

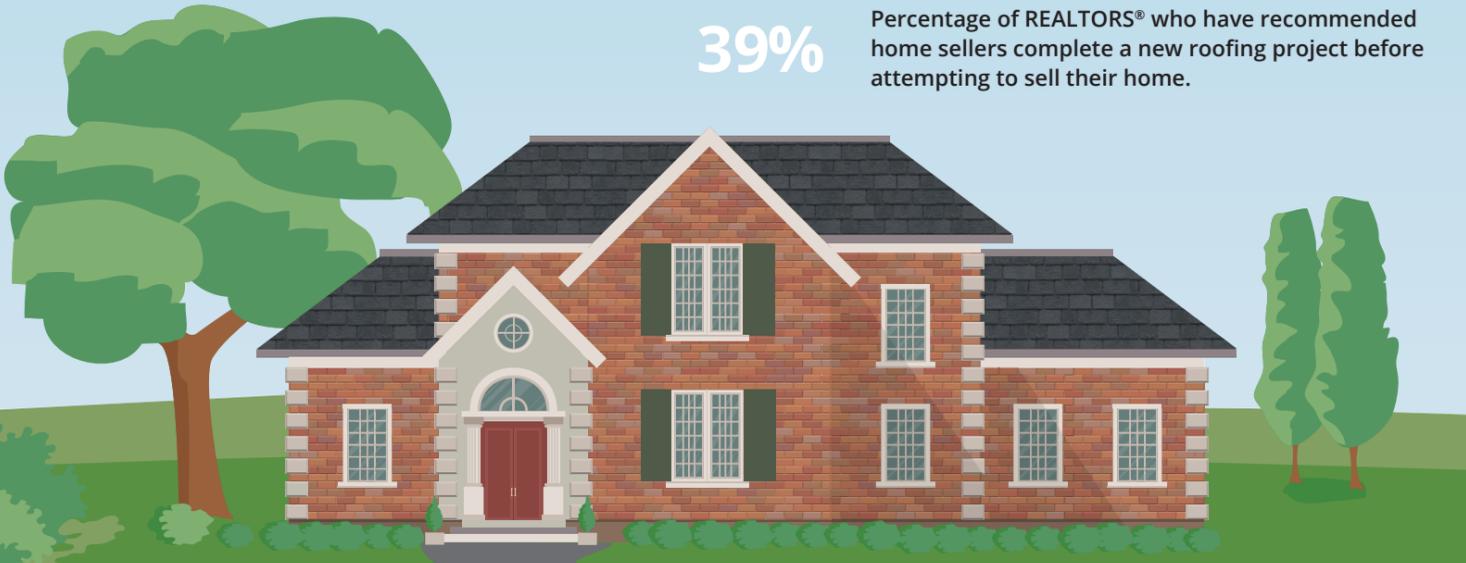
Roofing Rules

REALTORS® rank new roofing as the #1 exterior project with the most appeal to homebuyers and the highest ROI.

107% Value estimated a homeowner recovers from a new roofing project when selling a home.

65% Desire of homeowners to be home after adding a new roof.

39% Percentage of REALTORS® who have recommended home sellers complete a new roofing project before attempting to sell their home.



Source: National Association of REALTORS® 2019 Remodeling Impact Report

Listen to Real Estate Pros

99% Believe curb appeal is important in attracting a buyer

97% Think that potential buyers find curb appeal important

94% Have suggested sellers improve their curb appeal before listing a home for sale

Source: National Association of REALTORS® 2018 Remodeling Impact Report

75%

of homeowners feel a major sense of accomplishment when reflecting on their new roof project.

Source: National Association of REALTORS® 2019 Remodeling Impact Report

Curb Appeal Impacts Home Value

Homes with high curb appeal tend to sell for an average of 7% more than similar houses with an uninviting exterior.

Source: Joint study by the University of Alabama and the University of Texas at Arlington.

Nearly 25% of sellers who make home improvements sell above list price.

Source: Zillow®

10 Tips for Creating "Top Down" Curb Appeal

