

Supporting and promoting defensible home strategies

Many U.S. & Canadian homeowners appreciate their local homeowner associations (HOAs) for working to maintain style standards, keep their neighborhoods cohesive, and protect local home values. Recent statistics indicate there are more than 351,000 HOAs representing over 40 million households (53% of owner occupied homes) in America. With these statistics, there is no doubt HOAs can effect massive change in support of homeowners by encouraging and allowing their members to use the most effective, long lasting and durable materials for their home.

HOAs that allow homeowners to use materials such as metal roofing can make a home more defensible, especially as the impacts of extreme weather and natural disasters increase.

Wildfire season in North America starts earlier, last longer and affects more area than ever before. Metal roofing, which has a Class A fire rating, offers superior roof protection from flying embers which can travel up to a mile away. In hurricane prone areas, metal roofing offers added protection from high-winds in excess of 140-mph (equal to a F2 tornado) as well as moisture and leaks. Metal roofing also offers proven performance in areas where hail storms can ravage a home's roof, resisting damage and helping to protect your home's interior. Metal roofing's performance and durability make it the best choice for your area, no matter what mother nature has in store.



Owner occupied homes
in America



Represented by HOAs
Over 40 Million Households

Metal roofing also offers a myriad of benefits to homeowners and HOAs alike including better energy efficiency, a superior platform for solar systems, long-lasting durability, easy maintenance and an eco-friendly material.

The latest consumer research conducted by the Metal Roofing Alliance indicates that metal is now the second most preferred roofing material. However, some HOAs still restrict the use of metal roofing in favor of outmoded materials. Outdated information and incorrect perceptions about metal roofing on the part of HOAs may prevent a homeowner from utilizing the best roofing option for their home—one that offers protection and adds value.

One of the most common misperceptions about metal roofing is that it comes in limited colors and styles which is simply not true. Today's metal roofing comes in a wide array of color options and can beautifully mimic traditional styles, patterns and designs—including clay tile, slate, wood shake and even asphalt. The bottom line...if style is holding HOAs back from allowing homeowners to choose metal roofing as an option, it's time to re-evaluate.

For both HOAs and homeowners, the ultimate key to protecting your home is a better understanding of the threats in your area. The Metal Roofing Alliance is your resource to learn more about the benefits and options available with metal roofing as well as the protection it offers in your specific region. With extreme weather events increasing throughout the U.S. and Canada, now is the perfect time to realign perceptions about metal roofing and pursue roofing options that not only protect your homes but also add value and provide benefits beyond other roofing materials.

Metal roofing can beautifully mimic the look of any roofing product on the market, providing the aesthetics you want with the durability and protection only metal can provide. It just makes sense.

