



## NATIONWIDE SURVEY REVEALS HOMEOWNER PREFERENCES FOR HIRING A ROOFING COMPANY

*92% of homeowners more likely to choose a company with an outstanding reputation or reliable track record*

HERNDON, Va.—(BUSINESS WIRE)—August 11, 2021—[Beacon](#) (Nasdaq: BECN) (the “Company”) announced today the results of a national consumer survey that identifies the products and services homeowners prefer in a roofing company. The survey revealed that, if homeowners were hiring a company to repair or replace a roof, 92% would be more likely to choose a company with an outstanding reputation or reliable track record over one that does not.

“As a homeowner, your roof is integral to the safety of your home. When issues arise, you want a contractor who has a top-notch reputation and offers the best services for your money,” said Jamie Samide, Beacon’s Vice President of Marketing. “Our extensive inventory, comprehensive suite of tools on Beacon PRO+, and hands-on customer partnership enable contractors to gain a competitive edge, work more efficiently, and ultimately earn more business.”

The survey revealed that a vast majority of homeowners would be more likely to choose a company with a strong record of safety (90%), licenses/certifications (89%), and on-time/accurate deliveries (88%) over one that does not possess those characteristics when repairing or replacing their roof.

The survey also revealed that most homeowners would be more likely to select a company that offers the following:

- A pricing quote at the consultation - 88%
- A wide selection of products - 87%
- Nationally recognized brands (e.g., GAF, CertainTeed, Owens Corning) - 84%
- The lowest pricing - 76%
- Financing options - 72%
- Digital visualization tools (i.e., tools that allow you to view a 3D model of your residence with different options such as color, style, etc.) - 68%

### Survey Method

This survey was conducted online within the United States by The Harris Poll on behalf of Beacon from May 5-7, 2021, among 1,358 homeowners ages 18+. This online survey is not based on a probability sample; therefore no estimate of theoretical sampling error can be calculated. For complete survey methodology, including weighting variables and subgroup sample sizes, please contact Christina Alvarez at [calvarez@mulberrymc.com](mailto:calvarez@mulberrymc.com).

### About Beacon

Founded in 1928, Beacon is a Fortune 500, publicly traded distributor of roofing materials and complementary building products in North America, operating over 400 branches throughout all 50 states in the U.S. and 6 provinces in Canada. Beacon serves an extensive base of over 90,000 customers, utilizing its vast branch network and diverse service offerings to provide high-quality products and support throughout the entire business lifecycle. Beacon offers its own private label brand, TRI-BUILT, and has a proprietary digital account management suite, Beacon PRO+, which allows customers to manage their businesses online. Beacon’s stock is traded on the Nasdaq Global Select Market under the ticker symbol BECN. To learn more about Beacon, please visit [www.becn.com](http://www.becn.com).

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