closing More Jobs** — A letter from the executive director
31 **What Comes With Accreditation** — Everything that comes with it

MARKET DASHBOARD

Six Numbers That Move Your Business

Where materials, money, labor and housing stood as this issue went to press. The red dot is the latest reading.

ASPHALT SHINGLE INDUSTRY PRICES

370.4

+3.7% vs. a year ago
PPI index, Sep '26



Up 8% from April to August, then eased in September. Quotes written last spring may be under water.

Source: BLS PPI PCU324122324122 via FRED

PLYWOOD PRICES

258.3

+14.7% vs. a year ago
PPI index, Sep '26



Decking, not shingles, is the fastest-rising line on the bid. Price sheathing replacement separately.

Source: BLS PPI PCU321212321212 via FRED

30-YEAR MORTGAGE RATE

7.40%

52-week low 5.98% · a year ago 6.19%
Freddie Mac weekly, Oct. 15, 2026



A 52-week high. Owners stay put and repair or reroof, but financed jobs get harder to close.

Source: Freddie Mac PMMS (MORTGAGE30US)

CONSTRUCTION JOB OPENINGS

251K

+17.8% vs. a year ago
JOLTS, Aug '26



Openings fell from 299K in July but remain above last year. Good installers still have options.

Source: BLS JOLTS via FRED

SINGLE-FAMILY HOUSING STARTS

918K

+5.2% vs. a year ago
Annual rate, Aug '26



New construction is uneven. Reroofing the existing stock remains the steadier business.

Source: Census via FRED (HOUST1F)

EXISTING-HOME SALES

3.99M

-2.2% vs. a year ago
Annual rate, Sep '26



Fewer sales means fewer pre-sale roof jobs, and more owners investing in the home they have.

Source: NAR via FRED

$209
average monthly home insurance payment, a record (Q2 2026)

+8.7%
annual insurance cost growth, down from 15.1% at end of 2024

42 yrs
median age of an owner-occupied U.S. home (31 in 2005)

71.9%
of home value is owners' equity ($35.8 trillion, Q2 2026)

Sources: ICE Mortgage Monitor (Sept. 10, 2026); NAHB analysis of 2024 Census ACS; Federal Reserve Z.1 via FRED. PPI values for the latest four months are preliminary.

What Moved the Industry This Fall

Eight stories from mid-August to mid-October, and what they mean on your next job.

STORMS

Isaias ends a quiet season with a billion-dollar hit

Hurricane Isaias, the first hurricane of the 2026 Atlantic season, came ashore near Destin, Fla., on the evening of Oct. 9 as a Category 2 storm with 105-mph winds. The worst wind damage hit Santa Rosa and northeastern Escambia counties, with outages reaching into Alabama and Georgia.

Catastrophe modelers' insured-loss estimates range from $1 billion to $2 billion (Verisk) up to $2.5 billion to $4.5 billion (Moody's RMS). Moody's flagged tree-fall roof damage and Florida's 25% roof rule as key loss drivers.

Verisk; Moody's RMS; Insurance Business, Oct. 13–18, 2026

DEMAND

Roofing claims fall 11.9% as storm work goes local

Verisk data show roofing-related insurance claims fell 11.9% year over year through August. The national number hides sharp swings: Texas claim volume fell 43.5% while Illinois rose 61.2% after more roofs were exposed to large hail.

Contractors quoted by Roofing Contractor say they are leaning harder on retail, financing and repair work to fill the gap.

Roofing Contractor, Oct. 15, 2026

ISAIAS INSURED-LOSS ESTIMATES (HIGH END OF RANGE)



Verisk covers onshore wind and private surge; Moody's includes inland flood. Ranges are not directly comparable.

MATERIALS

Shingle prices ease, but surcharges climb

The BLS producer price index for asphalt shingles rose about 8% from April to August, then eased about 2% in September. It is still 3.7% above a year ago, the same series charted on page 3.

Distributor Gulfeagle Supply posted October notices of freight, transportation or fuel surcharge increases from GAF, Owens Corning, CertainTeed, IKO, Atlas and others.

BLS PPI PCU324122324122 via FRED; Gulfeagle Supply, Sept.–Oct. 2026

LABOR

Industry asks for 64,716 extra H-2B visas

In a Sept. 22 letter to the Homeland Security and Labor departments, the H-2B Workforce Coalition, with NRCA among its signers, urged the administration to release 64,716 supplemental H-2B visas for fiscal 2027.

The stopgap funding measure that runs through Dec. 11 gives the agencies authority to exceed the 66,000-visa cap if demand warrants.

NRCA, This Week in D.C., Sept. 24, 2026

PRIVATE EQUITY

A pioneer roll-up goes to its creditors

O2 Investment Partners agreed to transfer Stronghouse Solutions, one of the first private equity residential roofing platforms, to its creditors in a recapitalization, according to documents reported by Homepros. Storm work made up about 70% of its nearly $330 million in 2025 revenue.

Deals continue elsewhere: on Oct. 15, TZP-backed Results Roofing acquired Los Angeles-based Journey Builders, which completes nearly 2,000 reroofs a year.

Homepros, Oct. 15, 2026; TZP Group, Oct. 15, 2026

MANUFACTURING

IKO opens its first Florida shingle plant

IKO opened a 300,000-square-foot manufacturing campus in Clay County, Fla., its first in the state and its eighth modern shingle line in North America. Asphalt shingles come first, with insulation board and rolled underlayment planned for later phases.

The plant is expected to employ more than 100 people and serve the Southeast and Atlantic coast.

WATERPROOF! Magazine, Sept. 24, 2026

CODES

FORTIFIED shingle roofs now expire after 15 years

IBHS announced that FORTIFIED designations on asphalt-shingle roofs will lapse 15 years after installation, requiring a full reroof to renew. Metal and tile roofs are not affected.

The change matters because several states tie insurance discounts, some as high as 55%, to an active designation. See Insurance Watch, page 21.

Homepros, Oct. 12, 2026

INSURANCE

Texas proposes ending roof-age-only nonrenewals

The Texas Department of Insurance proposed on Sept. 29 that insurers may not decline or nonrenew a homeowners policy solely because of the age of the house or roof. Carriers could still underwrite on the roof's physical condition.

The rule is proposed, not final. It follows Gov. Greg Abbott's directive on property-insurance affordability.

Texas Department of Insurance, Sept. 29, 2026

The fall in four numbers

−11.9%
roofing-related insurance claims through August, year over year
Verisk via Roofing Contractor

$4.5B
high-end insured-loss estimate for Hurricane Isaias
Moody's RMS

64,716
supplemental H-2B visas the industry requested for fiscal 2027
NRCA

15 yrs
new life of a FORTIFIED designation on asphalt-shingle roofs
IBHS via Homepros

ALSO ON THE RADAR

OSHA will rewrite its heat rule. The agency said at the NSC Safety Congress on Sept. 15 that it plans a supplemental heat proposal with a new comment period. Its agenda pointed to a possible final rule late in 2027. Safety+Health, Sept. 16, 2026

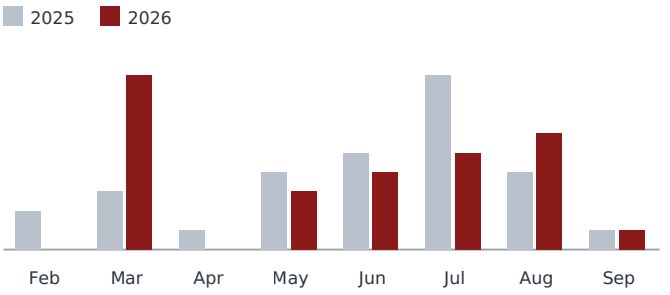
Texas AG wins $2 million judgment against a North Texas roofer. A Collin County court held Rubinsky Roofing liable for 27 deceptive-practices violations, including collecting insurance money for unnecessary repairs. Texas AG; Roofing Contractor, Oct. 9, 2026

REGIONAL REPORT · CENTRAL FLORIDA

A Wind Year Without a Direct Hit

Orange and Seminole counties logged 28 severe storm reports in 2026, mostly thunderstorm gusts, as Florida insurance rates eased and permits for new homes slowed.

Severe storm reports by month



Preliminary NWS Melbourne local storm reports (hail, thunderstorm wind, tornado) for Orange and Seminole counties, Feb.–Sept. Source: Iowa Environmental Mesonet.

28
severe reports Jan. 1–Oct. 20, 2026, vs. 29 in 2025

65 mph
top gust, at Orlando Executive Airport on July 13

5
hail reports, none larger than 1 inch, vs. 8 in 2025

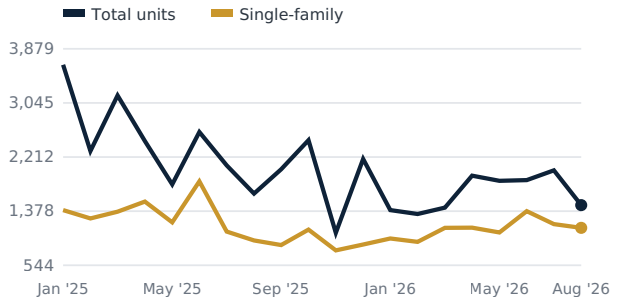
March 16, afternoon. A line of storms crossed Orlando in two waves. Gusts reached 59 mph at Orlando Executive Airport, 56 mph at Orlando Sanford International and 55 mph at Orlando International. March produced nine of the year's reports in the two counties, more than any other month. NWS Melbourne storm reports via Iowa Environmental Mesonet

Licensing check

Florida requires roofers to be state-certified or locally registered through the Construction Industry Licensing Board. On insurance jobs, contractors may not offer gifts or deductible waivers for an inspection or claim, may not interpret coverage or adjust a claim without a public adjuster license, and must give an itemized good-faith estimate. Every residential roof contract must advise the owner to check coverage with the insurer first.

Fla. Stat. §§ 489.105, 489.113, 489.147; DBPR Construction Industry FAQs

Orlando metro housing permits



Units authorized per month, Orlando-Kissimmee-Sanford, FL Metropolitan Statistical Area. Census Building Permits Survey (CBSA 36740).

Orlando-area permits ran a third behind 2025 through August (13,480 units vs. 20,149), and single-family authorizations fell 15% to 8,997 (computed). For roofers, the existing stock is the market.

MARKET	MEDIAN VALUE	MEDIAN YR BUILT
Orange Co.	$390,100	1994
Seminole Co.	$386,900	1988
Orlando	$394,100	1992
Winter Park	$731,400	1976

Census ACS 2020–2024 5-year estimates.

Seven in ten Seminole County homes (72%) were built before 2000, and six in ten in Orange County. In Winter Park the median home was built in 1976, and 56% of homes predate 1980 (computed).

Census ACS 2020–2024 5-year (B25034, B25035, B25077) via Census Reporter

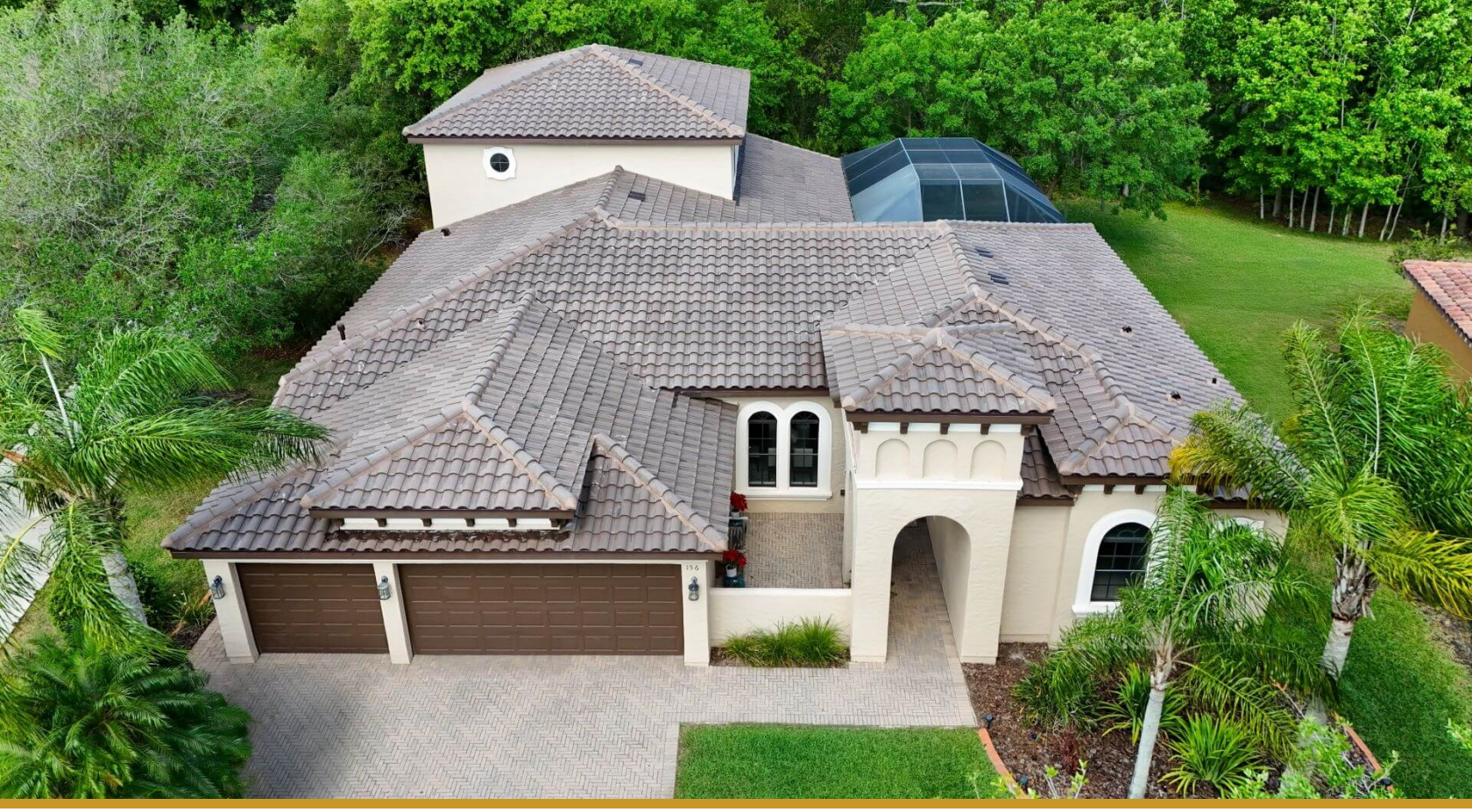
Insurance note. Florida's market is easing. Regulators approved four more homeowners rate cuts in September averaging 7%, and Citizens, the state-backed insurer, fell to 266,231 policies in August from about 1.4 million at its 2023 peak.

Fla. OIR (Sept. 22, 2026) via Insurance Journal (Sept. 23, 2026)

ARCO FLORIDA ADVISORY PANEL

Three new seats. By invitation.

In January 2027, ARCO is opening three new seats on the Florida Advisory Panel, a select group of respected Florida roofing contractors who help shape how ARCO evaluates contractors in the state, share what they're seeing in the market, and guide the resources we build for roofers and homeowners. Seats are by invitation. Panel members will be recognized on ARCO's Advisory Panel page and carry the Advisory Panel designation on their ARCO profile. **To be considered, or to recommend a contractor, email mark@roofingcontractors.org with "Florida Advisory Panel" in the subject.**



FEATURED CONTRACTOR · SANFORD, FLORIDA

Build Trust, Then Build the Roof

A Sanford roofing company, veteran-owned and 34 years in Central Florida, that tells homeowners the truth even when it costs a job.

BY RACHEL NICOLE

When Tammy Whitley found water leaks in several rooms, she asked Zee's Roofing and Construction for a replacement estimate. Michael climbed onto the roof, came back down, and told her the roof was fine. Then he went into the attic and found the real culprit: a cracked A/C duct.

"I have never had a contractor go so above and beyond to help a client that he isn't doing work for," she wrote in a September Google review. "We were so impressed with his truth and transparency."

Honest answers like that run through the reviews. On the Friday of a holiday weekend, one homeowner called roofer after roofer about an emergency and heard no until Zee's, whose crew tarped the roof the next morning. Zee's has served Central Florida since 1992, holds an A+ BBB rating and a 5.0 Google rating across 200 reviews, and scored 9.6 out of 10 in ARCO's 2026 evaluation.

That record qualified Zee's for ARCO accreditation in the Class of 2026. Congratulations, Mike and the whole Zee's Army.

Since 1992. Florida corporate records show the company incorporated in July 1992, and the BBB lists its business start the same month. Its office sits on Orange Boulevard in Sanford, and its crews work in more than 25 Central Florida communities.

Veteran-owned. Mike Martinez is president and CEO. The company describes itself as veteran-owned and operated, with “the discipline, integrity, and attention to detail instilled through years of military service,” and calls its team Zee’s Army.

A crew that stays. The company says its roofing crew has been with it for more than ten years, and that its roofers are certified Master Shingle Applicators.

Roofs and more. Zee’s installs shingle, tile, metal, flat and TPO roofs on homes and commercial buildings, helps owners through insurance claims, installs gutters, and runs yearly maintenance programs with 10-point inspection reports. Its construction side handles exterior renovation, repaints and waterproofing.

Verified. ARCO’s 2026 evaluation verified a clean OSHA record with no inspections, no federal exclusions, an A+ BBB rating, no BBB complaints in the last 36 months, and an AtlasPRO Gold Select manufacturer certification.

AT A GLANCE

Established	**1992 · Sanford**
Led by	**Mike Martinez, President & CEO**
Based in	**Sanford, Florida**
Serves	**Sanford, Orlando and 25+ Central Florida communities**
Google	**5.0★ · 200 reviews**
BBB	**A+ · BBB Accredited**
ARCO score	**9.6 / 10**
Certified	**AtlasPRO Gold Select · Master Shingle Applicator**
Licensed	**Florida CCC1333776 · CBC1267184**



A finished Zee’s Roofing job: a Central Florida home with a new roof, photographed from above. Photo: Zee’s Roofing and Construction.

What they install. Residential and commercial roofing: shingle, tile, metal, flat and TPO; repairs; insurance claim support; gutters; yearly maintenance; exterior renovation and waterproofing.

“We’re here to build trust, relationships, and a better future for every homeowner we work with.”

ZEE’S ROOFING · A MESSAGE FROM OUR CEO

FEATURED CONTRACTOR · IN THEIR WORDS

“Work Underneath Has to Be Right”

On the name. “The name ‘Zee’s Army’ reflects our commitment to delivering high-quality roofing and seamless gutters solutions.”

On the team. “It’s not just about one person; it’s about our entire team of hardworking professionals who share a passion for excellence and a drive to serve our community.”

On trust. “We believe in more than just building roofs. We’re here to build trust, relationships, and a better future for every homeowner we work with.”

On discipline. “Our company brings the discipline, integrity, and attention to detail instilled through years of military service.”

On the work you can’t see. “Before the metal goes on, the work underneath has to be right. We take pride in every stage of the job.”

On giving back. “We believe faith is lived out through action, and supporting our neighbors in need is one way we can do that.”



A Central Florida neighborhood from the air. Photo: Zee’s Roofing and Construction.

Why it matters for your business

01

Build trust first. Owners remember the honest answer before they remember the price.

02

Make the team the brand. A name, a uniform and a crew that stays turn employees into a story.

03

Show the work underneath. Posting decking and underlayment steps tells owners what they are paying for.

In Their Words: these are company statements published on zeesroofingandconstruction.com, the company’s Facebook page (CEO message and community post) and its LinkedIn page (Oct. 1, 2026), not interviews.

FEATURED CONTRACTOR · SIGNATURE PROJECT

Two Years on One Claim





Zee's Roofing project photos: a tile roof on a two-story Central Florida home and a lakeside tile roof. Photos: Zee's Roofing and Construction.

Linda Gonzalez needed a new roof, and an insurance company that was slow to agree. Zee's Roofing and Construction, she wrote in an August Google review, "worked tirelessly with my insurance company for two years, advocating on my behalf and refusing to give up until the situation was handled properly."

Then the weather complicated the job. "As they commenced the demo process, Mother Nature unfortunately created another challenge," she wrote. "What impressed me most was that Zee's did not walk away or make excuses. They took responsibility, made it right."

"For me, this experience was about much more than getting a new roof," she added. "It was about having a company that stood behind its work, fought for its customer, and followed through when unexpected problems arose."

The photos on these pages are from Zee's own project photos of Central Florida homes, not Ms. Gonzalez's.



A large tile roof finished by Zee's Roofing in Central Florida. Photo: Zee's Roofing and Construction.

FEATURED CONTRACTOR · THE PLAYBOOK

How Zee’s Runs It

Six habits behind a Sanford roofing company that has served Central Florida since 1992, and that any roofing company can borrow.

1 Tell the truth about the roof

When the roof is fine, the owner says so, then helps find the real leak.

“Truth and transparency.” Tammy W., Sept. 2026

2 Answer the emergency call

On a holiday weekend, a crew tarped one roof the next morning while other roofers offered Tuesday.

“Zee’s was there the next morning.” J Angelo, Sept. 2026

3 Itemize the quote

Estimates arrive in writing, with specifics and without pressure.

“No pressure, no games, just solid work.” Ted C.

4 Fight the claim

The team works with insurers and public adjusters for as long as it takes.

“Advocating on my behalf.” Linda G., Aug. 2026

5 Close the loop personally

The owner calls after the job to make sure the customer is happy.

“The owner personally called to make sure I had a good experience.” Korey A., Oct. 2026

6 Come back when asked

A year after one install, the crew inspected a stain in a garage ceiling, and it was not their roof.

“Prompt to come back out to inspect.” Buck H., Aug. 2026



Zee’s Roofing roofs across Central Florida. Photos: Zee’s Roofing and Construction.

IN THEIR CUSTOMERS' WORDS

“Mike Martinez and his team are very knowledgeable and explained everything about the materials and process.”

Eric Ferrell, Google review

“Mike Martinez was my contact person. He and Zee’s roofing did everything they said they would.”

Mike O’Neill, Google review

FEATURED CONTRACTOR · COMMUNITY

Thirty-Four Years in Central Florida

Zee’s Roofing and Construction has worked out of Sanford since 1992, and its roofers know the job: the company says its crew has been with it for more than ten years. The Sanford Chamber of Commerce welcomed Zee’s as a new member in May 2026.

Giving back is part of the routine. The company has publicly stood behind Rescue Outreach Mission in Sanford, writing that it believes faith is lived out through action. It also takes part in the DoD SkillBridge program, offering transitioning service members on-the-job training with the intent to hire them full time.

Customers return to the same themes in their reviews: honest answers, fast response, and an owner who follows up. ARCO’s evaluation found no BBB complaints in the last three years and a clean OSHA record.

The company puts its promise in one line:

THE TEAM BEHIND IT

Heather Martinez
DIRECTOR OF SALES AND MARKETING

Leads sales and marketing for Zee’s Roofing and Construction.

Gloria Zent
VICE PRESIDENT

Listed as vice president on the company’s Florida filing and BBB profile.

Corky Ortagus
PRODUCTION MANAGER

“Did everything he said he was going to do.”

John Cooke
ESTIMATES, AS CUSTOMERS DESCRIBE HIM

“John Cooke was great to work with.”

> “A roof that’s built on trust.”
>
> THE ZEE’S STANDARD

By the Numbers: ZEE’S Roofing and Construction's 2026 ARCO Evaluation

9.6 out of 10
Composite score
Excellent



5.0 / 5	A+	0	0	34
across 200 Google reviews	BBB rating, BBB Accredited	OSHA inspections on record	BBB complaints in 36 months	years in Central Florida (since 1992)

Credentials: Florida certified roofing contractor CCC1333776 · Florida certified building contractor CBC1267184 · Master Shingle Applicator · AtlasPRO Gold Select · BBB Accredited, A+ · Sanford Chamber of Commerce member (2026) · DoD SkillBridge participant

Sources: ARCO 2026 evaluation (June 2026); BBB profile; Florida Division of Corporations (Zee’s Construction Inc., document V48552); Google Business Profile (Oct. 2026); zeesroofingandconstruction.com (Oct. 2026); company Facebook and LinkedIn pages; Sanford Chamber of Commerce (May 2026); Google customer reviews.

The Roll-Up Keeps Rolling

Private equity platforms and strategic buyers announced seven residential roofing deals and investments between mid-August and mid-October. Most kept the seller's name, team and customers in place.

Residential deal tracker, Aug.–Oct. 2026

BUYER / PLATFORM	BACKER	COMPANY	MARKET	ANNOUNCED
Results Roofing	TZP Group	Journey Builders	Los Angeles	Oct. 15
Ridgeline Roofing	Bertram Capital	Advantage Roofing & Exteriors	Kalamazoo, Mich.	Sept. 23
EM Exteriors	LB Capital	Guaranteed Roof	Alpharetta, Ga.	Sept. 17
Royalty Roofing USA	Independent	Tingley Roofing	Paris, Ill.	Aug. 27
MARS Energy Group	Independent	Citadel Roofing & Solar	Northern Calif.	Aug. 27
Valor Exterior Partners	Osceola Capital	Dick's Roof Repair	Southern Wis.	Aug. 20
Allied Roofing Partners	Balance Point Capital	Platform investment	Dover, Del.	Aug. 17

Company and investor announcements; Roofing Contractor; PR Newswire; ACCESS Newswire. Terms were not disclosed unless noted.

CALIFORNIA

Results Roofing goes west

Dallas-based Results Roofing acquired Journey Builders, a Los Angeles re-roofer that completes nearly 2,000 projects a year selling directly to homeowners. Journey will operate under the Results brand, pairing a retail book with Results' insurance-restoration experience.

TZP Group, Oct. 15, 2026

GREAT LAKES

Valor's 10th deal reaches Wisconsin

Osceola-backed Valor Exterior Partners acquired Dick's Roof Repair, founded in 1957 by Dick Milkie and now led by his son Jeff. It is Valor's 10th acquisition since the platform launched in September 2024.

PR Newswire, Aug. 20, 2026

MIDWEST

A Top Rated company changes hands

Ridgeline Roofing & Restoration made its eighth acquisition, and fourth straight in the Midwest, with Advantage Roofing & Exteriors of Kalamazoo. Founder Tim Brown built the company over 28 years; it holds a 2026 ARCO Top Rated award.

Bertram Capital, Sept. 2026; ARCO evaluation records

SCALE

MARS adds 1,000-plus employees

Rocklin, Calif.-based MARS Energy Group made its 11th acquisition, Citadel Roofing & Solar, a new-construction roofing and solar contractor founded in 2015. Citadel's management team, led by President Dieter Folk, stays in place.

MARS Energy Group, Aug. 27, 2026

DISTRIBUTION

ABC Supply opens three branches

ABC Supply opened locations in Nixa, Mo.; Carlisle, Pa.; and Culpeper, Va. The Nixa branch is run by a manager who started with the company in 2016 as a roof loader.

ABC Supply, Oct. 1, 2026

SOUTHEAST

Guaranteed Roof joins a 15-company platform

Alpharetta's Guaranteed Roof joined LB Capital's EM Exteriors, which launched Sept. 1 with 15 roofing companies in 13 states. The company keeps its brand and plans to grow into Tennessee and the Carolinas.

EM Exteriors announcement, Sept. 17, 2026

WHAT BUYERS ARE PAYING FOR

Nearly every deal on this page kept the seller's brand. Buyers are paying for local reputation: years in business, review history, repeat and referral customers, and a clean public record. For owners with no plans to sell, the lesson still applies. Those same things are what a homeowner checks before signing.

Who's Moving, Who's Being Recognized

Leadership changes at the industry's largest suppliers, a new face atop the Western States association, and a residential first on the Top 100.

DISTRIBUTION

ABC Supply names its next CEO

Keith Rozolis, CEO since 2014, will retire at the end of 2026. President and COO Mike Jost succeeds him on Jan. 1, 2027. Under Rozolis, ABC more than doubled its location count; he stays on as an advisor and board member.

ABC Supply via Modern Distribution Management, Sept. 9, 2026

DISTRIBUTION

QXO adds a president and COO

QXO, parent of the former Beacon roofing distribution business, appointed Ken West president and chief operating officer effective Sept. 1. West previously led Honeywell Process Technology.

QXO via NRCA, Aug. 27, 2026

MANUFACTURING

New leader for Amrize's roofing unit

Amrize named Mario Gross president of its building envelope business, which supplies residential and commercial roofing, weatherproofing and insulation. He previously served as its chief supply chain officer.

Amrize via NRCA, Sept. 17, 2026

DISTRIBUTION

A 27-year run ends in ABC's Northeast

Tom Kuchan, who led ABC Supply's Northeast Region for 27 years, retires at year-end. Steve Money, most recently Pacific Northwest district manager, takes over Jan. 1, 2027.

ABC Supply, Oct. 13, 2026

ASSOCIATIONS

WSRCA seats its 2026–27 president

Ron Lloyd of Kokua Roofing in Kailua-Kona, Hawaii, is the new president of the Western States Roofing Contractors Association, succeeding Stan Robinson. Stephanie Baird of Oregon Roofing Company is senior vice president.

WSRCA, Sept. 29, 2026

HONORS

Leo Ibarra enters the WSRCA Hall of Fame

The two-term past president, of Blue's Roofing Company, was honored for guiding the association through the pandemic. President's Awards went to Scott Riopelle, Marcus Clinco and Randy Fernandez.

Roofing Contractor, Oct. 12, 2026

HONORS

Empire Roofing earns GAF President's Club

The Duluth, Minn., Master Elite contractor, in business since 1999, received GAF's 2026 President's Club award, given for quality, customer satisfaction and installation volume.

Empire Roofing announcement, Sept. 9, 2026

No. 1

2026 TOP 100

A residential roofer leads the Top 100

Toledo-based Leaf Home topped Roofing Contractor's 2026 Top 100 with about $2.09 billion in 2025 revenue, the first time in at least a decade a residential company has led the list. Tecta America ranked second at $1.6 billion, followed by Flynn Group, Roofing Corp of America and Infinity Home Services.

Roofing Contractor, Aug. 3, 2026. Rankings based on self-reported revenue.

Roofs That Weren't for Sale

Eight companies, eight states, one idea: some of the best work a roofing crew does all year never gets an invoice.

LEWISTON, IDAHO

A roof in one day for a Navy veteran

Russell Quality Roofing donated the labor and the Owens Corning Foundation the materials to re-roof the home of a Navy veteran and retired police sergeant, finishing in a single day. Local businesses added yard cleanup and a family dinner.

Business Wire, May 4, 2026

MAPLE HILL, N.C.

Patriot Roofing covers a Marine's home

Patriot Roofing & Exteriors installed a new roof for a Marine Corps veteran through the Owens Corning Roof Deployment Project, with Purple Heart Homes selecting the recipient. "Giving back starts with showing up," said owner Stephanie Bolton.

WWAY News, Sept. 30, 2026

FAIRHOPE, ALA.

After a tree strike, a new roof at no cost

Weeks after straight-line winds dropped a tree onto his bedroom, a Coast Guard veteran received a new roof from Alpha and Omega Construction through the Roof Deployment Project.

FOX10 News, Oct. 19, 2026

MAGNOLIA, DEL.

A giveaway brings a family home

R. Short Roofing replaced the collapsing roof of a mother of three who had moved her family out of the house. She was chosen from statewide nominations for the company's Free Roof Giveaway.

R. Short Roofing, July 31, 2026

PORTLAND, ORE.

A new roof restores a family's coverage

Pacific West Roofing donated labor and disposal, Malarkey the shingles and Catalyst Partnerships NW the sheathing and metals for a caregiving family whose insurer had canceled their policy over the roof.

Pacific West Roofing, Oct. 13, 2026

BALTIMORE

A rowhouse becomes a classroom

GAF donated materials and Charm City Roofing the labor, including structural repairs, for a 1939 Park Heights rowhouse. The owner, a financial coach, plans to host monthly wealth-building classes there.

Green The Church, July 20, 2026

SHEFFIELD, PA.

An estimate turns into a gift

When a retired Navy veteran asked for an estimate he couldn't afford, Complete Roofing Systems came back with materials and did the job free. The company aims for at least four giveaways a year.

Erie News Now, Oct. 9, 2026

NORTH PLATTE, NEB.

Ending a decade of leaks

Grandel's Roofing & Construction donated a roof to a couple on a fixed income facing years of medical bills, whose insurance would not cover a replacement.

KNOP News 2, June 12, 2026

Want to do one? Manufacturer programs make it easier. The Owens Corning Roof Deployment Project, run with Purple Heart Homes, supplies materials for veterans' roofs installed by participating contractors, and GAF and Malarkey have donated materials for community projects this year. Habitat for Humanity affiliates also take volunteer roofing crews.

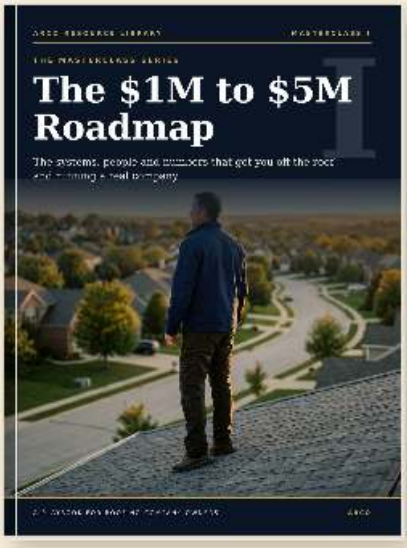
INCLUDED WITH ARCO ACCREDITATION

The ARCO Resource Library

Fifteen proven playbooks for building a more profitable roofing company.

THE MASTERCLASS SERIES

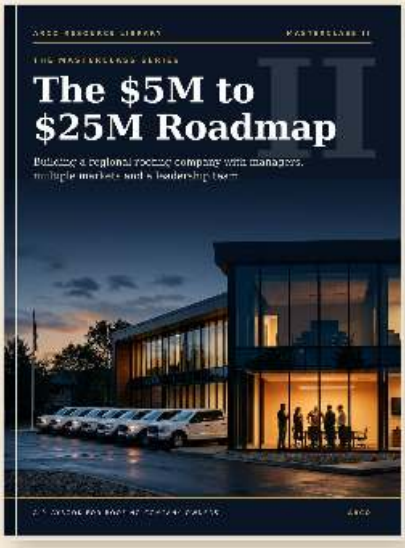
Three in-depth guides that follow a roofing company from its first million to the day an owner is ready to sell.



MASTERCLASS I

The $1M to $5M Roadmap

The systems, people and numbers that get you off the roof and running a real company.



MASTERCLASS II

The $5M to $25M Roadmap

Building a regional roofing company with managers, multiple markets and a leadership team.



MASTERCLASS III

Exit-Ready

Build a roofing company a buyer will pay top dollar for, and learn what yours is worth today.

Start where it matters

Open the guide that matches the challenge on your desk this season.

Share them with your team

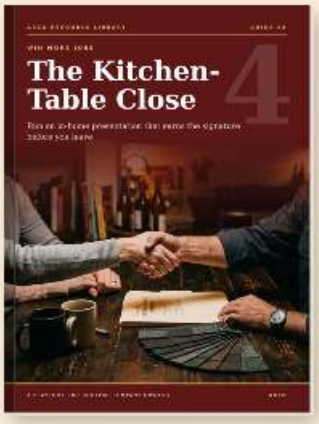
Your sales reps get the sales guides. Your production manager gets the crew guide.

Grow with the Masterclass

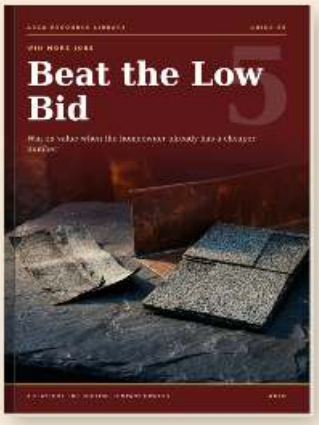
The series meets you at each stage, from your first $1 million to your exit.

Included with your accreditation. All 15 guides are waiting in your ARCO members area.

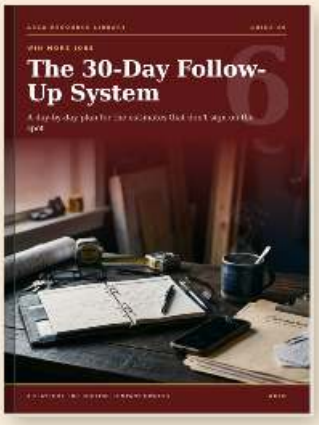
WIN MORE JOBS



The Kitchen-Table Close

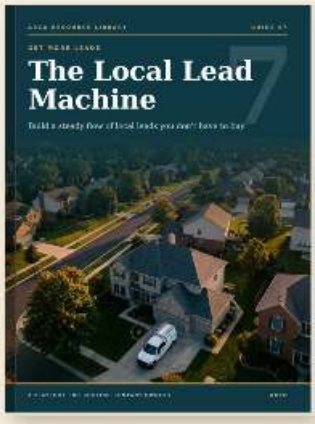


Beat the Low Bid



The 30-Day Follow-Up System

GET MORE LEADS



The Local Lead Machine

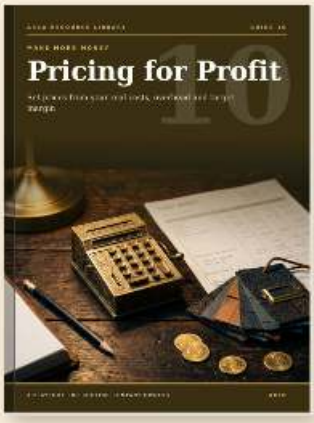


The 5-Star Review Engine



The Insurance Claim Playbook

MAKE MORE MONEY



Pricing for Profit

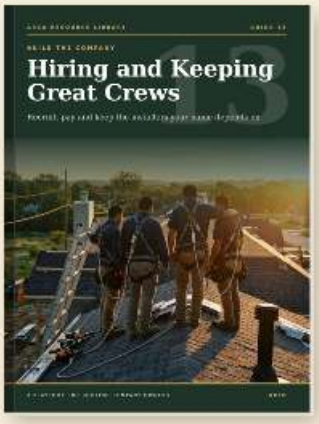


The Financing Advantage



The Storm Season Playbook

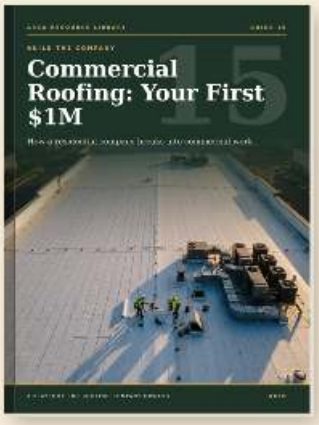
BUILD THE COMPANY



Hiring and Keeping Great Crews



Building a Sales Team



Commercial Roofing: Your First $1M

The Masterclass series and the full Resource Library are included with your accreditation.

Log in to your members area and open the Resources tab to put them to work.

15
GUIDES INCLUDED

Setting the Standard, Coast to Coast

Four ARCO-accredited companies, each a 2026 Top Rated honoree after an independent review of public records. Here's what stands out.

OMAHA, NEBRASKA · ARCO ACCREDITED

Grandel's Construction & Roofing

Built on Family, Topped with Care

2011	5.0★	9.5
FOUNDED	87 REVIEWS	ARCO SCORE

Zach Grandel started Grandel's Construction & Roofing in Omaha in 2011 and incorporated the company in 2015. It remains family owned and operated, with Sarah Grandel serving as corporate secretary. From its shop on Ohern Street, the firm handles roof inspections, repairs and full replacements across the Omaha metro, along with siding, gutters, windows and custom decks. Grandel's is an Owens Corning Preferred Contractor and a Malarkey Emerald Pro Contractor, and it has been BBB accredited, with an A+ rating, since 2015. Customer reviews often mention steady communication and the crew's help working through storm-damage insurance claims.

SPRINGFIELD, OREGON · ARCO ACCREDITED

Buzzline Roofing

Built Like a Hive in Lane County

2014	4.9★	9.6
FOUNDED	258 REVIEWS	ARCO SCORE

Lane County homeowners may know Buzzline Roofing by its former name, Oregon Roof Guys, under which owner Neil Box incorporated the business in 2013. The new name comes with a beehive ethos: every crew role matters, and every roof gets a detailed final inspection. Box, whose background includes military service and eight years running a chimney company, focuses the Springfield and Eugene firm on asphalt shingle replacement, repair and maintenance for Oregon weather. Buzzline is a CertainTeed ShingleMaster and IKO ROOFPRO Craftsman Premier contractor and offers a 25-year workmanship warranty covering up to $25,000 in qualifying interior leak damage.

SIOUX CITY, IOWA · ARCO ACCREDITED

Kuchel Roofing

A Hailstorm Launched This Family Business

2008	4.9★	9.5
FOUNDED	174 REVIEWS	ARCO SCORE

Kevin Kuchel spent some 25 years building homes and condominiums before the housing downturn pushed him toward roofing. A 2008 hailstorm in Moville, Iowa, put his crews to work, and Kuchel Roofing took off. In 2014 the company moved its main operation from Kingsley to Sioux City's Yards Business Park, part of the revival of the city's old stockyards. Kevin retired in 2018, handing the business to sons Nick and Cody, who had worked as its project managers. An Owens Corning Platinum Preferred Contractor, the residential specialist was named Sioux City's best roofing contractor every year from 2018 through 2024.

PHOENIX, ARIZONA · ARCO ACCREDITED

Allstate Roofing Inc.

Second-Generation Roofer Built for Desert Heat

2001	4.9★	9.6
FOUNDED	214 REVIEWS	ARCO SCORE

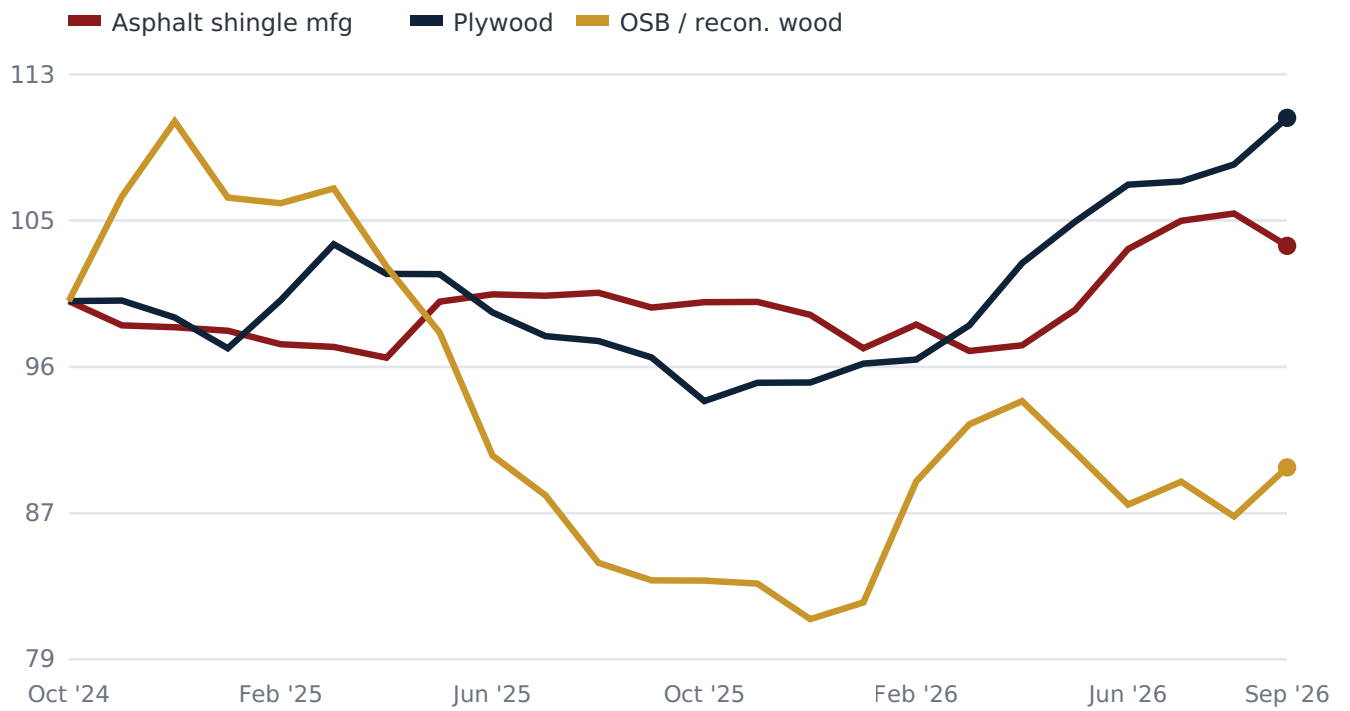
Chad Thomas learned roofing at 15 alongside his father, whom the company describes as one of Arizona's first licensed roofing contractors. He went full-time in 1988, rose from foreman to general manager at a large Valley roofer, then earned his own license and founded Allstate Roofing Inc. with his wife, Kathy, in 2001. The family-owned company specializes in the systems Phoenix homes depend on: tile, shingle, foam and roof coatings, plus multi-unit residential work. Customers frequently mention Thomas inspecting their roofs in person. Allstate holds CertainTeed Low-Slope Roofing Master PRO credentials and an A+ BBB rating.

Profiles drawn from company websites, public records and public customer reviews. Ratings as of Oct. 2026. The companies did not supply or approve this content.

Costs: Decking Is the New Pressure Point

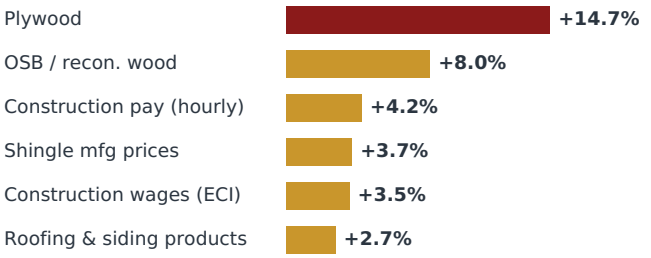
Shingle-industry prices jumped in spring and eased in September. Plywood kept climbing. Here is how your inputs moved over two years.

Material price indexes, October 2024 = 100



BLS Producer Price Index via FRED: PCU324122324122 (asphalt shingle and coating materials manufacturing), PCU321212321212 (softwood veneer and plywood), PCU321219321219 (reconstituted wood products, used as a stand-in for OSB, which BLS stopped tracking separately in 2019). Latest four months preliminary.

Change vs. a year ago



Sept. 2026 vs. Sept. 2025, except construction wages (ECI, Q2 2026 vs. Q2 2025). BLS via FRED.

Labor

$41.69

average hourly pay across construction, Sept. 2026

251K

construction job openings, Aug. 2026

RESIDENTIAL SPECIALTY TRADE JOBS (THOUSANDS)



2,340K in Sept. 2026, -1.2% vs. a year ago. BLS CES via FRED.

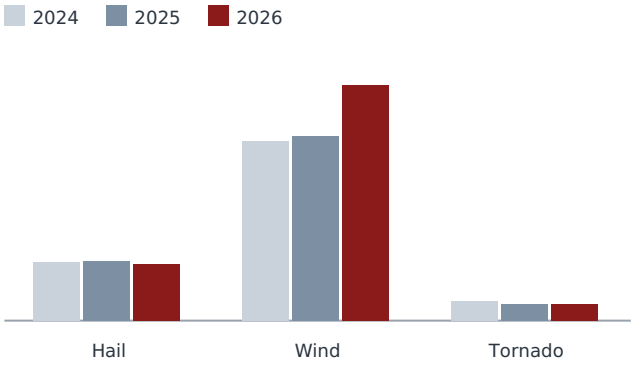
> Contractors in Roofing Contractor's 2026 State of the Industry survey reported labor costs up **14%** on average; 36% named a lack of qualified workers a top challenge.

BLS CES and JOLTS via FRED; Roofing Contractor, Jan. 5, 2026.

Demand: Wind Up, Hail Flat, Reroofing Soft

A record-quiet hurricane season and a wind-driven convective year left steep-slope reroofing demand below last year's pace.

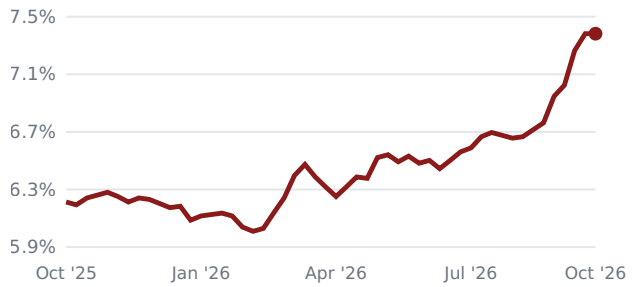
U.S. severe storm reports, Jan. 1–Oct. 18



2026: 5,056 hail, 21,186 wind and 1,498 tornado reports (2025: 5,318, 16,572 and 1,507). Wind reports are up **27.8%** from 2025, while hail is down 4.9%. Expect more tree-fall, blow-off and repair work, and fewer full hail replacements.

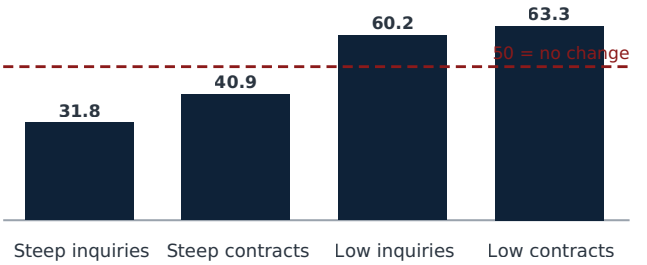
NOAA Storm Prediction Center daily preliminary reports, totaled by ARCO. Preliminary counts; tornado reports overstate confirmed tornadoes.

30-year mortgage rate, past 52 weeks



Freddie Mac PMMS. 7.40% on Oct. 15, 2026, a 52-week high; low of 5.98% on Feb. 26.

Reroofing market index, Q2 2026



Below 50 means fewer contractors saw growth than decline. Steep-slope inquiries were the weakest reading; commercial low-slope work kept growing. 37% of contractors reported backlogs of three months or more.

Quarterly Market Index Survey for Reroofing (NRCA-led), July 30, 2026.

THE 2026 HURRICANE SEASON SO FAR

9	1	−83%
named storms	hurricane (Isaias)	storm energy vs. normal

Isaias was the first U.S. hurricane landfall since October 2024. Its Oct. 8 formation tied 1905 as the latest first hurricane on record.

NOAA National Hurricane Center, as of Oct. 19, 2026.

Remodeling outlook. Harvard's Joint Center for Housing Studies puts homeowner improvement and repair spending at **$517 billion** over the past four quarters, rising to just $519 billion by mid-2027 (growth of 0.5%). Share, not market growth, will drive revenue.

Harvard JCHS LIRA, July 23, 2026. Next release Oct. 22.

WHAT A FLAT MARKET REWARDS

When the pie stops growing, trust decides the slice.

Fewer hail jobs, softer inquiries and 0.5% remodeling growth all point the same way: next year's revenue comes from winning a bigger share of the homeowners already shopping. Those homeowners look you up before they sign, so reviews, documentation and proof of quality now carry more weight than ad spend. In a soft market, being the easiest company to trust is the cheapest way to win share.

INSURANCE WATCH

Roof Age Is Changing the Math

Carriers are pricing older roofs differently, FORTIFIED now has an expiration date, and Texas wants to limit roof-age nonrenewals. That's a conversation you can lead.

Most homeowners assume insurance will replace a damaged roof. Increasingly, the answer depends on how old that roof is. As roofs age, many insurers move them from **replacement cost** coverage, which pays to replace the roof at current prices, to **actual cash value** coverage, which pays the roof's depreciated value. Some carriers raise deductibles, require an inspection to renew, or decline to renew at all.

The Texas Department of Insurance uses a simple example: a $10,000 roof replacement on a home with a $4,000 deductible. Under a replacement cost policy, the homeowner collects $6,000 no matter how old the roof is. Under actual cash value, the payout shrinks as the roof ages, all the way to zero.

Actual cash value example	5-year-old roof	10-year-old roof	20-year-old roof
Value of the roof	$8,500	$7,000	$4,000
Minus deductible	−$4,000	−$4,000	−$4,000
Policy pays	**$4,500**	**$3,000**	**$0**

Source: Texas Department of Insurance. Figures are illustrative. Coverage varies by insurer, state, and policy.

NEW THIS FALL

FORTIFIED's 15-year clock

IBHS will let FORTIFIED designations on asphalt-shingle roofs lapse 15 years after installation; renewal requires a reroof. In states that tie premium discounts to an active designation, a FORTIFIED roof installed in 2012 is now a replacement lead.

"The probability of asphalt shingle roof-cover damage or loss can be expected to increase over time." Fred Malik, managing director, FORTIFIED

Homepros, Oct. 12, 2026

WATCH LIST

Texas targets roof-age nonrenewals

A Texas Department of Insurance proposal would bar insurers from declining or nonrenewing a homeowners policy solely because of the age of the home or roof, while still allowing underwriting on its condition. It is a proposal, not a final rule, but other states watch Texas.

Texas Department of Insurance, Sept. 29, 2026

How to raise it without overstepping. You're not an insurance agent, so don't interpret anyone's policy. Suggest they check their declarations page for "actual cash value" or a roof payment schedule, and ask their agent how roof age affects their coverage. Homeowners remember the contractor who warned them.

On storm jobs, explain the holdback. Many policies pay actual cash value first and release the withheld depreciation only after the work is done and documented. Walking homeowners through that timeline up front prevents most of the frustration later.

Try saying this at the estimate

"Your roof is about 17 years old. Before your next renewal, it's worth asking your agent whether your policy switches to actual cash value at a certain age. If it does, replacing now could protect your coverage, and I'm happy to put the roof's condition in writing for you."

CLAIMS FIELD GUIDE

Build a File That Stands on Its Own

Insurers are scrutinizing roofing claims more closely, and more of that review is automated. The contractors who come through it cleanly assume a stranger will read every page of the job file a year from now.

Before you climb

- ✓ Confirm the date of loss and the storm event with a public source, such as NOAA storm reports, and note it in the file.
- ✓ Photograph all four elevations and the street view before anyone touches the roof.
- ✓ Get written permission to inspect and keep it with the file.

On the roof

- ✓ Shoot wide, then close: every slope, then each damaged area, with a chalk circle or marker for scale.
- ✓ Photograph collateral damage, such as gutters, vents, soft metals and screens. It supports the date of loss.
- ✓ Keep the original, date-stamped files. Never edit or crop the copies you submit.

Writing the scope

- ✓ Describe what you saw, where, and how many. Leave the conclusions to the evidence.
- ✓ List code items separately and cite the local code section.
- ✓ Price decking replacement as its own line, with a per-sheet rate. It is the fastest-rising cost on the bid.

Talking with the carrier

- ✓ Put every request and answer in writing, and follow up any phone call with a short email summary.
- ✓ Meet the adjuster on the roof when you can, and photograph what you both look at.
- ✓ Never promise a homeowner a claim outcome or offer to cover a deductible. Several states treat deductible waivers as fraud.

After the work

- ✓ Photograph the tear-off, the deck and the finished roof. Many policies hold back depreciation until completion is documented.
- ✓ Send the completion photos and final invoice promptly so the homeowner's holdback is released.
- ✓ Keep the full file for at least the life of your workmanship warranty.

IF A CLAIM TURNS INTO A DISPUTE

Stop and organize the file before you respond. Request the carrier's position in writing. Know your state's rules on public adjusting and assignment of benefits before you speak for a homeowner, and talk to an attorney who handles insurance disputes, not a generalist.

Why it matters this fall: roofing claims fell 11.9% nationally through August, but the claims that remain are getting closer review. A file that answers every question on its own is the fastest path to payment, for the homeowner and for you. This guide is general information, not legal advice; rules vary by state.

SALES

Trust Is the New Price

Picture a homeowner at the kitchen table with three roofing bids. The prices are close. What decides it?

They can't judge underlayment or flashing details. They can't tell whether a crew will show up on time or leave nails in the driveway. So they fall back on one question: which of these companies can I trust?

This fall, that question is louder. When a homeowner can't tell the bids apart, price becomes the only thing left to compare, and someone always goes lower. The way out is to give them something concrete they can check.

Hand them proof. If your company is accredited, make sure your sales reps hand every homeowner the Homeowner Guide from the American Roofing Contractors Organization, which comes with accreditation. It comes from an independent organization, not from you, so it puts a third-party stamp of approval in front of the homeowner at the moment they're deciding. ARCO's survey of accredited contractors shows giving homeowners the guide helps them consistently close more deals from the same number of leads.

Let them check you. When the homeowner looks you up later, and most will, an independent profile backs up what you told them. ARCO accreditation does exactly that: an independent evaluation of public records the homeowner can verify on a live profile.

WHAT ACCREDITATION SIGNALS

A claim is something you say. A credential is something they can check. ARCO accreditation puts the checking in the homeowner's hands: an independent score, a public record and a verification code on your Homeowner Guide.

What homeowners check before they sign

✓	✓	✓	✓	✓
Reviews Rating, count and how recent	**License and insurance** Proof on request	**Track record** Years in business and local work	**Complaints** BBB and public records	**Accreditation** Independent evaluation they can verify

Try this at the kitchen table, with the Homeowner Guide open

"You don't have to take my word for it. This guide is from the American Roofing Contractors Organization, not from us. The code on the cover opens our independent record. Keep it, read it tonight, and call me with any questions."

Close More Jobs From the Leads You Already Have

Most estimates are lost after your rep leaves, when the homeowner is alone with your number. The Homeowner Guide from the American Roofing Contractors Organization keeps selling for you.

Why the guide closes more deals

The more homeowners trust you, the more likely they are to hire you. The Homeowner Guide is proven to increase that trust. Make sure your sales reps are using it.

It's third-party. Homeowners discount what a salesperson says about their own company. They trust an independent source explaining what a quality roof looks like.

It answers questions you aren't there for. Insurance, roof age, financing, what happens on build day. The guide covers them at the kitchen table, not in a phone call you never get.

It makes quality visible. When a homeowner knows what a complete estimate includes, a thorough one stops looking expensive.

It's proof they can check. The Independently Verified page names your company, highlights the best of your verified record, and opens the full record with one scan.



Inside the guide: "We checked, so you don't have to." Your company named as ARCO accredited, what was verified, and a code that opens your live record. Sample shown; yours arrives co-branded.

Included with accreditation: your first batch of leave-behind copies, plus the print-ready file for unlimited local copies. Or ARCO prints and ships more whenever you need them.

How to use it

1. **Hand it over when you arrive.** Give it to the homeowner before the inspection. It sets the standard before price comes up, even when the estimate follows by email.
2. **Walk through it in two minutes.** Point to the cover: it's from the American Roofing Contractors Organization, and the code opens your independent record. Then turn to the Independently Verified page and say, "Don't take my word for it. Scan this and see our record."
3. **Leave it with the homeowner.** The guide keeps answering questions when the family talks it over after your rep leaves.
4. **Refer to it when you follow up.** "Did you get a chance to scan our record on page 7?" is an easier call than "Just checking in."

Same leads. More revenue.

300 estimates a year at a conservative $12,000 average roof, well below the national average.

CLOSE RATE INCREASE	JOBS	REVENUE
+3 points	+9	**+$108,000**
+5 points	+15	**+$180,000**
+7 points	+21	**+$252,000**
+10 points	+30	**+$360,000**

Some accredited contractors are closing more than 10 additional sales for every 100 estimates. Your volume, ticket and results will differ. **Find your volume on the back cover.**

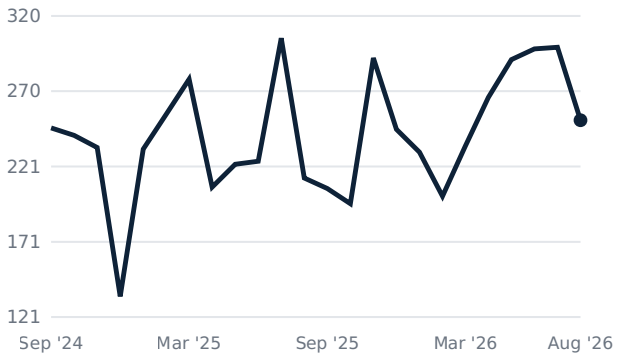
The Homeowner Guide comes with accreditation, backed by ARCO's 100% Money-Back Guarantee: any reason, any time. **Everything included, and the guarantee, is on page 31.**

OPERATIONS

Crews, Wages and Safety

Labor is still tight, visa policy is unsettled, and fall protection tops OSHA's list for the 16th straight year.

Construction job openings (thousands)



BLS JOLTS via FRED. 251K in August 2026, down from 299K in July but up 17.8% from a year earlier.

The H-2B question

The industry has asked for 64,716 supplemental H-2B visas for fiscal 2027. Federal funding runs through Dec. 11 under a stopgap that lets agencies exceed the 66,000 cap if demand warrants. If you rely on seasonal visa labor, plan spring crews now and build a backup.

Keep your best installers

Average hourly pay across construction reached $41.69 in September, up 4.2% in a year. Repairs, gutters, siding and inspections keep crews earning through winter. A crew you lose in January is hard to replace by April.

BLS CES via FRED.

OSHA's most-cited standards, FY2026

#	STANDARD	CFR	CITATIONS
1	**Fall Protection - General Requirements**	**1926.501**	**4,041**
2	Hazard Communication	1910.1200	1,961
3	Lockout/Tagout	1910.147	1,863
4	Scaffolding	1926.451	1,725
5	Ladders	1926.1053	1,659
6	Respiratory Protection	1910.134	1,608
7	Powered Industrial Trucks	1910.178	1,379
8	**Fall Protection - Training Requirements**	**1926.503**	**1,273**
9	PPE - Eye and Face Protection	1926.102	1,120
10	Machine Guarding	1910.212	1,072

Preliminary figures announced Sept. 15, 2026. Safety+Health magazine.

Winter is refresher season. Fall protection's general requirements (No. 1) and training requirements (No. 8) both apply directly to roofing crews. Retrain before the spring rush, document it, and check every harness and anchor. OSHA also plans to reissue its heat-illness proposal, with a possible final rule late in 2027.

THE LABOR PICTURE IN THREE NUMBERS

+4.2%
construction hourly pay vs. a year ago, Sept. 2026

+14%
average labor cost increase reported by contractors

2.34M
residential specialty trade jobs, Sept. 2026

BLS CES via FRED; Roofing Contractor 2026 State of the Industry.

Before the first freeze: a crew safety checklist

✓ **Inspect every harness**
Check webbing, D-rings and lanyards. Pull any that is worn or has caught a fall.

✓ **Recheck anchors**
Confirm placement and attachment before each job, not once a season.

✓ **Mind the ladders**
Extend side rails at least 3 feet above the landing and secure the top.

✓ **Document training**
Fall-protection training needs a written certification record for each worker.

OSHA 29 CFR 1926.502, 1926.503 and 1926.1053.

PRODUCTS & TECH

Six Launches Worth Knowing

Impact ratings, integrated solar and AI targeting led residential roofing's product news this year.

SOLAR

CertainTeed Landmark PWR

An integrated solar roof: 85-watt solar shingles install in plane with Landmark asphalt shingles, and single units can be removed for service. Available Nov. 1, 2026.

Why it matters: Lets a roofing company sell solar as part of the reroof instead of handing it to a rack-mount installer. Some certifications were still pending at launch.

IMPACT

TAMKO HailGuard

A UL 2218 Class 4 shingle with a polymer-modified asphalt core, sold with an extended system warranty that covers hail.

Why it matters: TAMKO calls it the first asphalt shingle system with a hail warranty, a new talking point in markets with rising deductibles. Select regions.

IMPACT

GAF Timberline UHDZ

GAF's ultra-high-definition shingle on a heavier mat that earns Class 4 impact resistance across the whole UHDZ line, with a matching Class 4 ridge cap.

Why it matters: Brings Class 4 to a mainstream laminated shingle, which may qualify homeowners for insurance discounts in hail states.

METAL

IKO Metals (DECRA)

DECRA stone-coated steel under the IKO name: tile and shake profiles, Class 4 impact and Class A fire, with a warranty covering 120-mph winds and 2.5-inch hail.

Why it matters: A tile- or shake-look steel upsell through the same distributor relationships you already have.

SOFTWARE

Eagleview Horizon

An AI layer on Eagleview's aerial imagery: ask in plain language and get filtered, exportable property lists, such as roofs over 15 years old near a storm.

Why it matters: Smarter canvassing and follow-up targeting. Access has been invitation-only via waitlist.

UNDERLAYMENT

Polyglass Polyanchor HU PLUS

A modified-bitumen hybrid underlayment for mechanically attached tile, shown alongside high-temperature and fire-resistant systems.

Why it matters: Fire codes in wildland-urban interface zones are pushing more compliance into the underlayment layer.

Sources: manufacturer announcements and product pages (CertainTeed, TAMKO, GAF, IKO, Eagleview, Polyglass), 2025–2026. Descriptions reflect manufacturer claims; ARCO does not endorse products.

TECHNOLOGY · AI AT WORK

10 Ways Roofing Companies Are Getting Real Value From AI

More than half of construction firms now use AI tools, and the ones that do save an average of 4.7 hours a week. These are the ten places roofers are saving time, cutting costs and winning more jobs.

Houzz State of AI in Construction & Design, survey of 601 U.S. firms, June–July 2026.

01 Cut your marketing agency bill

AI now handles much of what agencies charge thousands a month for: ads, landing pages, SEO, Google posts and review replies.

02 Stop losing jobs to missed calls

An AI receptionist answers 24/7 and books the inspection, which can replace an answering service or a part-time hire.

03 Find the money in supplements

AI compares the adjuster's estimate to your scope and flags missed line items for your team to review.

04 Raise your average ticket

Every proposal automatically adds the gutter, ventilation, insulation or shingle upgrades the job calls for, with no hard sell.

05 Mine the leads you already paid for

AI runs follow-up campaigns to every estimate that never closed and every past customer, including storm checkups and referral asks.

06 Quote the same day

Aerial measurements plus an AI-written proposal reach the homeowner while the other bids are still being drafted.

07 Coach every sales call

AI reviews recorded appointments and calls, and shows each rep where deals slip: price, timing or the spouse who wasn't there.

08 Catch supplier overcharges

AI checks every material invoice against your quote and order, and flags price creep, wrong quantities and missing credits.

09 Get your evenings back

Talk through emails, change orders, permits and warranty registrations on the drive home. AI writes them up for you to approve.

10 Find the margin leaks

AI tracks costs job by job and flags the ones running over on labor or materials while there's still time to fix them.



INCLUDED WITH ACCREDITATION

The ARCO AI Implementation Kit

Step-by-step instructions for putting all ten to work in your roofing business: what to set up first, the exact prompts and templates to use, and a simple checklist for each one. It covers marketing, calls, sales, insurance, purchasing and job costing. It also includes the guardrails: what AI should never send without a person checking it first.

See everything included with accreditation on page 31.

Six Moves for November to February

The slow season is when next year's best months get built.

1

Work your dead deals

Pull every estimate from the past 12 months that didn't close. A short "checking in before spring scheduling fills up" note revives more than you'd expect.

2

Reprice before you resend

Shingle-industry prices rose 8% from April to August, and plywood is up nearly 15% in a year. Update older estimates before you follow up, and explain why.

3

Ask for reviews now

68% of consumers now require a 4-star rating and 47% skip businesses with fewer than 20 reviews. A personal ask within two weeks of a finished job gets the most reviews.

4

Keep your best installers

Repairs, gutters, siding and inspections keep crews working. With construction openings at 251,000, a crew you lose in January is hard to replace by April.

5

Reset your safety training

Fall protection topped OSHA's most-cited list for the 16th straight year. Winter is the right time for a refresher, before the busy season pushes it aside.

6

Pre-book spring

Offer homeowners who aren't ready yet a spring install date now. A date on the calendar turns "we'll think about it" into a plan.

The season at a glance

NOVEMBER	DECEMBER	JANUARY	FEBRUARY
Revisit every open estimate from the season. Reprice where materials moved.	Retrain crews on fall protection and document it. Inspect harnesses and anchors.	Set spring pricing and confirm supplier allocations before the rush.	Lock in spring install dates and ask every recent customer for a review.

Sources: BLS PPI and JOLTS via FRED; BrightLocal 2026; Safety+Health (Sept. 15, 2026).

BY THE NUMBERS

Benchmarks for Your Business

How the industry, and your customers, are moving.

66%
of homeowners rank a professional proposal among their top three trust factors
Roofr 2026 Homeowner Study

3.7%
rise in asphalt shingle industry prices vs. a year ago
BLS PPI, Sept. 2026

74%
of roofing pros raised prices in the past year
Jobber 2026

69%
of home-service pros win more than half of their quotes
Jobber 2026

78%
of roofing contractors expected 2026 sales to rise
Roofing Contractor 2026

40%
of roofing contractors now use AI tools, up from 29%
Roofing Contractor 2026

37%
of reroofing contractors had backlogs of 3+ months in Q2
NRCA-led market index

89%
of consumers expect businesses to respond to reviews
BrightLocal 2026

Roofr 2026 Homeowner Study (Roofing Contractor, Aug. 1, 2026); BLS PPI for asphalt shingles via FRED (Sept. 2026); Jobber 2026 Home Service Trends Report; Roofing Contractor 2026 State of the Industry (Jan. 5, 2026); Quarterly Market Index Survey for Reroofing (July 30, 2026); BrightLocal LCRS 2026.

INDUSTRY CALENDAR

Dates to Hold, November to April

DATES	EVENT	LOCATION
Nov. 9-12, 2026	NRCA Fall Committee Meetings / Roofing Alliance Member Meeting	Nashville, Tenn.
Nov. 18-19, 2026	MRCA Leadership Summit	Cape Coral, Fla.
Dec. 7-9, 2026	Best of Success Conference	Bonita Springs, Fla.
Jan. 15-17, 2027	SPRI Annual Conference 2027	Tucson, Ariz.
Feb. 16-18, 2027	International Roofing Expo 2027 + NRCA 140th Annual Convention	Las Vegas, Nev.
Feb. 28 - Mar. 1, 2027	NWIR Days 2027	Nashville, Tenn.
Mar. 16-18, 2027	Carolinas Roofing Expo & Education	Greenville, S.C.
Mar. 18-21, 2027	IIBEC International Convention & Trade Show	San Antonio, Texas
April 6-7, 2027	NRCA Roofing Day in D.C. 2027	Washington, D.C.

Dates confirmed on organizers' websites, Oct. 2026. Nashville hosts NRCA's Fall Committee Meetings and NWIR Days.

A LETTER FROM THE EXECUTIVE DIRECTOR

Our Members Are Closing More Jobs. Here's Why.

A letter to our accredited members, and to every qualified owner who hasn't joined them yet.

Dear Accredited Member,

This fall has tested every roofing company in the country: a quiet storm season, softer reroofing demand, materials that cost more than they did a year ago, and homeowners who look up every company before they sign. How you're handling it is worth saying out loud.

You're closing more of the same leads. If your sales reps have been handing the Homeowner Guide from the American Roofing Contractors Organization to every homeowner when they arrive, you've seen it. The same number of estimates turns into more signed jobs. Some of you are closing more than 10 additional sales for every 100 estimates. No extra ad spend, no extra doors. Just more trust at the kitchen table.

Tell us your numbers. We've heard from so many of you about your reps closing more sales from the same number of leads, and we love every story. How much has the guide raised your close rate, and how much additional revenue are you closing? Email me at **mark@roofingcontractors.org**.

You're winning on trust, not price. When a homeowner can't tell three roofers apart, price is the only thing left to compare. You've given them something else: an independent evaluation they can verify with one scan of the code on your guide.

Your playbooks are working. Members are using the Resource Library on pages 16 and 17 to train new reps, tighten follow-up and plan their next stage of growth with the Masterclass series.

And you earned it. Not every company qualifies. Accreditation goes only to companies whose public record meets ARCO's standard: reviews, licensing, complaints and operating history. That's something to be proud of, and something your homeowners should know. Put your decals on your trucks and a guide in every homeowner's hands.

Thank you for the work you do and the standard you hold.

With respect,

Mark Warren

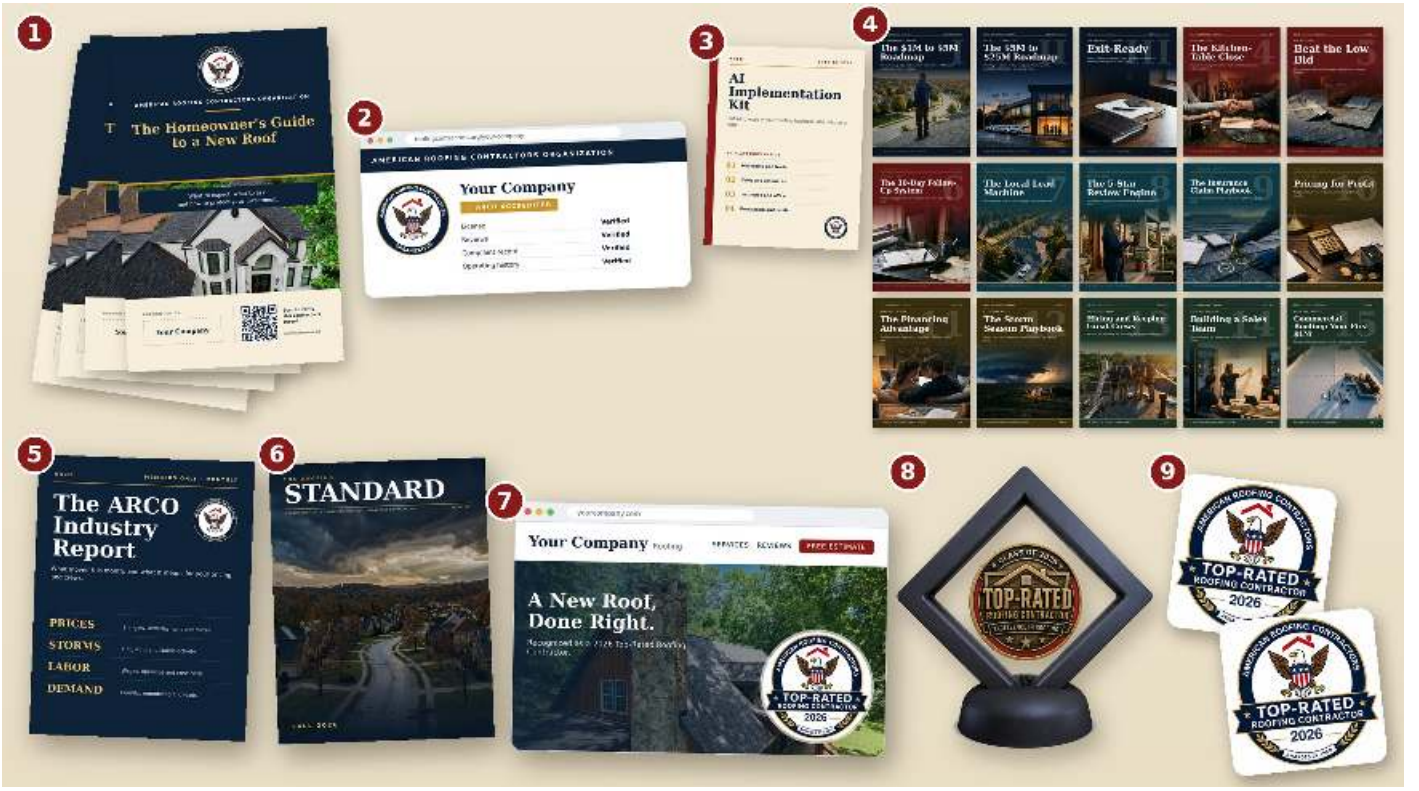
Executive Director, American Roofing Contractors Organization
mark@roofingcontractors.org

P.S. If your company qualified but hasn't activated its accreditation yet, everything in this letter is waiting for you. Activation takes a few minutes and is backed by ARCO's 100% Money-Back Guarantee: any reason, any time, ARCO refunds every dollar. Activate at **roofingcontractors.org/activate** or scan the QR code on page 31.

ARCO ACCREDITATION

What Comes With Accreditation

Nine things that help you win more jobs, all included with your accreditation.



1 Your Homeowner Guides
Leave-behind copies for every homeowner. Proven to help you close more jobs from the same leads.

2 Verified ARCO profile
Independent proof homeowners can check in one scan, and a link to your site.

3 AI Implementation Kit
10 step-by-step playbooks to save time, cut costs and win more jobs.

4 The Resource Library
All 15 business guides, Masterclass series included.

5 ARCO Industry Report
Monthly, members-only. What moved and what it means.

6 The Roofing Standard
Every quarterly issue, mailed to you.

7 Top-Rated website seal
Add it to your website, proposals and social pages.

8 Top-Rated medallion
Class of 2026 medallion and display case.

9 Two 7 x 7 in. truck decals
Top-Rated Roofing Contractor decals for your trucks.

QUALIFIED? ACTIVATE YOUR ACCREDITATION

roofingcontractors.org/activate

Scan the code or visit the link. It takes under 5 minutes. Your members area opens the same day, and your welcome box ships within 7 business days.

Already accredited? Everything is in your members area now.

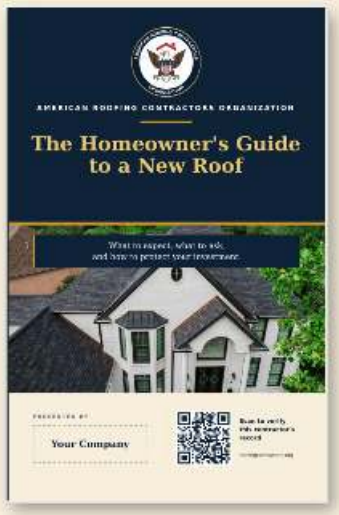
100% MONEY-BACK GUARANTEE

Any reason, any time, you get a full refund. The award is yours either way.

THE ROOFING STANDARD
Fall 2026 · Published quarterly by the
American Roofing Contractors Organization
roofingcontractors.org

THE AMERICAN ROOFING CONTRACTORS ORGANIZATION HOMEOWNER GUIDE

Give This Guide to Every Homeowner. Close More Jobs From the Same Leads.



Sample cover. Yours arrives co-branded with your company.

A third-party stamp of approval

An independent organization has verified your record and credentials: licensing, state filing, complaint record, operating history and customer reviews. Homeowners trust a third-party check more than anything a company says about itself.

Answers the questions that cost you jobs

Insurance, roof age, what a complete estimate includes, what happens on build day.

Proof they can check

Your guide highlights the best of your verified record, and the QR code on the cover opens your full record.

Unlimited copies

Your first batch of leave-behind copies for homeowners is shipped with your welcome box. Plus you will also receive a print-ready file for unlimited copies. Or ARCO prints and ships more whenever you need them.

What's a higher close rate worth to your business?

Accredited members close at least 3 more jobs per 100 estimates once they start handing out the guide. Some close 10 or more. Individual results vary.

EXAMPLE	300 estimates a year	→	+5 close rate points	→	15 more roofs	→	+$180,000 more revenue a year

ESTIMATES A YEAR	+3 points	+5 points	+10 points
100	+$36,000 3 more roofs	+$60,000 5 more roofs	+$120,000 10 more roofs
200	+$72,000 6 more roofs	+$120,000 10 more roofs	+$240,000 20 more roofs
300	+$108,000 9 more roofs	+$180,000 15 more roofs	+$360,000 30 more roofs
500	+$180,000 15 more roofs	+$300,000 25 more roofs	+$600,000 50 more roofs
1,000	+$360,000 30 more roofs	+$600,000 50 more roofs	+$1,200,000 100 more roofs

Up 5 points means closing 30 of every 100 estimates instead of 25. Revenue at a conservative $12,000 average roof. Illustrative only; your results will differ.

ACTIVATE YOUR ACCREDITATION TO GET YOUR GUIDES

roofingcontractors.org/activate

Backed by ARCO's 100% Money-Back Guarantee: any reason, any time, you get a full refund. No forms. Already accredited? Email support@roofingcontractors.org for more guides.