



# MANUFACTURER MEMBERSHIP

*Join the Metal Roofing Alliance and showcase your company as a true industry leader and manufacturer of quality metal roofing products.*



## BE AN INDUSTRY LEADER

As a Metal Roofing Alliance (MRA) manufacturer member, you have the opportunity to connect with an exclusive group of industry leaders all focused on the same goal - growing market share for quality metal roofing in the residential segment.

Your membership gains you a seat on the MRA Board where you will work alongside other industry influencers and professionals to guide MRA efforts, promotions and spend. You will also establish your business as a valued voice in the metal roofing industry.



## PROMOTE YOUR BUSINESS

Reach a wider audience through partnership with MRA. With your customized MRA profile, you can feature your own website, social media accounts, contact information, logo, products, and images of residential roofing projects using your amazing metal panels.

MRA will also include your news, announcements, and promotions on the MRA website, in newsletters, and on MRA's various social media platforms, increasing your exposure and offering you another opportunity to share your news.

*To learn more about manufacturer membership, contact us at [support@metalroofing.com](mailto:support@metalroofing.com)*



## PROMOTE YOUR BUSINESS

The Metal Roofing Alliance is a trusted resource for homeowners as they learn more about roofing and explore their roofing options. As a member of MRA, you and your customers - metal roofing contractors and distributors - will enjoy many benefits including, but not limited to:

### CONSUMERS INTERESTED IN METAL ROOFING

Access to homeowner leads for your business. Sponsor your downstream contractors and they too can access quality leads from homeowners who have already expressed an interest in learning more about metal roofing and, when ready, finding a local professional.

### ACCESS TO RESEARCH & RESOURCES

You and your sponsored customers will have access to professional, high-end sales & marketing materials, market research, digital and social media assets, industry data, online tools, and other valuable resources.

As a member, you are encouraged to utilize MRA promotional materials, presentations, videos, our logo, and media promotions (radio, TV) in your marketing efforts. Membership with the MRA provides the ability to grow sales for your company as well as your downstream customers. MRA Research has shown that...

**EVERY 1% OF MARKET SHARE  
GROWTH = AN ADDITIONAL...**



**-100-125K TONS OF STEEL SOLD  
-140-150K GALLONS OF PAINT**

Sign-up today and be promoted to homeowners seeking producers of quality metal roofing. Discover the difference MRA membership can make for your business.



To learn more about manufacturer membership, contact us at [support@metalroofing.com](mailto:support@metalroofing.com)



# METAL ROOFING MANUFACTURER MEMBERSHIP DUES (in U.S. dollars)

**National Manufacturer** - Total Annual Dues: \$50,000 (a step-up dues approach is available, please inquire) Includes all U.S. States & Canada

**Regional Manufacturer** - Total Annual Dues By State/Country:

Includes only U.S. States &/or Canada as selected below

☐ Alabama: \$5,000

☐ Indiana: \$2,000

☐ Nevada: \$1,000

☐ Tennessee: \$3,000

☐ Alaska: \$1,000

☐ Iowa: \$1,000

☐ New Hampshire: \$1,000

☐ Texas: \$5,000

☐ Arizona: \$2,000

☐ Kansas: \$1,000

☐ New Jersey: \$3,000

☐ Utah: \$1,000

☐ Arkansas: \$1,000

☐ Kentucky: \$2,000

☐ New Mexico: \$1,000

☐ Vermont: \$1,000

☐ California (NO): \$2,500

☐ Louisiana: \$2,000

☐ New York: \$5,000

☐ Virginia: \$3,000

☐ California (SO): \$2,500

☐ Maine: \$1,000

☐ North Carolina: \$4,000

☐ Washington: \$2,000

☐ Colorado: \$2,000

☐ Maryland: \$2,000

☐ North Dakota: \$1,000

☐ Washington, DC: \$1,000

☐ Connecticut: \$1,000

☐ Massachusetts: \$2,000

☐ Ohio: \$3,000

☐ West Virginia: \$2,000

☐ Delaware: \$1,000

☐ Michigan: \$4,000

☐ Oklahoma: \$2,000

☐ Wisconsin: \$2,000

☐ Florida: \$5,000

☐ Minnesota: \$2,000

☐ Oregon: \$1,000

☐ Wyoming: \$1,000

☐ Georgia: \$5,000

☐ Mississippi: \$3,000

☐ Pennsylvania: \$4,000

☐ CANADA: \$1,000

☐ Hawaii: \$1,000

☐ Missouri: \$3,000

☐ Rhode Island: \$1,000

\* By applying with MRA, you are committing to an annual membership.

☐ Idaho: \$1,000

☐ Montana: \$1,000

☐ South Carolina: \$3,000

\* Dues are invoiced in quarterly installments.

☐ Illinois: \$4,000

☐ Nebraska: \$1,000

☐ South Dakota: \$1,000

Company Name \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State/Province \_\_\_\_\_ Zip \_\_\_\_\_

Main Contact (Name) \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Accounting Contact (Name) \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Signature of Authorized Representative \_\_\_\_\_

**Completed MRA membership applications can be sent to [ReneeRamey@MetalRoofing.com](mailto:ReneeRamey@MetalRoofing.com)**

*NOTE: MRA manufacturers agree to adhere to the MRA's published "Base Metal Specifications" and "Paint & Coating Specifications" (copies available upon request). The MRA will refuse or remove membership status from any company that does not adhere to these documented MCA specifications. Also, the MRA prohibits the sales or transfer of MRA data to non-members.*



# 2023 IMPACT REPORT



**MRA Membership**

Growth: **30%**



**Metal roofing's residential market share: 18% (up 1%)**



**Website Visitors: 491,144**



**2,608 Leads/ Prospects**



**780 Social media posts**



**23 New Articles released**



**68.4 Million views through media partnerships**



**25,752 Social media followers**



**[www.metalroofing.com](http://www.metalroofing.com)**

