# How the industry turns slowdowns into strength

By Dani Sheehan.

## Build lasting businesses when you focus on improving quality, invest in training and foster meaningful relationships.

Uncertainty isn't new in the roofing industry – interest rates fluctuate, homeowner spending tightens and project timelines shift. Even as customers become cautious and competitors focus on cutting costs, periods of uncertainty signal opportunity for the contractors who stay committed to growth. In a live Coffee Conversations during the Western Roofing Expo (WRE), sponsored by General Coatings Manufacturing Corp and EVERROOF, the message was clear: tough times can sharpen your business if you stay focused on quality, training and relationships.

### Stay true to quality

Economic uncertainty pushes many property owners to chase the lowest bid, but contractors know that short-term savings often lead to long-term failures. "People start buying on price and they're sacrificing that quality for the price," emphasized Stan Robinson of Pacific West Roofing and president of Western States Roofing Contractors Association (WSRCA). "It just creates a wave of more work later because something's going to fail because of quality of workmanship." Stan believes it's an opening for strong contractors to differentiate themselves. When competitors cut corners, your consistency becomes your best marketing strategy.

### Invest in your team and technology

Rather than waiting out the market, Seth Pietsch of Integrity Insurance and Bonding sees slower months a chance to recalibrate and build for the future. "Right now, with it being a little slower than normal, it's a really good time for us to reassess how we're running our processes and procedures," he explained. "We're investing in new technology, making things easier on our staff and giving them the education and training they need. Training they may not have had time for when everyone was running full speed."

Will Lorenz, president of General Coatings, shared a similar approach from a manufacturer's perspective. For General Coatings, staying close to customers has been key to weathering market changes. He shared, "We focus on quality and relationships. We're spending a lot of time face-to-face out in the field with people, walking them through how our systems should be installed properly. We even doubled our tech service force this year because our reputation really comes down to how well the contractor had done the work."

Being proactive with technical support and training not only improves job performance but builds trust that lasts far beyond the scope of a single project.

## Building resilience together

For Elise Blackman, marketing manager for Polycoat Products, the signs of recovery are already taking shape. “Even from my perspective as a first-time homebuyer, the first question you ask when viewing a home is, ‘How’s the roof?’ With interest rates hopefully starting to decline, people will be hungry to buy again, and that just opens more opportunity for roof replacements and upgrades.” Her optimism highlights an important takeaway: preparation now will position you to capitalize when demand rebounds.

**Uncertainty may always be part of the business, but how the industry responds defines its future. Listen to the full webinar to see how these leaders are building a more stable future through craftsmanship, education and connection.**