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THE LATINO COMMUNITY AND THE POSITIVE IMPACT ON ROOFING

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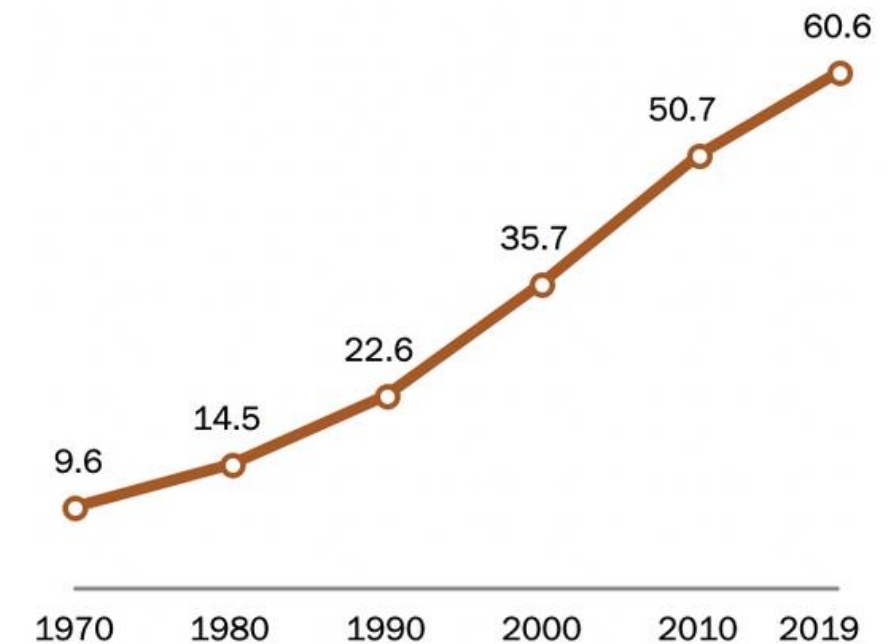


Overview of the Latinos Community's Growth

- Growing Hispanic population in the U.S.
- Increasing homeownership among Latinos and what this means for the roofing industry

U.S. Hispanic population reached nearly 61 million in 2019

In millions



Note: Population estimates for 1990-2019 are as of July 1 for each year. Hispanics are of any race.

Source: Pew Research Center analysis of 1970-1980 estimates based on decennial censuses (see 2008 report "U.S. Population Projections: 2005-2050"), U.S. intercensal population estimates for 1990-1999 and 2000-2009, and U.S. Census Bureau Vintage 2019 estimates for 2010-2019.

PEW RESEARCH CENTER





The Hispanic Market - A Valuable Target for Roofing

Key Statistics:

- Growth of Hispanic homeownership: cite relevant statistics on the rise in Latino homebuyers (e.g., over 50% of new homebuyers are Latino in some areas)
- Increasing purchasing power of the Latino community (over \$1.7 trillion in spending power)

Market Potential:

- Why roofing companies should focus on Hispanic homeowners
- The demand for roofing services in growing Latino neighborhoods





2023, the Hispanic homeownership rate reached 49.5 percent, 21 nearly achieving the HWP's goal and approaching its precrisis peak. The growth in Hispanic homeownership over the last decade has been remarkable, with consistent year-over-year increases despite steep challenges

NAHREP





HISPANICS MAKE UP SIGNIFICANT SHARE OF HIGH NET WORTH AND HIGH INCOME HOUSEHOLDS



1.2 MILLION

Hispanic households have a **net worth of at least \$1 million.**



641,000

Hispanic households earn an **annual income of at least \$250,000.**

SOURCE: FEDERAL RESERVE SURVEY OF CONSUMER FINANCES, 2022 INFLATION-ADJUSTED DOLLARS, ANALYZED IN PARTNERSHIP WITH POLYGON RESEARCH AND U.S. CENSUS BUREAU, 2022 AMERICAN COMMUNITY SURVEY.



The Benefits of Hiring Hispanic Sales Representatives

Cultural Connection:

- Hispanic sales reps can connect better with Latino customers, fostering trust and rapport
- Ability to overcome language barriers and communicate more effectively
- Understanding cultural preferences and values to cater services more appropriately

Expanding Your Market Reach:

- Hiring bilingual reps can increase your customer base and tap into previously underserved markets
- Case studies or success stories of companies that have hired Hispanic reps and experienced business growth



Outreach and Community Engagement

Outreach to the Latino Community:

- Engage in outreach initiatives like participating in local Latino events, sponsoring cultural festivals, or supporting community-driven causes
- Building trust within the community through authentic engagement and offering services that meet specific needs

Community Empowerment:

- Create opportunities by hosting job fairs, training sessions, and scholarships for Latinos interested in the roofing or construction trades
- Engage with local Latino organizations to connect with potential workers and customers

Example: Church Events





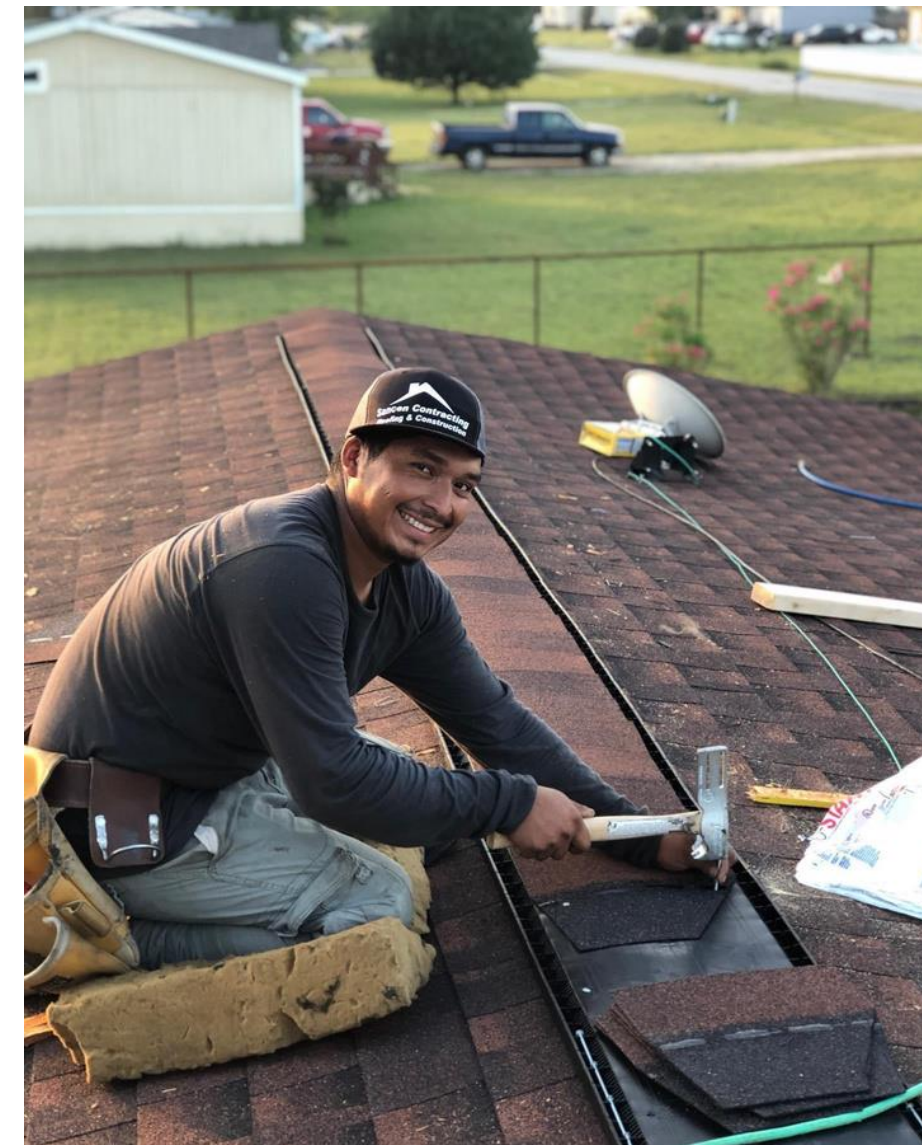
Certify Your Crews and Treat Them Like Family

Building a Strong Team:

- Certify your roofing crews to ensure high-quality work, safety, and professionalism
- Treat your crews like family: create a supportive work environment that values loyalty and trust

Family-Oriented Work Culture:

- A family-like atmosphere creates long-term loyalty and attracts more talented Hispanic workers
- Example: How treating crews well has led to lower turnover rates and better work performance





The Positive Impact of the Latino Community on Roofing

- There is value in engaging with the Hispanic Market, hiring certified Hispanic crews, treating teams like family, and doing outreach
- Opportunities of growth by focusing on Latinos Homeowners and empowering Latino Workers





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THANK YOU!

Questions?

Amparo Sancen



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