



**Florida Roofing Sheet Metal & Air Conditioning Contractors Association, Inc.**  
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TO: Cam Fentriss, FRSA Legislative Counsel  
FROM: Steve Munnell, Executive Director  
DATE: February 21, 2007  
SUBJECT: Residential Roofing in Florida

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Developing accurate information about the number of new roofs installed and existing roofs replaced on residential structures in Florida each year is a difficult task. It would require obtaining and studying volumes of permitting information from more than 450 building departments throughout the state.

While we currently not able to conduct such a study we can offer some general estimates regarding the residential roofing industry in Florida.

We estimate that approximately 800,000 residential structures (single-family and multi-family up to four units) are roofed or re-roofed annually. Of the 800,000, 25% or 200,000 are new construction and 75% or 600,000 are structures that are re-roofed.

Asphalt-fiberglass shingles account for 75% of the market or 600,000 roofs. Clay and concrete tile account for 20% or 160,000 roofs. Metal roofing systems accounts for 5% or 40,000 roofs.

We estimate the total number of squares (100 square feet) of roofing applied annually in each of the three systems to be:

Asphalt-fiberglass Shingles -	18,000,000 squares
Clay and Concrete Tiles -	8,000,000 squares
Metal Systems (panels and tile) -	1,600,000 squares

Please let us know if you need additional information.

## **BEST WAYS TO ENCOURAGE CONSTRUCTION CONTRACTORS TO PROMOTE AND PARTICIPATE IN MY SAFE FLORIDA HOME PROGRAM**

### ENCOURAGE PARTICIPATION:

1. Streamline the *process* to apply in order to be approved, including making sure application can be accessed and submitted in more ways than online. (Not all contractors who should be involved are computer savvy.)
  
2. Reduce the education and training to be an approved contractor to reflect what is really needed to be part of this program. The four-hour course in use has multiple problems that serve to discourage participation. Some of these problems are:
  - Too long in duration for what it is to accomplish
  - Does not adequately explain the nature, intent, and operation of the My Safe Florida Home program (this is what they really need to be taught)
  - Treats these contractors like they need to be taught what they already know
  - Teaches contractors material that is not relevant to the license or specialty of each
  
3. Perform outreach to contractors with the reasons why it will benefit them to participate. Some of those points are:
  - Program is a great way to encourage customers to obtain a grant to buy a better product or service. The contractor can treat the program like offering a discount to the customer.
  - Program's registry of contractors is a reliable resource for homeowners looking to select a properly qualified contractor (rather than have to stumble through all the steps it usually takes to determine licensure at all, whether licensure is proper, and compliance with other laws like workers' compensation). Our contractors have been asking for a registry like this for a very long time.
  - Program's registry could easily become the best source of information for homeowners seeking help after a storm, and the time is now (not when a storm hits) to go through the steps to be listed on the registry.
  - Program makes it easy for contractor to convince the homeowner to choose the product or service that is more likely to better protect their home (rather than the minimum and cheapest fix which is too often a frustration for contractors).
  
4. Use associations through Building A Safer Florida to increase number of participants.

### PROMOTE MY SAFE FLORIDA HOME PROGRAM

5. Modify the program to encourage promotion of it through contractors (rather than rely only on promotion through direct contact with consumers or offering of inspections or promotion through insurance agents). A captive audience for this program is homeowners who are looking to do repair or remodeling right now (regardless of storms or this program). They are contacting contractors and ready to spend money on work, so the contractor is in the best position to encourage participation by the homeowner. This method of promotion is likely to yield much better results than efforts to attract consumers who do not currently have repair or remodeling plans or needs.

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Florida Home Builders Association**