Staying steady in a volatile market

By Dani Sheehan.

Boost revenue and strengthen customer relationships even when budgets tighten in uncertain times.

In a recent CoatingsTalk®, Megan Ellsworth sat down with Will Lorenz of General Coatings Manufacturing Corp and Todd Farr of EVERROOF to unpack how economic uncertainty is reshaping the roofing landscape and why that can be good news for your company if you're willing to adapt.

"The U.S. economy is still the strongest in the world... but we're not completely out of the woods," Will believes. Ongoing uncertainty around interest rates, tariffs and inflation has many building owners pressing pause on major roofing investments. But delaying a full tear-off doesn't mean all roofing work is off the table. In fact, now is a great time for you to lean into roof restoration and maintenance programs to offer practical, budget-conscious solutions that will build trust, generate recurring revenue and position your company as a reliable partner in unpredictable times.

Restoration offers risk-averse customers real value

During the pandemic, shortages led many building owners to explore fluid-applied roof coatings. That trend hasn't gone away, and coatings are more relevant than ever. "Look for all your options during times of uncertainty," Todd explained. "If the roof is a candidate, a lot of times the fluid-applied restoration system is going to seem the most attractive to the building owner long term."

By offering a best, better, good approach – from full tear-offs to fluid-applied restoration or spot repairs – you can provide solutions that meet both budget and performance expectations.

What you can do:

- Present multiple tiers of service, especially when budgets are tight.
- Know your coatings: acrylics, silicones and urethanes all have their place depending on the climate and use case.
- Partner with manufacturers who offer strong training and flexible systems.

Maintenance builds trust and revenue

Todd also stressed the importance of providing ongoing care. "We always suggest a good maintenance program," he shared. "It puts you on the roof several times a year, gives you another revenue source and helps with long-term warranties."

What you can do:

- Offer scheduled roof inspections and maintenance programs.

- Use regular visits to identify potential restoration opportunities.
- Build long-term relationships by focusing on care, not just one-time sales.

As Will explained, when people feel confident, they invest. When uncertainty arises, they pause. If you can offer flexible, transparent and realistic solutions to your customers, you'll be the ones who win business now and build loyalty for the future.

Read the transcript, Listen to the podcast or Watch the webinar for more information on turning hesitation into opportunity.