

Construction Specialty Contractors: Roofing, Siding, & Sheet Metal

Industry Digest

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SUMMARY

Roofing, siding, & sheet metal contractors are integral to the construction industry. Many, but not all, companies perform all three of these installation services, along with other exterior work. These organizations often work directly with customers, through insurance companies, and as part of new construction projects.

If they can overcome obstacles, such as labor shortages, and capitalize on growth opportunities, like adopting sustainable roofing practices, roofing, siding, and sheet metal contractors will gain an advantage over the ever-growing competition. In an injury-prone industry, safety and training programs keep workers safe and productive. Tight local competition requires an optimized customer experience that promotes referrals from happy clients. With innovative estimation and project management technology, these specialty contractors foster partnerships with suppliers, property developers, and key stakeholders.

Roofing, siding, and sheet metal specialty contractors using legacy ERP or entry-level accounting applications cannot keep up with the demands of today's changing construction industry. Reliance on physical paperwork on the job site makes it difficult to react to customer needs promptly. Lack of integration across departments with disparate accounting, estimating, project management, payroll, and compliance solutions cost time and money.

Get ahead of the competition with a true-cloud ERP solution with best-in-class financials, certified and union payroll, embedded CRM, AIA billing and reporting, and robust compliance and inventory features. Leverage the power of an unparalleled business platform and extend the platform with hundreds of certified marketplace applications to fit your business's unique needs.

This Industry Digest delivers key industry growth projections and trends. Learn how to alleviate common roofing, siding, & sheet metal contractor challenges, get a specialty construction ERP checklist, and access industry-specific resources to help you grow and thrive in today's competitive construction economy.

INDUSTRY Overview



Roofing, siding, and sheet metal contractors compete for business locally and rely on reputation and referrals. They must be agile enough to react to fluctuations in residential and commercial demands. This need for agility is also apparent when customers request the use of sustainable materials. Much of the work performed by these specialty contractors is replacement services for existing buildings. Technology with multi-discipline capabilities positions these cross-industry companies to move with agility as the opportunity arises.

INDUSTRY GROWTH PROJECTIONS AND MARKET SIZE

Roofers, siding, and sheet metal contractors install, repair, and maintain roofs, gutters, downspouts, and siding on homes and commercial buildings. The industry is predicted to grow at a Compound Annual Growth Rate (CAGR) of 5.6% by 2028.¹ An increase in residential housing and demand for more eco-friendly products have aided in this growth.

Over 90%² of the work these specialty contractors perform is replacement services for existing buildings. Contractors offering customers upcycled or green roof choices and solutions for waste reduction are well-positioned to win more work and grow their customer base. While not completely dependent on the housing market, roofers are certainly affected by the ebb and flow of demand for new houses alongside demand for repairs and replacements.

Despite the market's growth, employment of roofing, siding, and sheet metal installers is expected to be stagnant through 2031.³ The saturated roofing and siding contractor market emphasizes the need for workers who want to begin a new career in this specialty trade. The good news is that there are job openings for those interested in entering the profession. Formal training is not required for most roofing jobs, making it relatively easy to enter the workforce.

Competition is tight among roofing companies for both customers and employees. The companies that invest in strategies to attract, train, and retain talent will garner trust with employees and raise customer satisfaction levels as a result.

Roofers, siding, and sheet metal specialty contracting companies are classified by the four-digit SIC Code 1761. The four largest groups within the US market are shown below.

Roofing, Siding, & Sheet Metal Contractor Market Size⁴ (company size and number of companies)

SIC CODE	INDUSTRY SEGMENT	1-20	21-50	51-100	101-250	251-500	501+	TOTAL
1761-03	Gutters & Downspouts	11,293	733	174	66	8	1	12,275
1761-09	Roofing Contractors	35,588	2,674	702	285	27	18	39,294
1761-11	Siding Contractors	12,638	765	168	65	4	6	13,646
1761-17	Metal Roofing Contractors	8,380	522	128	40	3	3	9,076

1. Source: [LinkedIn](#)

2. Source: [Roofing Insights](#)

3. Source: [Bureau of Labor Statistics](#)

4. Source: [Data Axle 2023](#)

”Acumatica seemed to be the only platform geared towards contractors using multiple site locations. You can move inventory back and forth between warehouse and project inventory and issue the expense to the project.”

– DAVE COLEMAN, PURCHASE MANAGER
O’HARA’S SON ROOFING COMPANY

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INDUSTRY DESCRIPTION

Since most of the work roofing, siding, and sheet metal contractors perform is hired independently for removal and replacement installations, certifications, insurance, and compliance documentation are crucial. A centralized place for all document management gives these companies faster and more accurate bids and improved collaboration for successful project execution.

Roofing, siding, and sheet metal companies must implement safety procedures and maintain safety certifications that meet Occupational Safety and Health Administration (OSHA) guidelines to prevent injuries. Workers are trained on properly using equipment like roof cutters, nail guns, and scaffolding. They need safety and compliance oversight processes that alert any chance of these documents expiring during a job. Collaboration tools with push notifications ensure that all documentation is current and accessible when called upon. Whether a small roofing company or a larger, multi-project organization, roofers, siding, and sheet metal contractors need scheduling and inventory visibility to provide the highest customer service possible.

The service-oriented nature of roofing, siding, and sheet metal contractors means they must manage inventory and equipment for each crew on each job. In addition, these professionals must track equipment repairs and maintenance. As a result, they require visibility into service requests, crew schedules, equipment availability, and inventory needs.

The need to control material prices and demand for eco-friendly and solar materials have given roofing, siding, and sheet metal contractors an opportunity for growth. As this green movement grows, contractors can add value to contracts, differentiate their services, and pass the higher material costs on to the consumer. However, it is difficult to seize these opportunities without skilled labor. Therefore, retention of experienced workers is more important than ever in this highly competitive market. Attract and keep workers with modern, easy-to-use collaboration tools that give everyone full visibility into the availability of supplies and project progress.

Astute project management for labor, materials, and equipment ensures jobs are finished on or before the estimated completion date, creating delighted customers. This is paramount because reputation and word-of-mouth are essential to garner more jobs.

ROOFING CONTRACTORS

Roofing work is physically demanding. Roofers work outside, sometimes in extreme temperatures, and must climb steep slopes, bend, and lift heavy materials and equipment. For these reasons, roofing injuries are common on the job site. Workers may slip or fall from scaffolding, ladders, or roofs. Heat-related illnesses are also a concern. Balance, stamina, attention to detail, and comfort with heights are all important qualities for roofers.



Most roofers learn the trade on the job, and there are no specific education requirements for entering the field. However, the National Roofing Contractors Association offers certifications for experienced roofers to learn about different roofing systems. After gaining on-the-job experience, roofers may seek career advancement by becoming a job superintendent, supervisor, estimator, or even starting their own roofing business.

SIDING & SHEET METAL CONTRACTORS

Siding contractors install siding on building exteriors. As with roofing, this job includes working with power tools, climbing ladders and



scaffolding, and transporting materials and supplies. They must have extensive knowledge about types of siding, its pricing, and availability. A siding installer also provides installation services for flashing, fascia, and gutters.

Sheet metal contractors can build and install products such as eaves-troughs, roof decking, and sheet metal buildings. These specialty trades may work indoors in a shop or outdoors on a job site. Safety is a high priority for the use of the specialized equipment needed.

Both siding and sheet metal contractors need visibility into inventory and stock availability to bid jobs accurately. A service management system will capture customer needs, assign crews, and manage communications between the installers and the customers.

SHEET METAL HVAC CONTRACTORS

Sheet metal workers are not exclusively downspouts and gutters. They also fabricate, assemble, install, and repair furnaces and ventilating systems and may be employed by HVAC companies. Unionized jobs in sheet metal can provide higher earnings and job security.



ERP Features



Selecting a solution to run your specialty contracting company is a decision that will affect your company for years to come. Many products offer the same or similar features, and it can be confusing to sort out what is important and what is not. Acumatica's [Construction ERP System Evaluation Checklist](#) is a good starting point for evaluating ERP solutions. The interactive checklist below contains critical features that specialty contractors need to thrive in the market today.

FEATURE	BENEFIT	PRIORITY	Acumatica		
Job Cost Accounting	Guarantee important contracts, clients, and revenues are not lost with included AIA reporting and billing. Compare costs with original and revised budgets.		✓		
Project Management	Enable flow of project data between managers, field teams, and office staff. See changes in project scope, labor, materials, and equipment in real-time.		✓		
Change Orders	Manage change orders with automated workflows. Streamline change orders for multiple projects with unit rate changes, custom retainage, and cost-only change requests.		✓		
Compliance	Manage lien waivers, insurance certificates, and status updates. Provide expiration dates and other alerts to staff and suppliers. Generate automated compliance documents.		✓		
Payroll	Flexible payroll supports multiple unions, locals, classes, benefits packages, complex wages, and certified wages.		✓		
Labor Documentation	Each employee's compensation records are easy to track and report on. Certified payroll allows subcontractors to complete all government-required documentation.		✓		
Daily Field Reports	Collaborate with other subcontractor teams in the field. Ensure everyone has the same project updates to improve planning, scheduling, and billing.		✓		
Embedded CRM	View real-time customer data, including quotes, orders, invoices, payments, support cases, and service calls. Empower customers with a self-service customer portal.		✓		
Document Management	Store and retrieve all project documentation electronically for improved communication with all stakeholders.		✓		
Estimating	Use connected estimating solutions, such as ProEst to save time and create more accurate estimates and win more profitable jobs.		✓		
Field Services	Manage technician schedules and use mobile devices for GPS navigation, voice note dictation, mobile time reporting, and mobile expense receipt capture.		✓		
Inventory Management	Track project materials in warehouses, mobile service vehicles, and on other job sites.		✓		
Purchasing/Procurement	Built-in drop shipping ensures materials and equipment arrive at the job site when they are needed.		✓		
Equipment Tracking	View equipment service history in the field. Define warranties and schedule recurring preventative maintenance.		✓		
Manufacturing	Connect to Acumatica Manufacturing Edition to grow and evolve your business with material planning, production controls, and automated order management.		✓		
Mobile Functionality	Empower workers to respond quickly to customers, vendors, contractors, and other subcontractors from the field.		✓		
One Source of Truth	Connect all people, projects, and processes with one central location for all project data. Eliminate data silos with a comprehensive 360-degree view of each project.		✓		
Easy Integrations	Easily integrate with vetted Marketplace applications to extend functionality and meet unique business needs.		✓		
Business Intelligence	Use powerful business intelligence to gain a better understanding of financial and customer data to make informed, actionable decisions.		✓		
Ease-of-use	Attract and retain employees with a modern and easy-to-use cloud platform. Customize screens and dashboards to fit different roles in the company.		✓		
Scalability	Scale up or down as business needs change without incurring costs for added licenses. Pay for resources used, not the number of users, giving everyone access.		✓		

INDUSTRY Resources



Resources are provided below to aid roofing, siding, and sheet metal contractors in their digital transformation projects. Network with your industry peers, attend trade shows and read recent trade media and industry reviews. Access Acumatica's resources to learn more about software to automate and streamline business operations.

INDUSTRY EVENTS

- ABC Convention ([Link](#))
- CFMA Annual Conference ([Link](#))
- Conexpo Con/Agg ([Link](#))
- ENR Future Tech ([Link](#))
- FCIA Firestop Industry Conference & Trade Show ([Link](#))
- Greenbuild International Conference ([Link](#))
- IIBEC Building Enclosure Symposium ([Link](#))
- International Roofing Expo ([Link](#))
- METALCON ([Link](#))
- NAHB International Builders Show ([Link](#))
- NARI Home Improvement Show ([Link](#))
- ROOFTech (Canada) ([Link](#))
- SMACNA Annual Convention ([Link](#))
- STAFDA Annual Convention & Trade Show ([Link](#))
- World of Concrete ([Link](#))



- Slate Roofing Contractors Association ([Link](#))
- Specialty Tools & Fasteners Distributors Assoc. ([Link](#))
- Tile Roofing Industry Alliance ([Link](#))
- Union of Roofers, Waterproofers, and Allied Workers ([Link](#))
- Vinyl Siding Institute ([Link](#))

INDUSTRY ASSOCIATIONS

- American Subcontractors Association ([Link](#))
- Asphalt Roofing Manufacturers Association ([Link](#))
- Associated Builders and Contractors ([Link](#))
- Canadian Roofing Contractors Association ([Link](#))
- Confederation of Roofing Contractors (UK) ([Link](#))
- Construction Financial Management Assoc. ([Link](#))
- Firestop Contractors International Assoc. ([Link](#))
- Insulated Roofing Contractors ([Link](#))
- International Federation of the Roofing Trade ([Link](#))
- Intl. Institute of Building Enclosure Consultants ([Link](#))
- Metal Construction Association ([Link](#))
- National Association of Home Builders ([Link](#))
- National Association of the Remodeling Industry ([Link](#))
- National Council of Structural Engineers ([Link](#))
- National Roofing Contractors Association ([Link](#))
- Roofing & Siding Contractors Associations ([Link](#))
- Roofing Alliance ([Link](#))
- Sheet Metal Air Rail Transportation Union ([Link](#))
- Sheet Metal & AC Contractors' National Assoc. ([Link](#))
- Sheet Metal Contractors Association ([Link](#))
- Single Ply Roofing Industry ([Link](#))



TRADE MEDIA AND ANALYSTS

- Builder Magazine ([Link](#))
- Construction Business Owner Magazine ([Link](#))
- Construction Executive ([Link](#))
- Constructor Magazine ([Link](#))
- Contractor Magazine ([Link](#))
- Eye on Sheet Metal ([Link](#))
- Fabricating and Metalworking ([Link](#))
- The Fabricator ([Link](#))
- International Sheet Metal Review ([Link](#))
- Metal Forming Magazine ([Link](#))
- Modern Metals Magazine ([Link](#))
- Pro Installer Magazine ([Link](#))
- Pro Remodeler Magazine ([Link](#))
- Professional Roofing Magazine ([Link](#))
- Roofing Contractor ([Link](#))
- Roofing Insights ([Link](#))
- Roofing Magazine ([Link](#))
- Sheet Metal Journal ([Link](#))
- Sheet Metal World ([Link](#))
- Structure Magazine ([Link](#))
- Traditional Roofing Magazine ([Link](#))



ACUMATICA RESOURCES

Access the Acumatica Resource Center to learn more about Acumatica Construction Edition for specialty contractors.



[Visit Resource Center](#)



Discover How Specialty Contractors Grow with Acumatica

[LEARN MORE >](#)

ACUMATICA Benefits



Acumatica is the choice for progressive roofing, siding, and sheet metal contractors. The future-proof cloud platform empowers specialty contractors to tailor the application to their unique needs with low-code, no-code customization tools, configured workflows, and access to hundreds of certified marketplace applications.

ACUMATICA FOR ROOFING, SIDING, & SHEET METAL CONTRACTORS

Acumatica Construction Edition holistically supports the unique challenges roofing, siding, and sheet metal contractors face every day. Collaborate with complete visibility and track material, equipment, and labor costs with a single source of truth. Acumatica connects teams from anywhere at any time.

Timesheets and resource allocations link to projects for real-time views of every job. Acumatica streamlines change orders for multiple projects with unit rate changes, custom retainage, and cost-only change requests. Maintain project timelines with the ability to drop-ship stock directly to job sites and connect them to change orders.

Store insurance and bond certificates electronically so they are always accessible. Provide automated updates when staff or company compliance documents are close to expiring. Create forms within the system to record employee safety, training, and occurrence logs.

Track inventory in warehouses, mobile service vehicles, and other job sites. Ensure the right supplies and equipment are in stock to complete each job. Materials used are restocked as needed with real-time visibility into each project.

Acumatica Construction Edition provides ease of use and an adaptable platform that facilitates rapid integrations. Integrate with BIM, estimating, field service applications, and more. Built on a scalable cloud ERP platform, Acumatica's open architecture is backed by the industry's best value-added reseller network. Acumatica Construction Edition provides roofing, siding, and sheet metal contractors with a solution for transforming your business to thrive in today's economy.

“There is a noticeable difference in the data collection, representation, and archiving that Acumatica provides versus our previous ERP and Acumatica facilitates a level of transparency for our records that is crucial.”

– DAVID GREEN,
VP OF OPERATIONS, OFSi



About Milestone Information Solutions

Milestone IS has been helping businesses implement enterprise resource planning (ERP) systems to improve business processes and profitability for over 30 years. By combining our unique accounting expertise, dedication to customized support, and attention to detail, we are able to help businesses maximize their ERP systems and get the most out of their investments.

To learn more about how Milestone and Acumatica can streamline your business, visit www.milestoneis.com.