



What roofing consumers want in 2021

**Insights from an
Angi survey of
1,200 homeowners**

Why are consumers replacing their roofs?

In July 2021, Angi surveyed 1,200 roofing consumers to learn how they were approaching their projects. Half of respondents recently completed a roofing project and half were planning on in the next 6 months.

We Learned...



What homeowners
are looking for
when hiring a
contractor

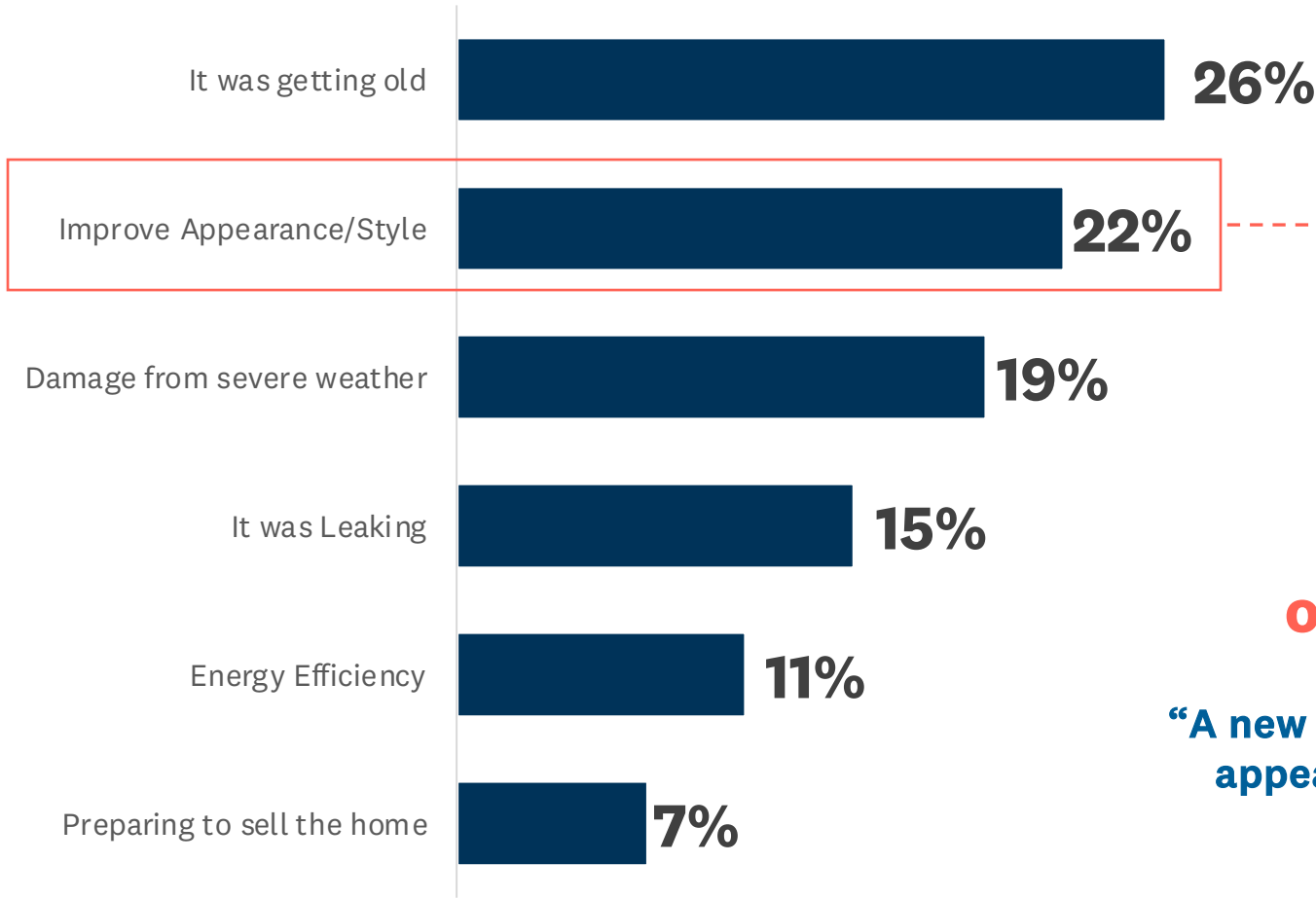


Top reasons why
homeowners are
looking to repair
their roofs



Factors and trends
influencing
material selection
and buying

Why are consumers replacing their roofs?



TIP:

44%

of homeowners

agree that

“A new roof will improve the appearance of my house.”

Consider images in marketing content:

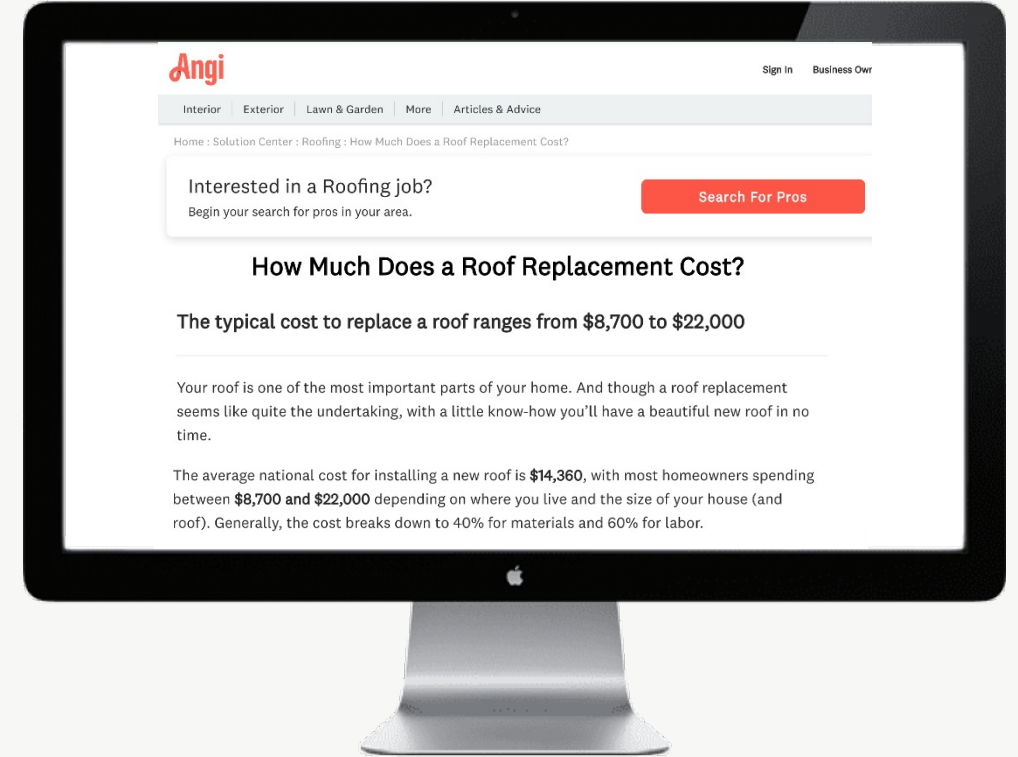
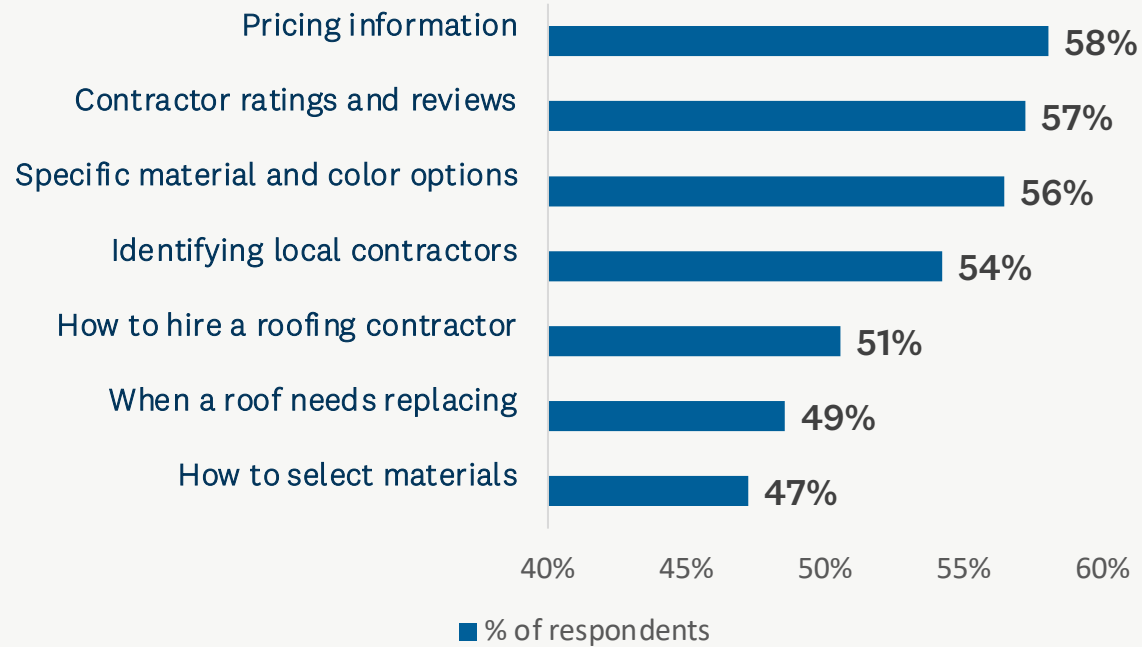


How are people approaching their research?

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



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



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)**



Recommendations from friends,
family, or neighbors



Search engine and digital platform



Manufacturer's websites



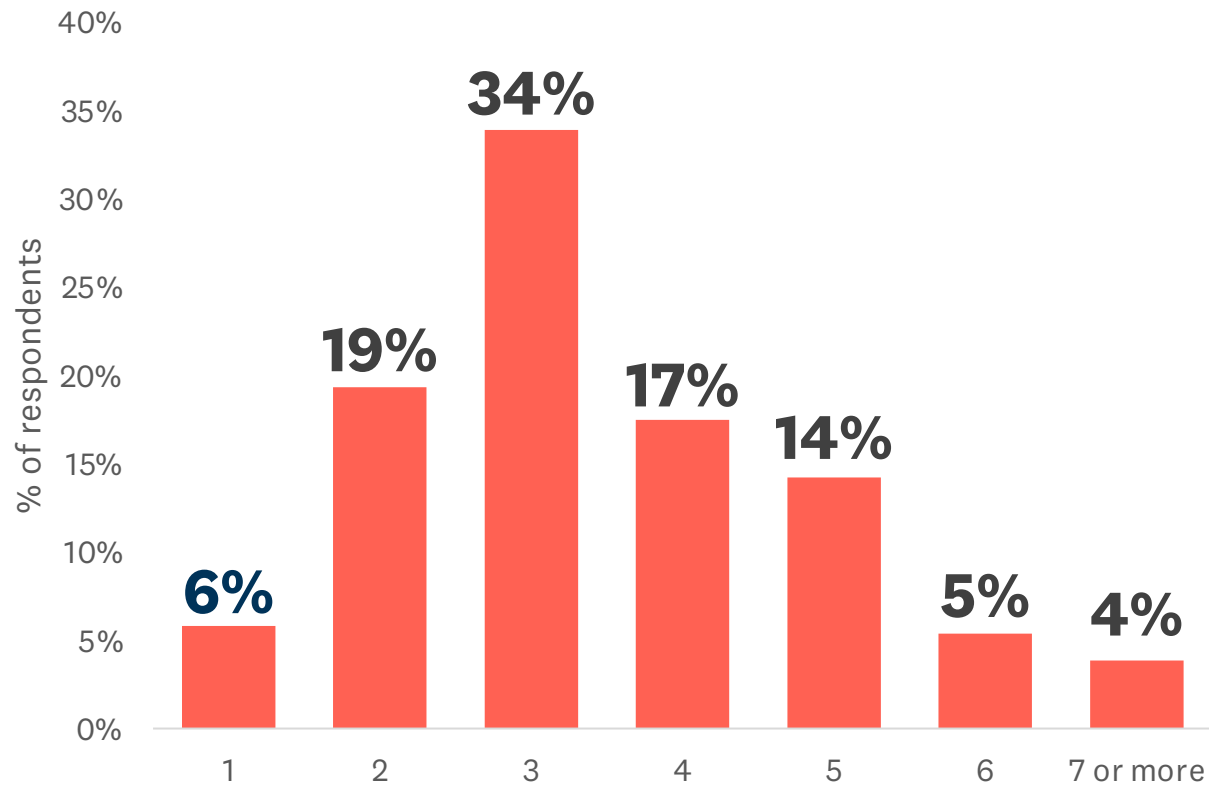
Top Platforms used to find contractors



The median homeowner is getting 3 quotes



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



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



Female



Seeking low price or best
workmanship/warranty



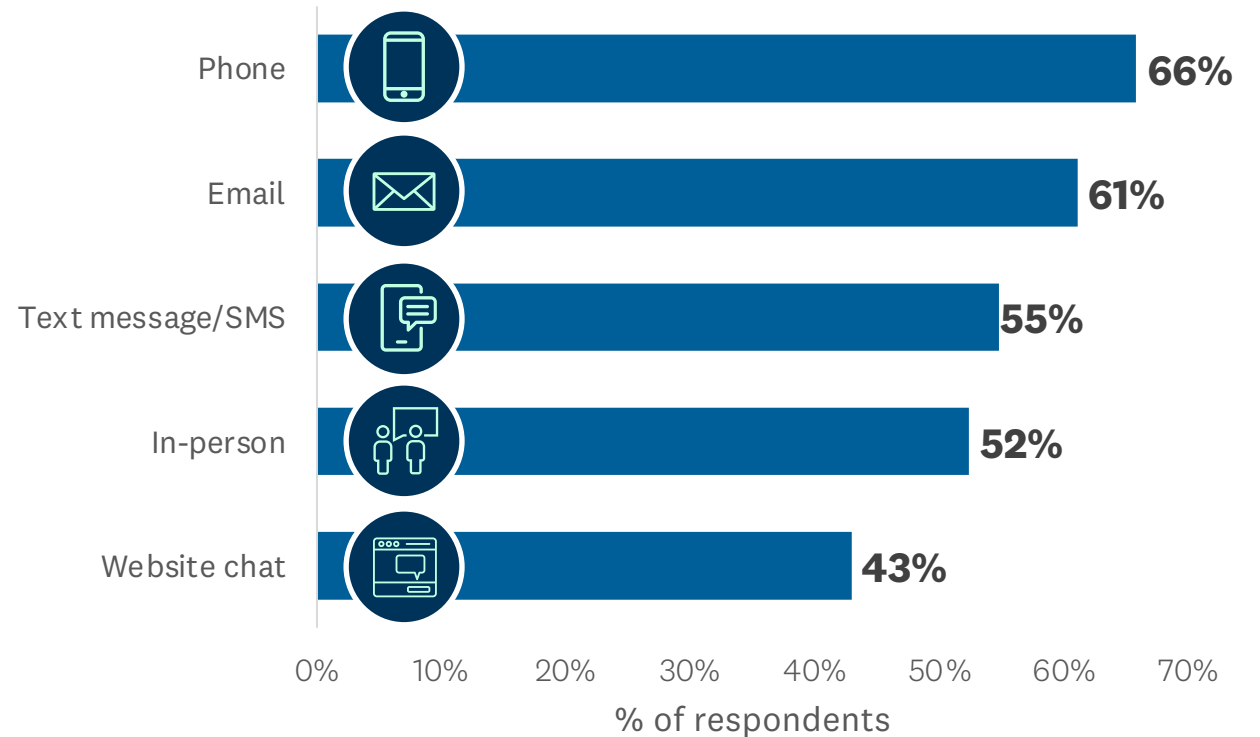
Relying on word of mouth or
Angi/HomeAdvisor

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%)



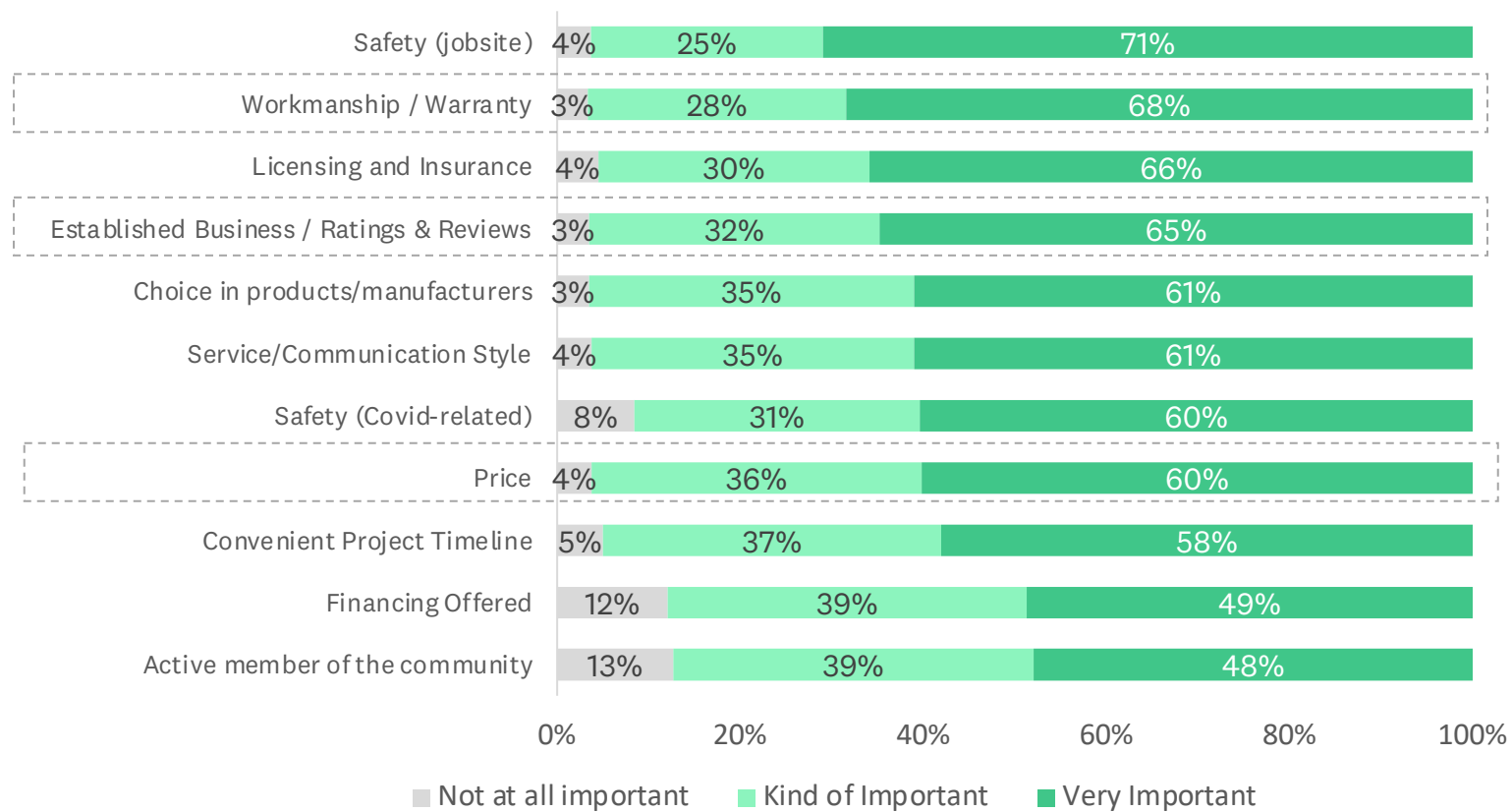
How do you prefer to communicate with contractors?



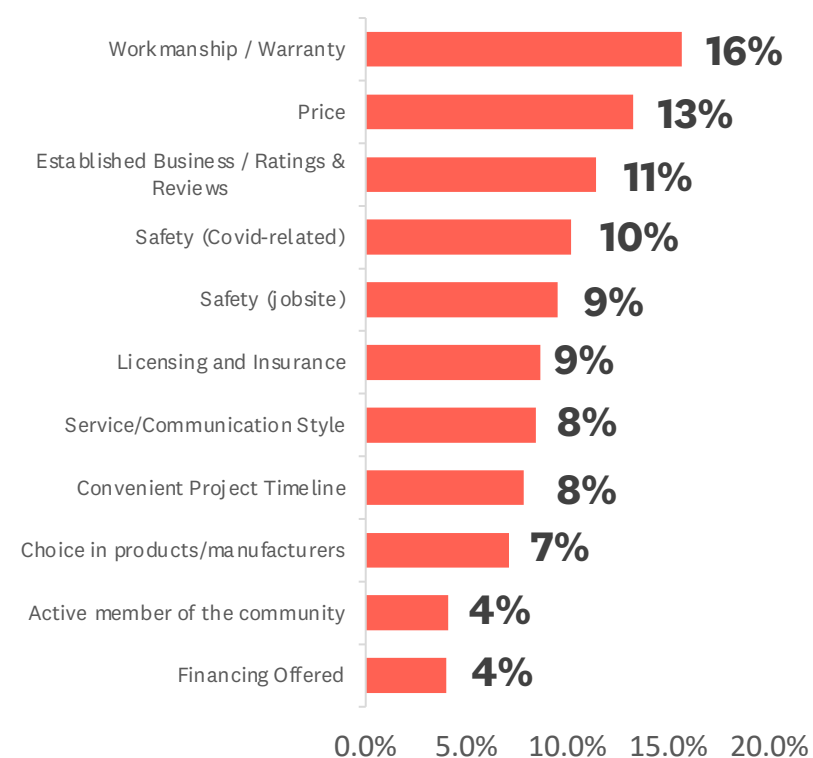
45 and older have a higher preference toward traditional communication methods like phone and in person and tend to NOT prefer digital communication methods.

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](#)

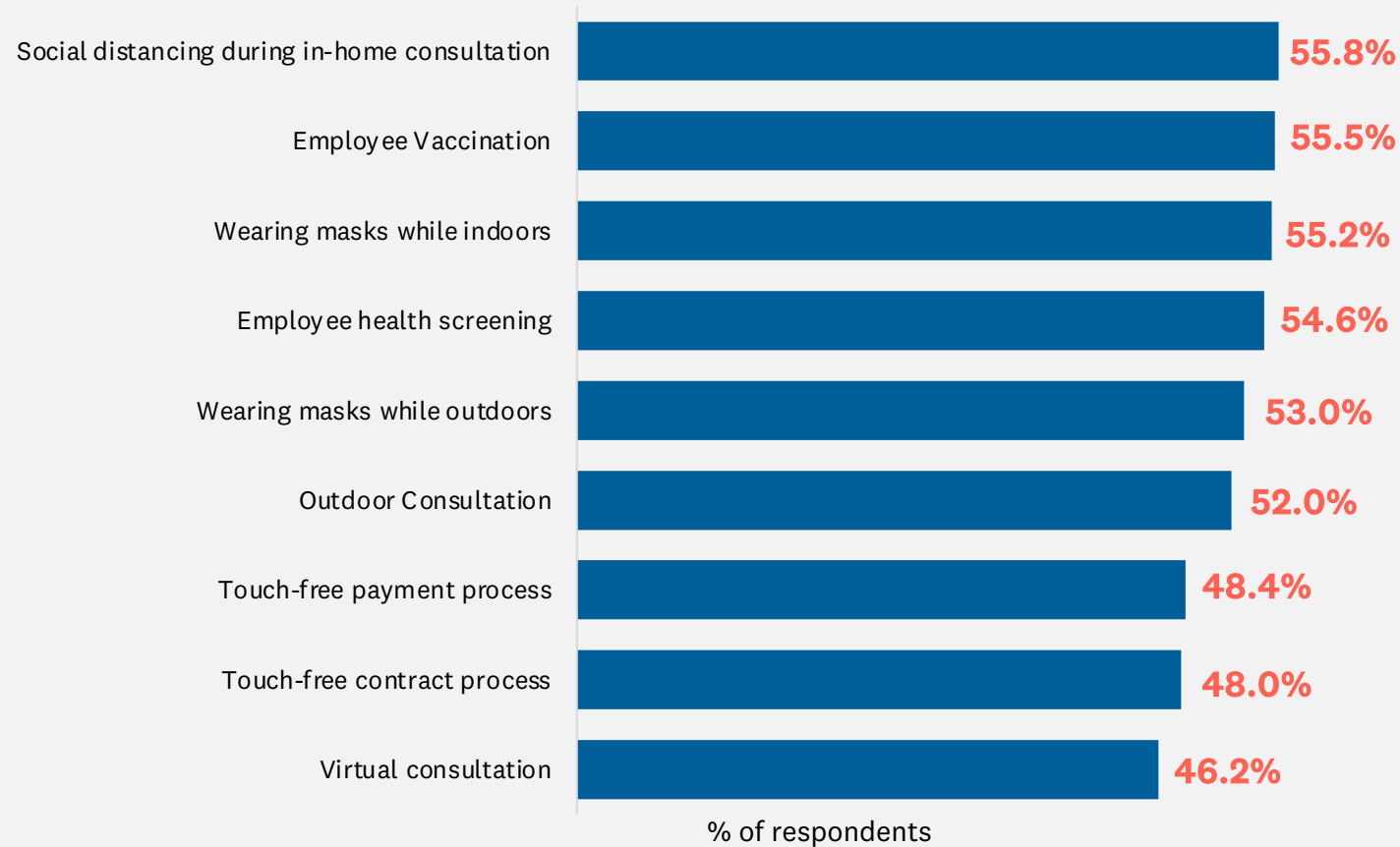
ABC Construction
& Rehab

0 Verified Reviews

[Request a Quote](#)

Covid safety is still very important to 60% of consumers

Specific practices considered “very important:”

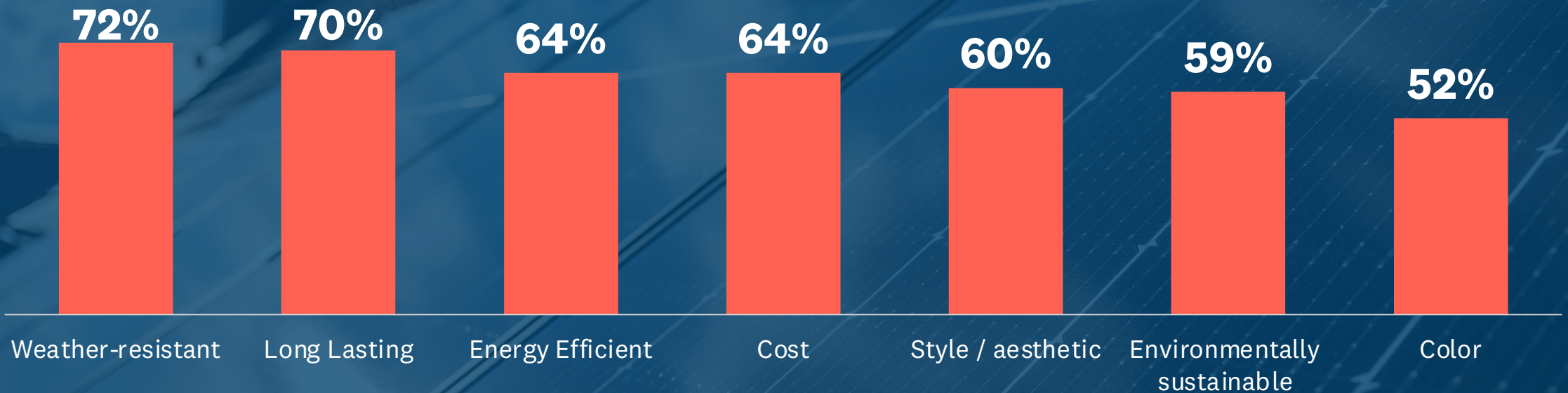


Roofing material preferences

Top characteristics of roofing materials
(% ranking very important)

54%

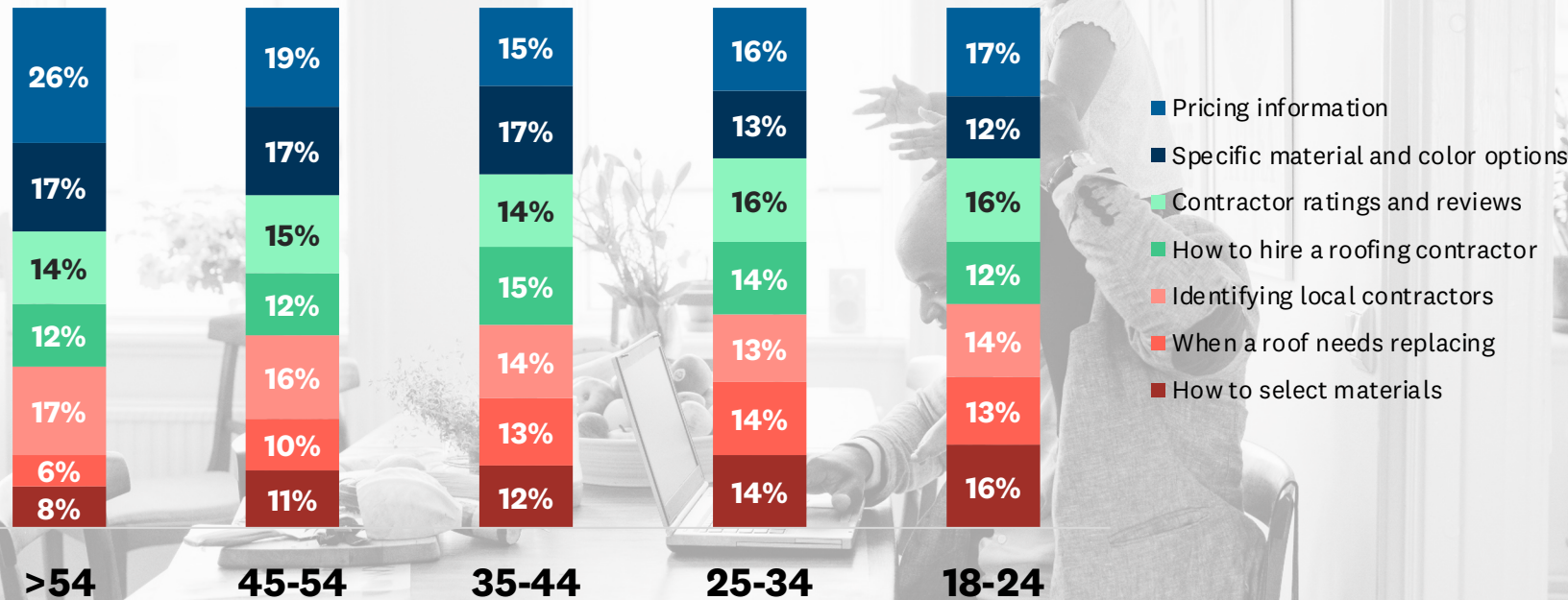
of homeowners are
interested in installing solar
during their roofing project



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 pieces of information homeowners are looking for



Price



Material options



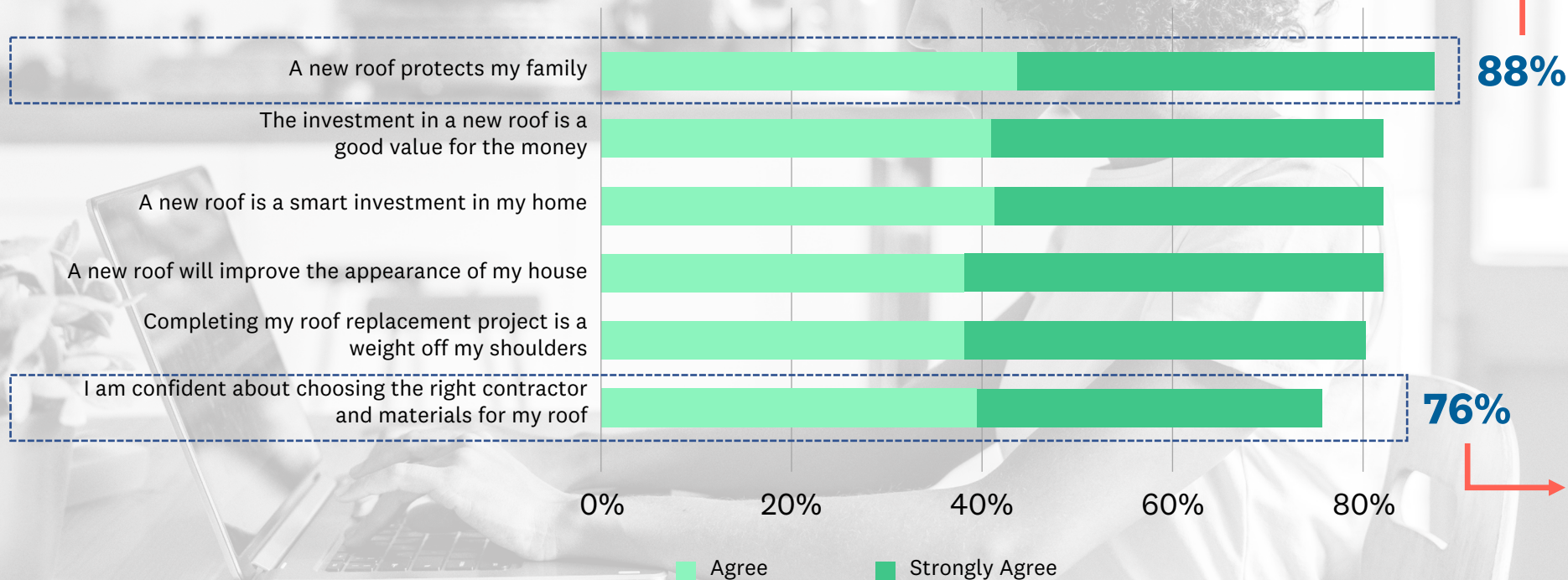
Reviews



When to replace a roof

Messages that resonate during in-home appointments

How much do you agree with the following statements?



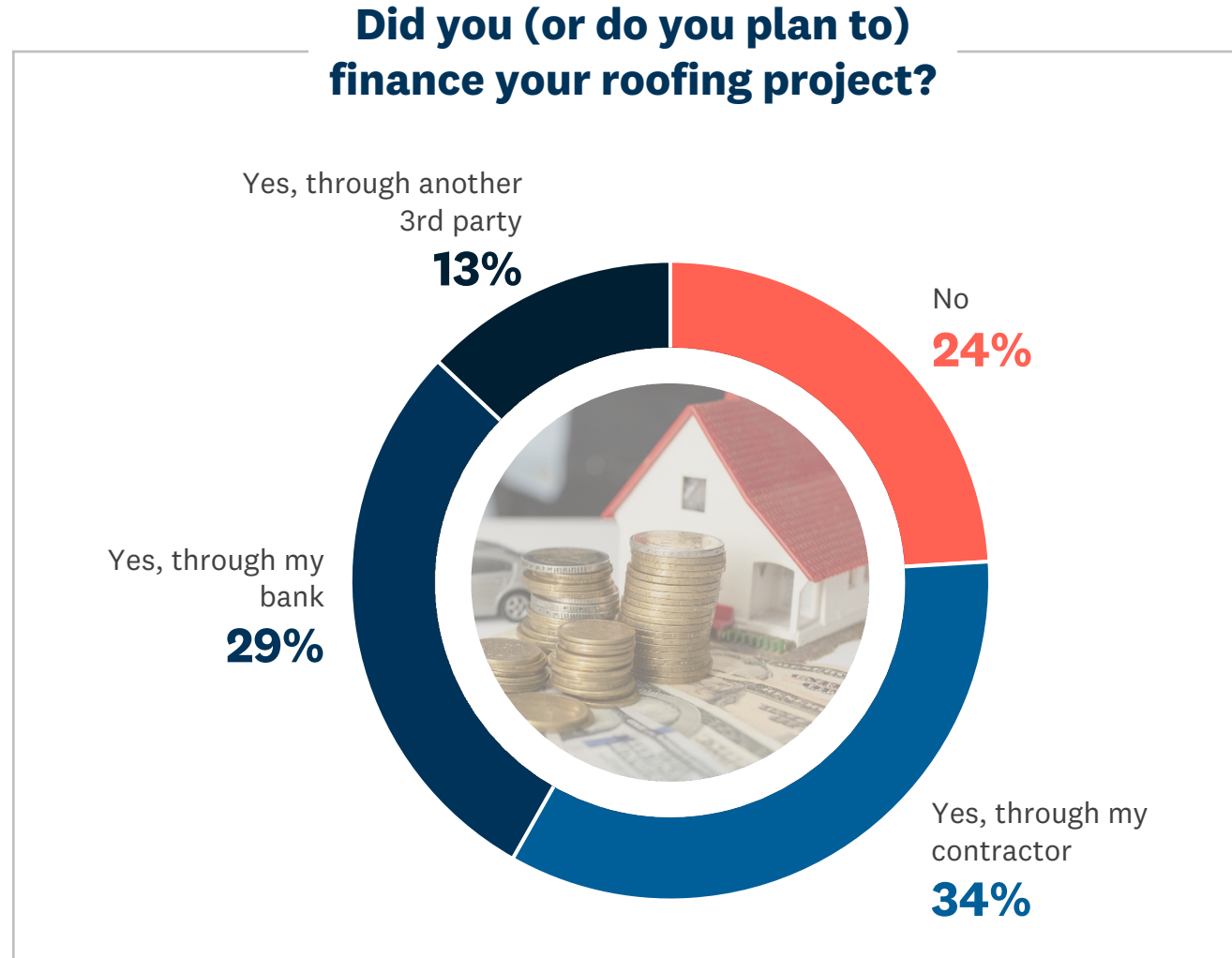
Protecting a consumer's family is the most powerful message for consumers.



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

Financing is common with a mix of sources being used

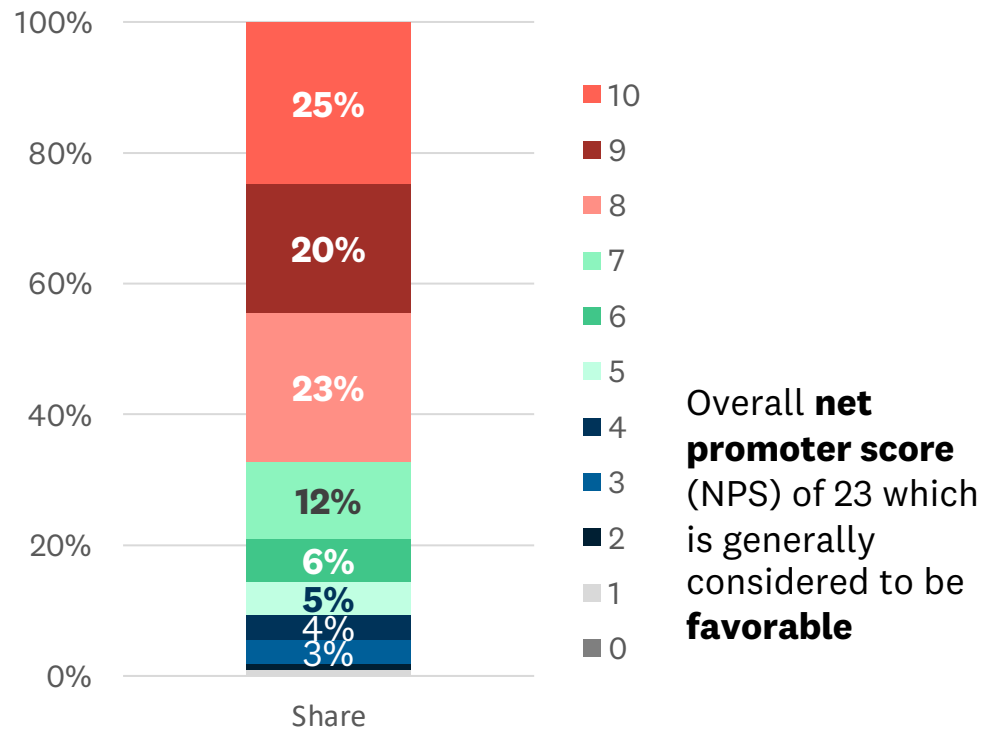
76%
of homeowners
reported that they
financed their roofing
project



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?



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"

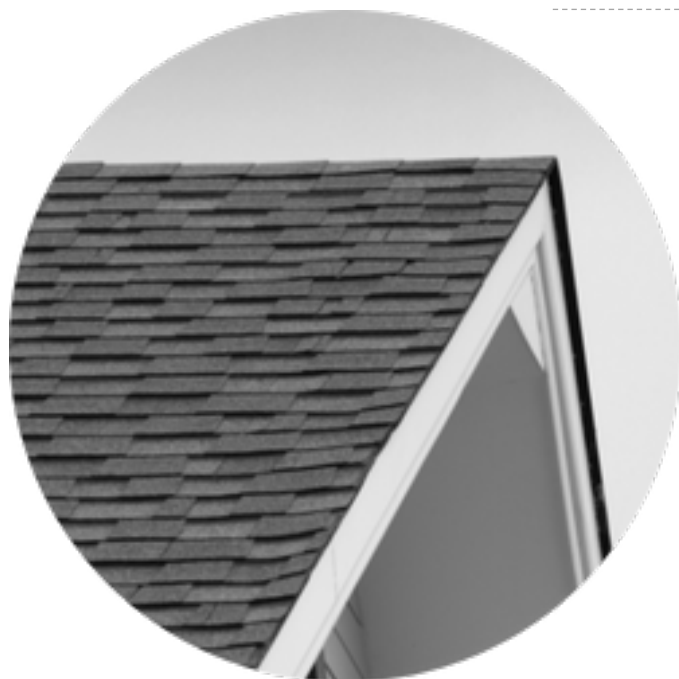
"Better cleanup after they are done"

"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."

Summary – What roofing consumers want



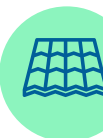
In the research phase, pricing is the most sought-after information followed by contractor ratings and reviews



A typical homeowner consults several sources to identify contractors to hire, most of which are digital



While price matters, workmanship/warranty and ratings/ reviews are also important drivers of contractor selection



While age of roof was the most common reason for replacing, appearance/style was the second most popular



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

Key takeaways for your roofing business

We know homeowners who are planning their upcoming roofing projects search online and research price first. Still, your business can greatly influence a buying decision by building out a strong online profile with positive verified ratings and reviews. Be sure to include project images to showcase the appearance and style attributes of your work.

Gear towards solar and provide options for sustainable materials. Ensure your business is considering and displaying COVID safety measures, including social distancing, masking and employee vaccination assurances.

Communication is key. Implement follow-up and automation strategies by text and email in addition to your phone communication.

Angi helps roofing contractors connect with more homeowners online, while providing them the marketing and business tools, strategies and resources to manage their business and customers with ease. With most homeowners researching on Angi to find local roofing contractors, make sure they find your business.

[Learn more about joining Angi](#)



THANK YOU

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