

Will Lorenz - Driving HOA Business in 2022

By Evelyn Witterholt, RCS Reporter.

Join Heidi as she speaks with Will Lorenz about how to approach the HOA market with progressive solutions for shortages and cost savings.

In [Season 4, Episode 9](#) of Roofing Road Trips, Heidi J. Ellsworth spoke with Will Lorenz, CEO of [General Coatings](#). The two discuss the growth of the spray foam and coatings market and how contractors can utilize these products to provide new solutions to markets like the HOA world.

Will spoke at length about the work General Coatings has done with HOAs, a market that many contractors might not know how to best approach. He told us about the challenges roofers face when communicating to associations about roofing jobs for a building with many tenants. While some people may be on board with changes you want to make to that roof, there might be a little pushback from others.

He says that a good way to approach these projects is by giving them a durable roof that will protect their home, but also to work on the project around their schedule too. "Many of these folks are off working or they have their family residents in there that have multiple generations, and they can't afford to have these things damaged by inclement weather," he said. "They want to have a roof system that can be installed by the time they get back home from work."

General Coatings offers spray foam roof systems that are great for these single roof projects. Will tells us that it is not only a high-performing solution, but it also helps clients save more money than if they had an insulated roof system installed instead. It also allows them to make repairs and recoat the roof every few years as opposed to continuously reroofing their whole roof every 10-15 years.

"I know it's hard in the beginning getting them all together to meet and coming up with a solution and a budget," Will says. "But at the end of the day, they're all extremely vested in finding the right solution. And so I think it's about providing that."

[Learn more about General Coatings](#) in their RoofersCoffeeShop® Directory or visit their website at www.generalcoatings.net.