

The **Metal Roofing Alliance (MRA)** is a non-profit industry trade association comprised of metal roofing manufacturers, suppliers (including mills and paint companies), coil coaters, associations, contractors, distributors and media partners as well as ancillary and accessory members. The MRA is dedicated to growing the market share for residential metal roofing through education and promotion to homeowners in the U.S. and Canada.

Since its inception in 1998, the alliance has introduced to millions of homeowners the many benefits of metal roofing. The MRA is credited with increasing the acceptance of metal roofing among homeowners while also increasing industry and member sales. In fact, since the MRA's inception, metal roofing's market share in the residential arena has grown from three percent (3%) in 1998 to over twelve percent (12%) in 2019.



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 features answers to frequently asked metal roofing questions, video clips, an online photo gallery, industry data and resources, valuable information about metal roofing benefits, various product options and much more. We also provide access to our Ask-the-Experts forum where you can ask industry experts any metal roofing related question and receive quick, knowledgeable guidance.
- The MRA website offers a contractor-search program that allows homeowners to enter their ZIP Code and immediately view a list of MRA member contractors and distributors in their local area. This provides homeowners a quick and easy way to locate local MRA members they can outreach to.
- The MRA provides visitors with access to our metal roofing visualizer...an online tool that allows homeowners to upload images of their home and "try-on" various metal roofing styles and colors. A wonderful tool for those trying to envision what their home would look like based on the wide variety of metal roofing products and colors available.

The MRA would love to partner with you and showcase your services / products to interested homeowners. Contact us today for more information on how MRA can help you grow your business.