

What roofing consumers want in 2021

Insights from an Angi survey of 1,200 homeowners

September 2021

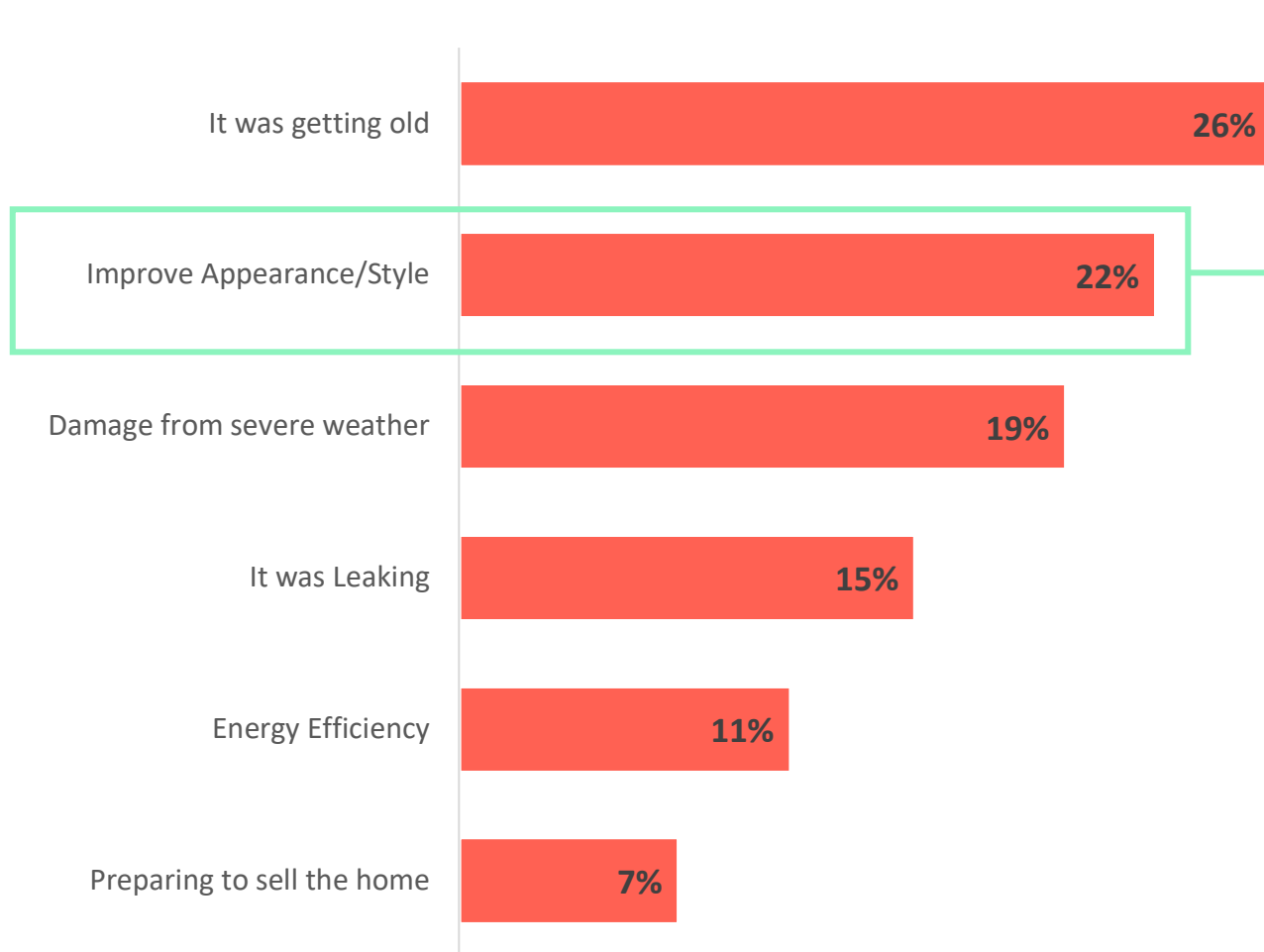


Executive summary

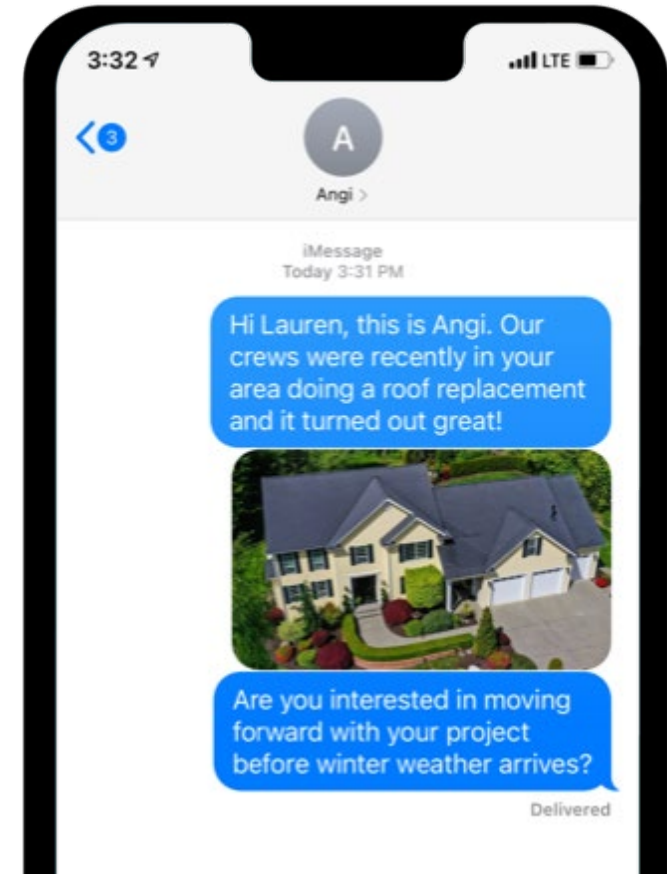
- In July 2021, Angi surveyed 1,200 roofing consumers to learn how they were approaching their projects
 - Half of respondents had recently completed a roofing project and half were planning one in the next 6 months
- While age of roof was the most common reason for replacing, appearance/style was the second most popular
 - This highlights an opportunity to engage customers with aspirational images and design visuals
- In the research phase, pricing is the most sought after information followed by contractor ratings and reviews
- A typical homeowner consults several sources to identify contractors to hire, most of which are digital
 - Angi and HomeAdvisor rank highly amongst digital platforms
- While price matters, workmanship/warranty and ratings/reviews are also important drivers of contractor selection
 - Communication is important and people increasingly expect text and email in addition to phone
 - Covid is still a concern to the majority of consumers, and social distancing followed by employee vaccination are top-of-mind safety protocols
- For materials, extreme weather and energy/sustainability factors are top-of-mind
- At the end of the day, most customers were satisfied with their experiences but still see opportunity to improve

Why are consumers replacing their roofs?

Appearance and age are the major drivers



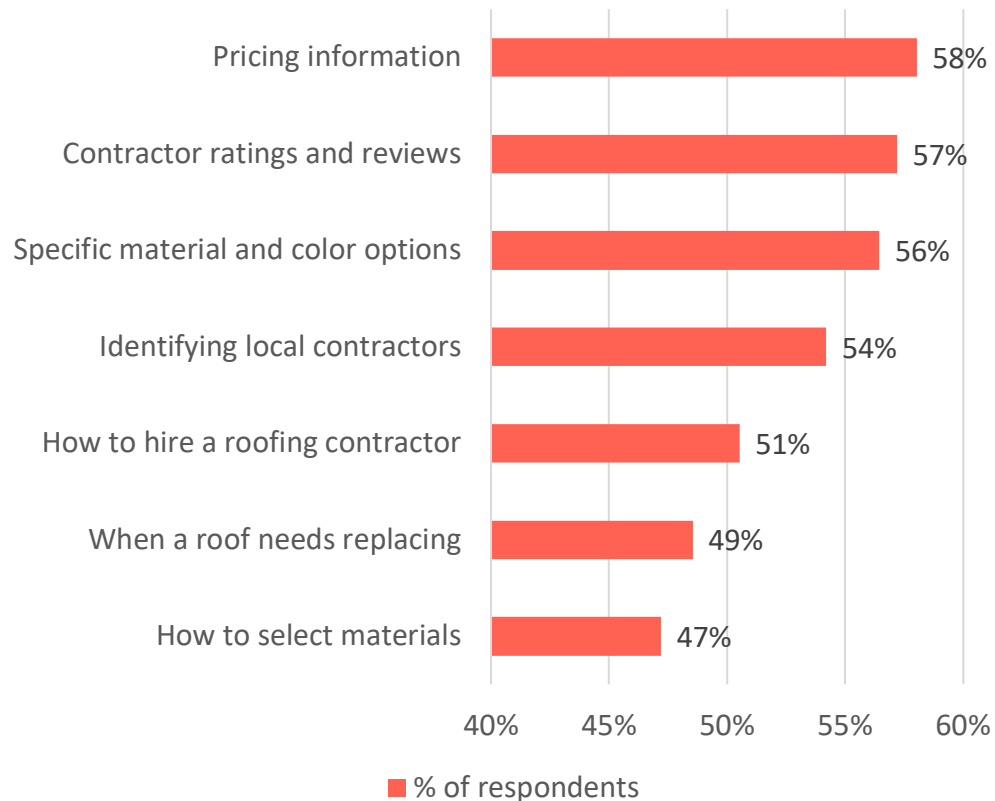
TIP: 44% of homeowners agree that “A new roof will improve the appearance of my house.” Consider images in marketing content:



How are people approaching their research?

While pricing and ratings/reviews are most sought after, people have a lot of questions

Question: What information are you looking for while preparing for your project?



The screenshot shows the Angi website interface. At the top, there's a navigation bar with 'Interior', 'Exterior', 'Lawn & Garden', 'More', and 'Articles & Advice'. Below that, a breadcrumb trail reads 'Home : Solution Center : Roofing : How Much Does a Roof Replacement Cost?'. A search bar contains the text 'Interested in a Roofing job?' and 'Begin your search for pros in your area.', with a red 'Search For Pros' button. The main content area features the title 'How Much Does a Roof Replacement Cost?' and a sub-headline 'The typical cost to replace a roof ranges from \$8,700 to \$22,000'. The text below explains that a roof replacement is a significant undertaking and provides the average national cost of \$14,360, broken down into 40% for materials and 60% for labor.

RESOURCE: Angi roofing cost guide recently updated with 2021 price benchmarks to accurately reflect the latest market conditions

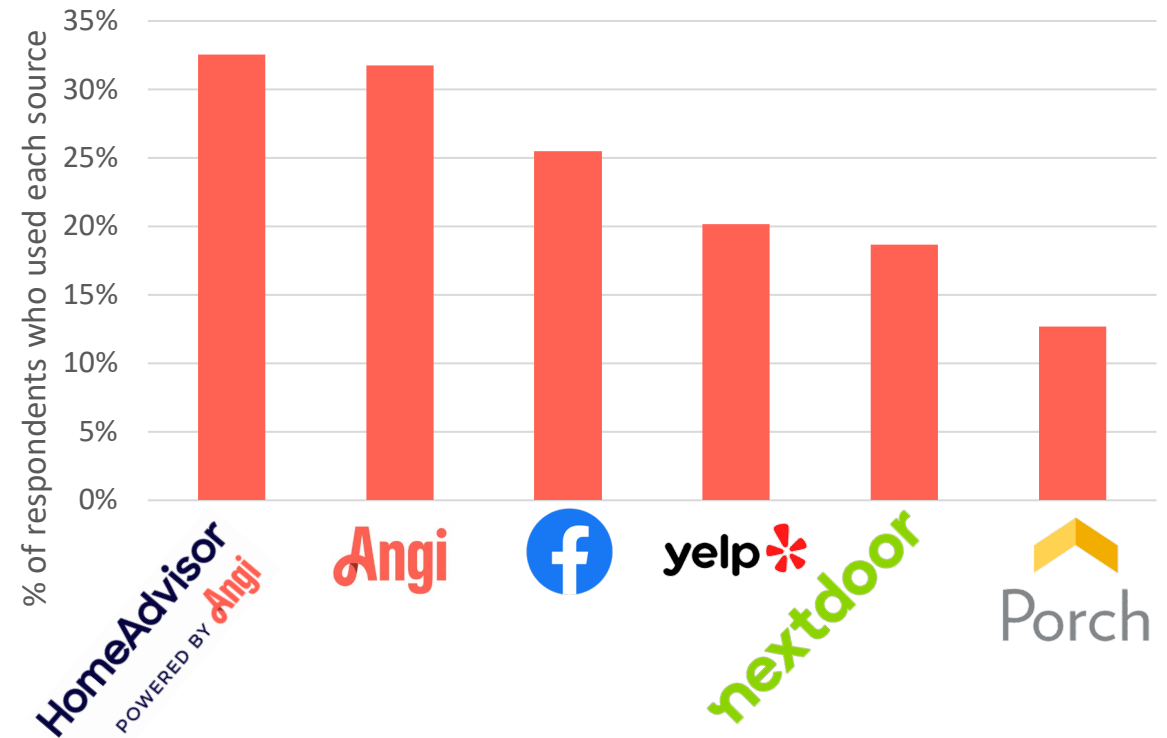
The search for a pro to hire

Among digital platforms, Angi brands rank highly

Top 3 responses to question: How are you identifying potential contractors to hire?
(select all that apply)

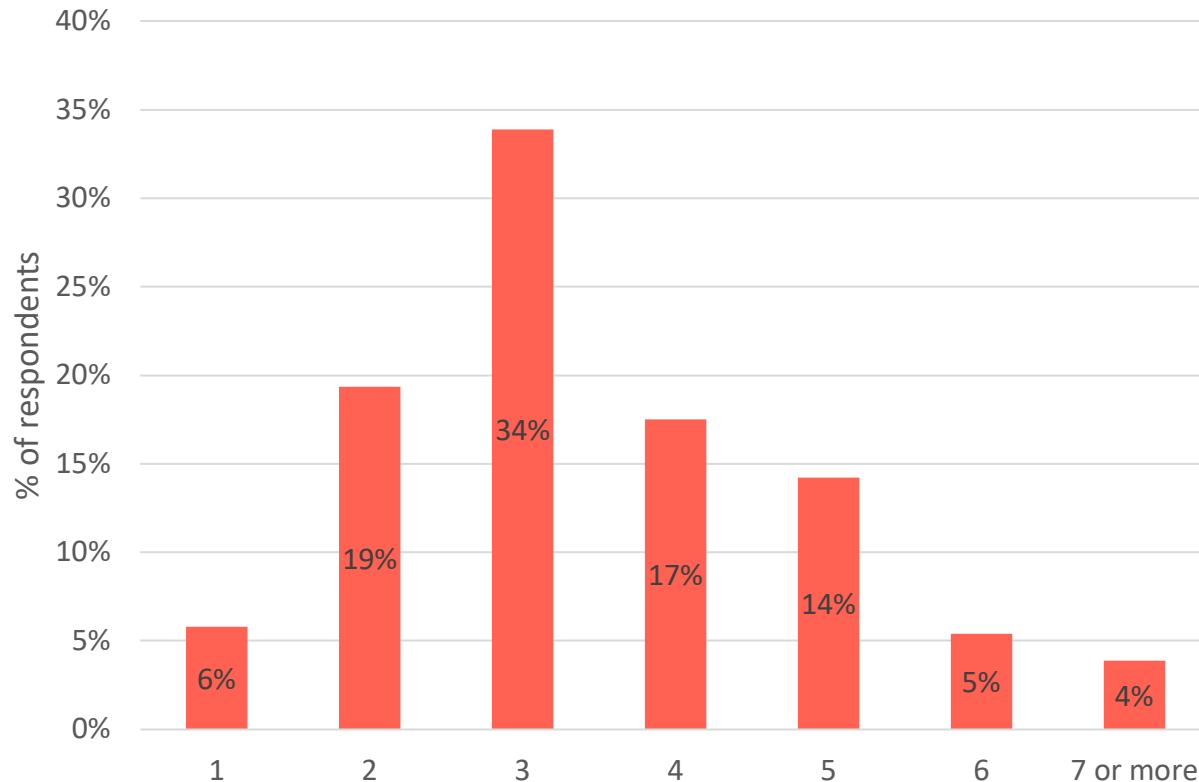
1. Recommendations from friends, family, or neighbors
2. Search engine
3. Manufacturer's websites

Usage of digital platforms



The median homeowner is getting 3 quotes

Question: How many contractors do you plan to / did you receive quotes from?



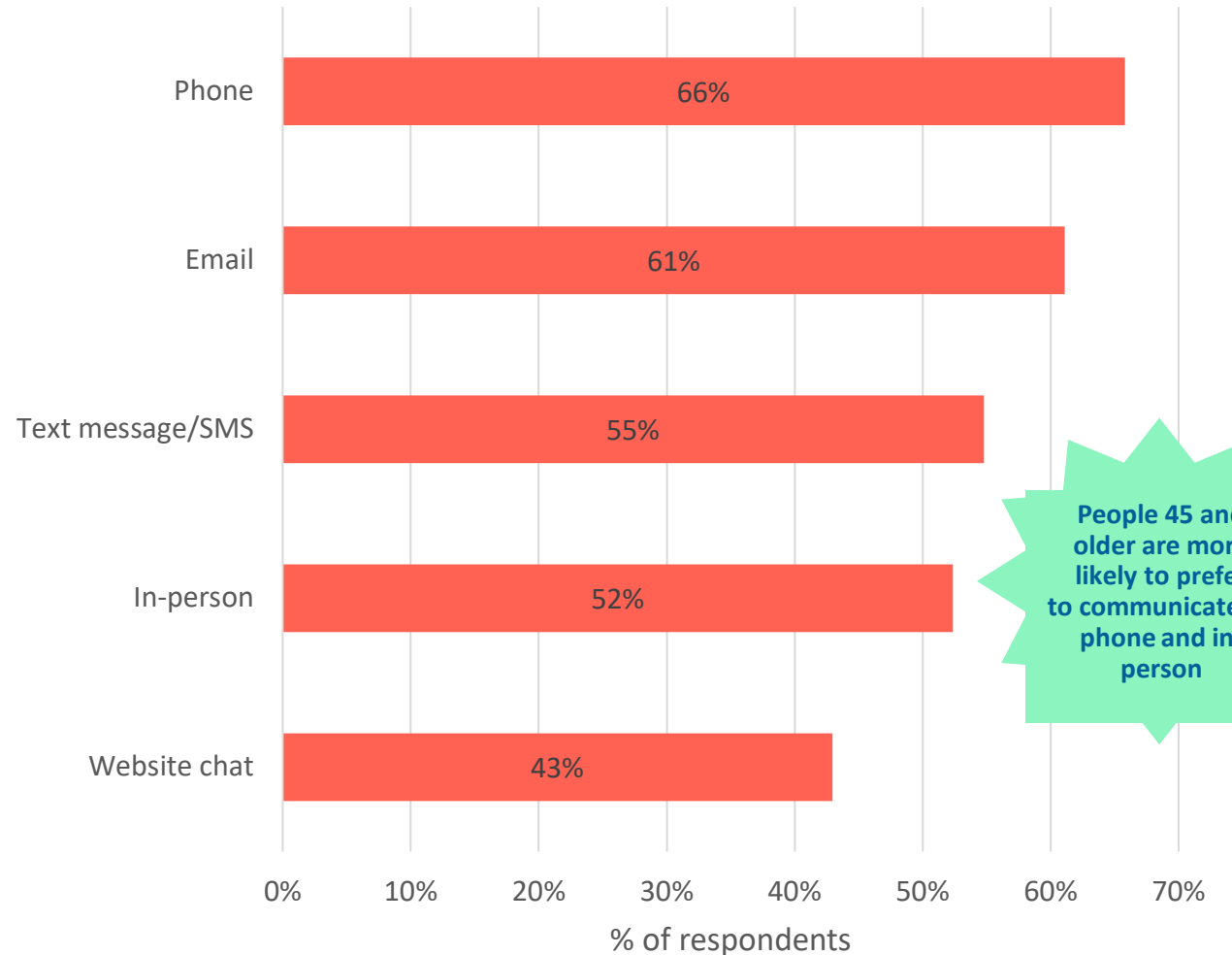
Customers getting 3 or fewer quotes are more likely to be:

- Female
- Lower-income
- Seeking low price or best workmanship/warranty
- Relying on word of mouth or Angi/HomeAdvisor

Communication preferences: all of the above

The average person chose 2.8 communication channels, with the most popular response being all 5 channels (12%) followed by phone, email and text (6%)

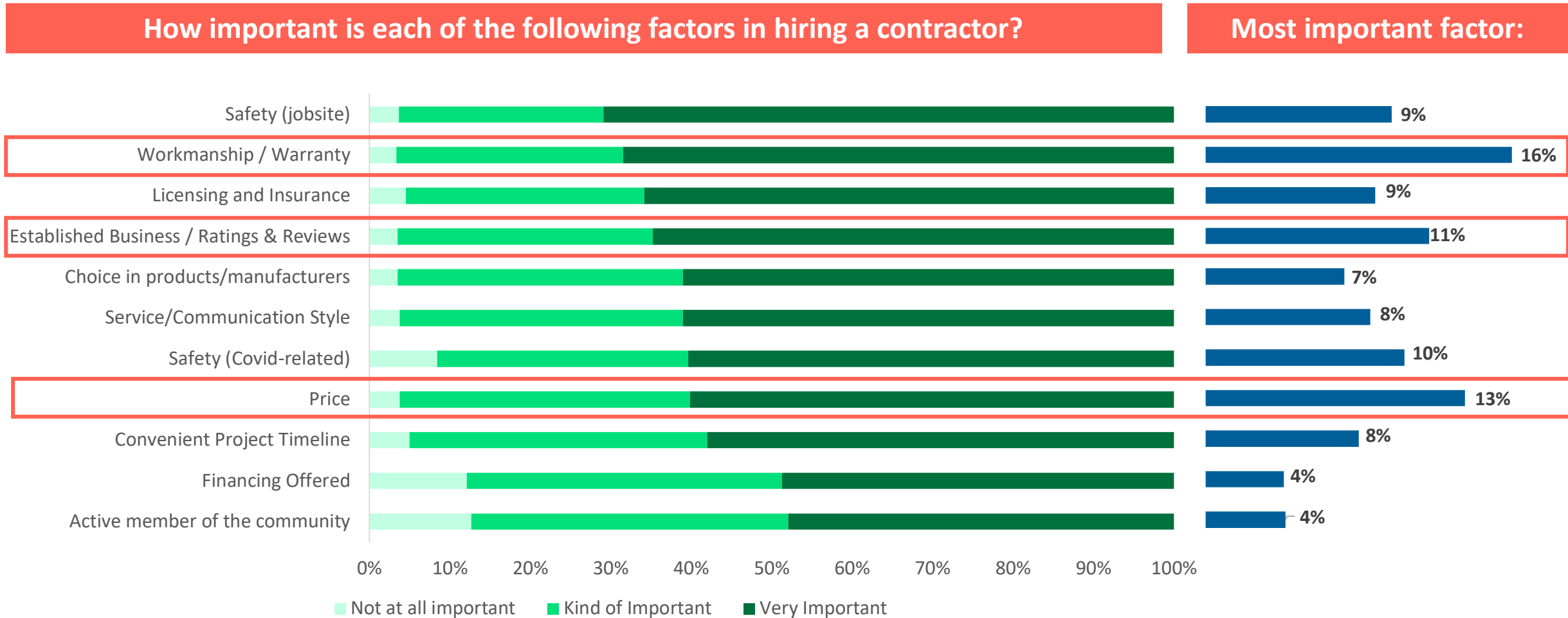
Question: **How do you prefer to communicate with contractors?**



While safety is table stakes, workmanship/warranty, price and ratings/reviews stand out as differentiators

How important is each of the following factors in hiring a contractor?

Most important factor:



Ratings and reviews are very important

To stand out online, Angi recommends focusing on the **average** star rating, **number**, and **recency** of reviews

Research findings

- During their research, **57% of consumers** searched for contractor ratings and reviews
- In hiring a contractor, 65% of people say ratings and reviews are **“very important”**
- For 11% of respondents, ratings and reviews were the **most important factor** in hiring a pro

How important are reviews? Which pro would you hire...

Wright Now Remodeling



Angi Certified

★★★★★ 5.0 120 Verified Reviews

Request a Quote

Jack of All Trades



Angi Certified

★★★★★ 4.1 20 Verified Reviews

Request a Quote

ABC Construction
& Rehab

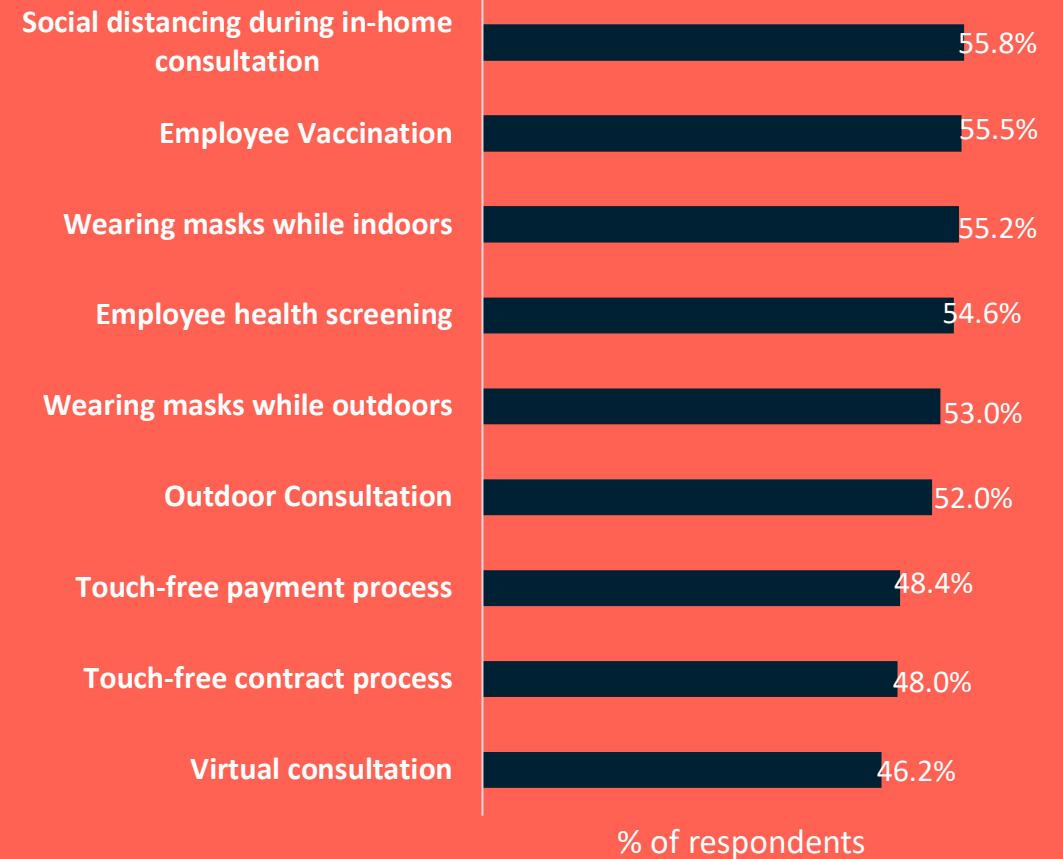
0 Verified Reviews

Request a Quote



Covid safety is still very important to 60% of consumers

Specific practices considered “very important:”



Roofing material preferences

Top characteristics of roofing materials
(% ranking very important)

1. Weather-resistant (72%)
2. Long-lasting (70%)
3. Energy efficient (64%)
4. Cost (64%)
5. Style/aesthetic (60%)
6. Environmentally sustainable (59%)
7. Color (52%)

Compared to the broader population, **Angi consumers** are slightly more motivated by **style and color** and less by cost

54% of homeowners are interested in installing solar during their roofing project

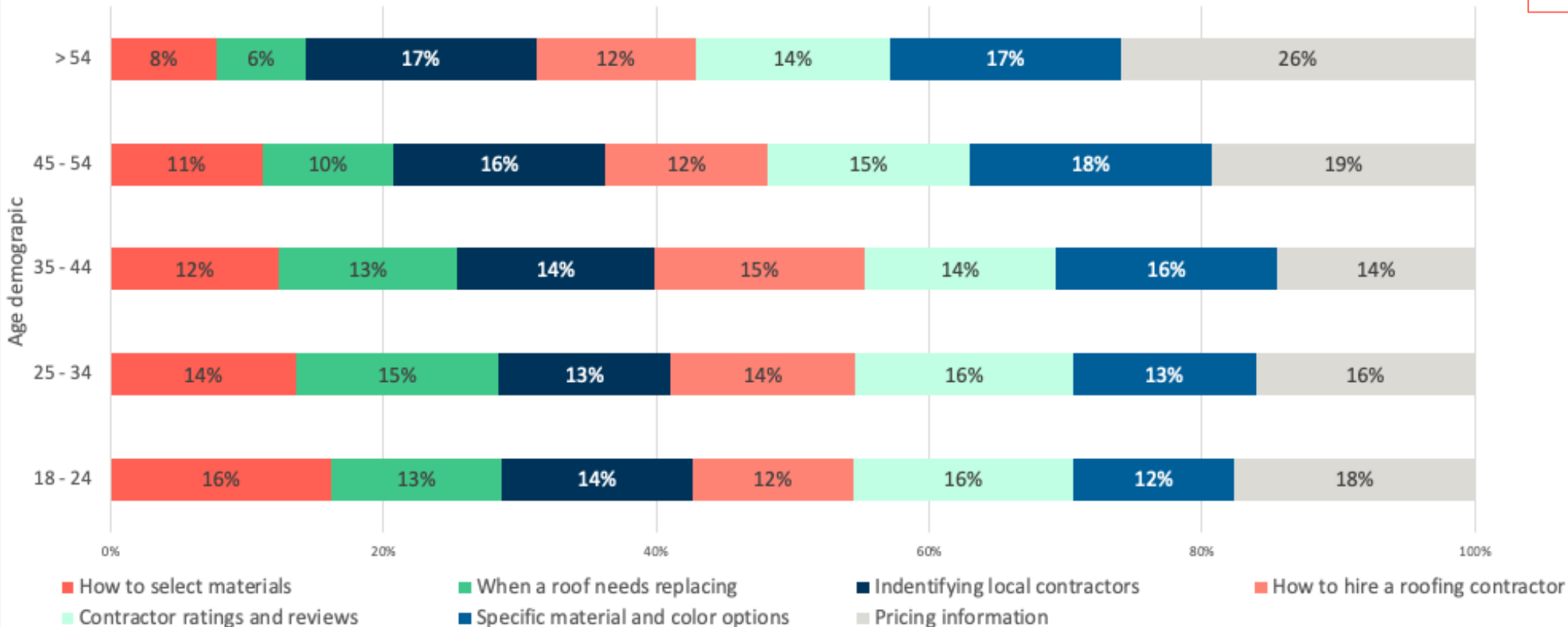


Anticipating your leads' questions

Older consumers are more interested in price, materials and color options. Younger consumers may need more education about how to select materials and when their roof needs to be replaced.

Information Homeowners are Seeking when Hiring a Roofing Contractor

Top 2 pieces of information homeowners are looking for



Price & material options

Price & material options

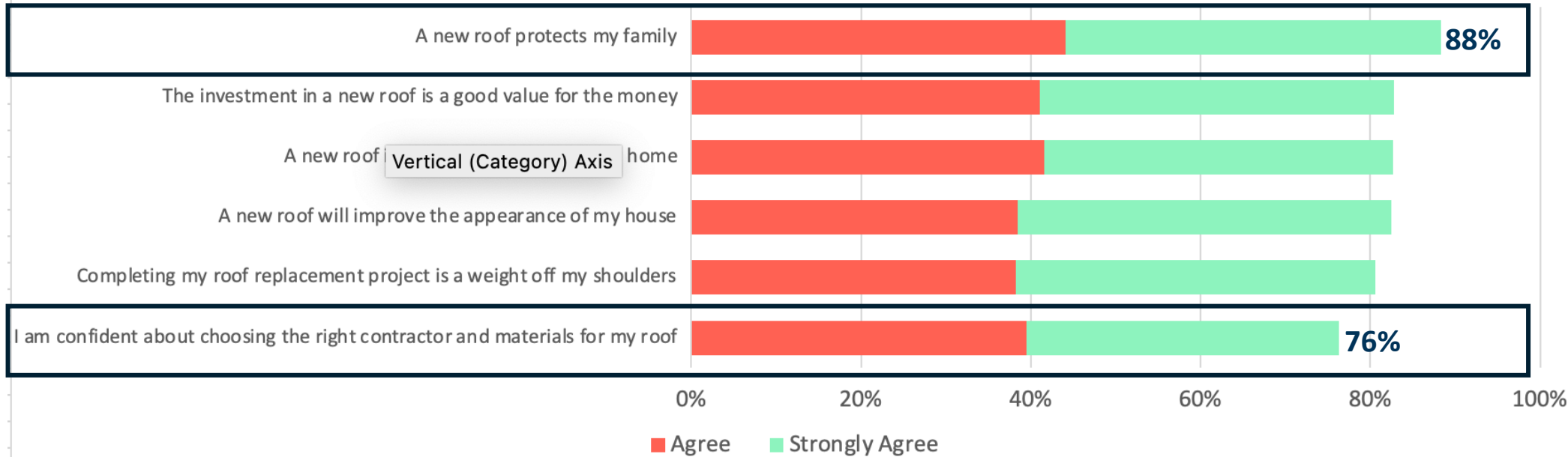
Material options and how to choose a contractor

Reviews and when to replace a roof

Reviews and how to select materials

Messages that resonate during in-home appointments

How much do you agree with the following statements?



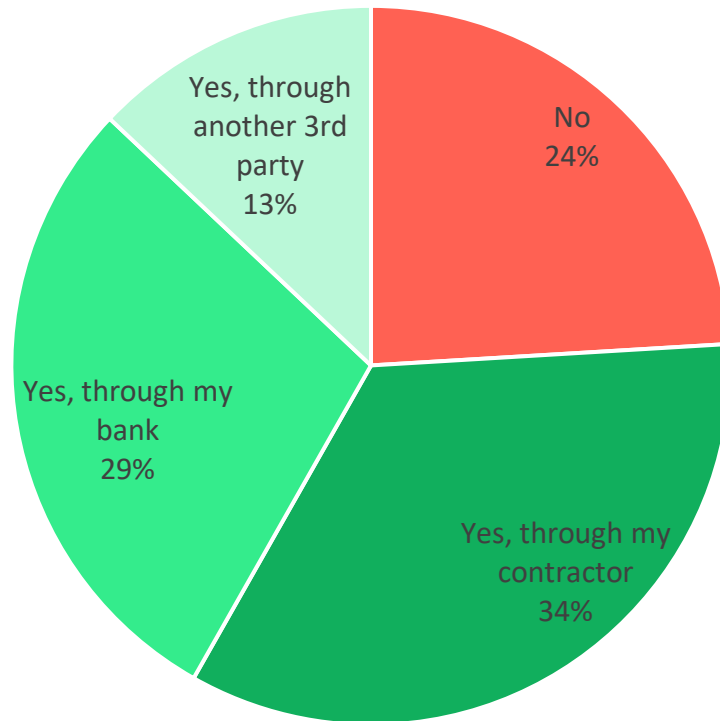
Protecting a consumer's family is the most powerful message for consumers.

Contractors have an opportunity to allay consumers' concerns about choosing the right contractor and materials during their in-home appointments.

Privileged & Confidential

Financing is common with a mix of sources being used

Did you (or do you plan to) finance your roofing project?

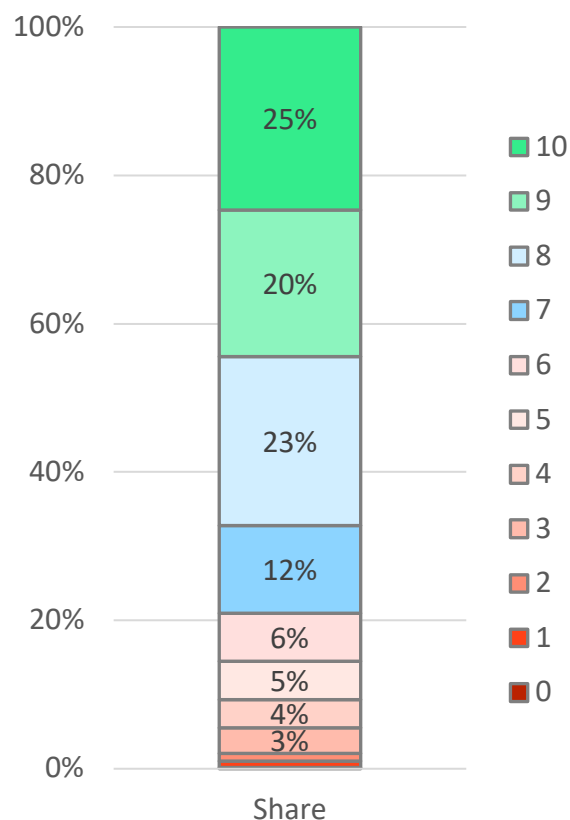


76% of homeowners reported that they financed their roofing project

49% of homeowners say it is “very important” that a roofing contractor offer financing

While most experiences are good, consumers cite plenty of room for improvement

How likely is it that you would recommend the contractor you hired to a friend or colleague?



Overall **net promoter score (NPS)** of 23 which is generally considered to be **favorable**

If you could change one thing about the roof replacement process, what would it be?

"I don't want to change anything.. because everything was perfect."

"I like that the house designed by this company makes me feel like I have a new house again"

"Make the entire process faster"

"Better cleanup after they are done"

"Better communication of start time since I have young children"

"Would like to better picture what the final appearance would be like"

"I would choose more environmentally friendly materials."



Thank You

Angi