

**Founders
Advisors** ↗

Founders Advisors

Roofing Market

M&A UPDATE

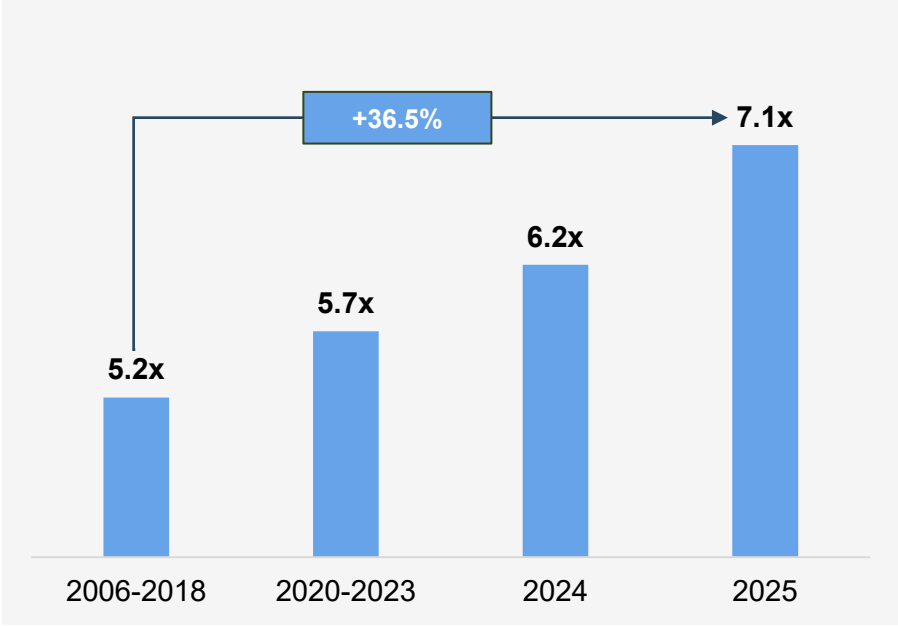


Roofing Market Industry Trends



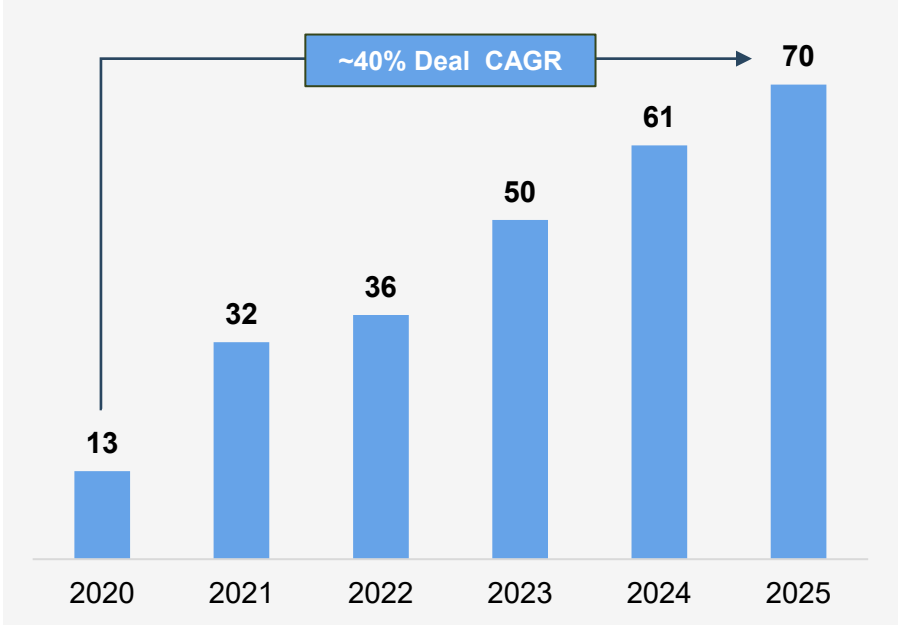
Valuation in the roofing sector is rising as financial sponsors continue to deploy more capital into the space, driving consolidation activity and transaction volume.

Middle-Market Average Roofing Valuation Trend



Source: Private Middle Market M&A Transaction – GF Data¹

Trend of U.S. Roofing M&A Deal Volume Over Time



Source: PitchBook

What We Are Reading



[2026 State of the Roofing Industry Report](#)



[30 Roofing Industry Statistics Every Sales Pro Needs to Know](#)



U.S. Chamber of Commerce

[What to Expect from the Economy in 2026](#)



ACCULYNX

[Top 7 Reasons Why Roofing Companies Fail](#)

(1) NAICS: 238160

Large & Growing U.S. Roofing Market

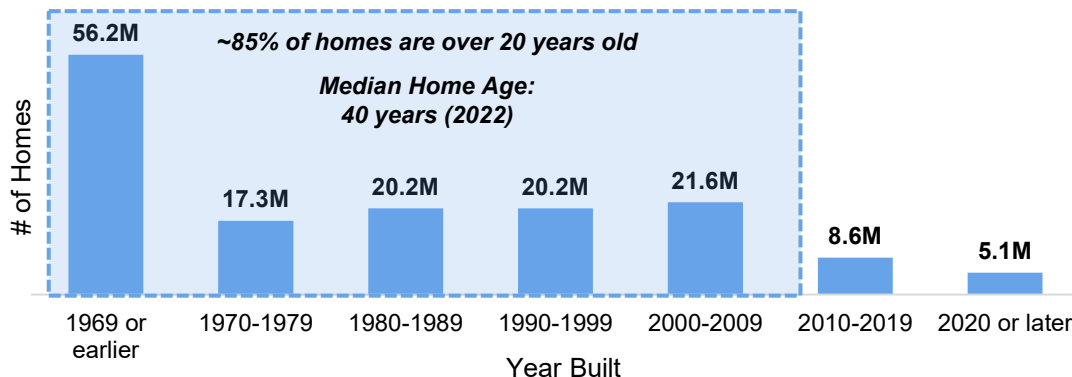


The residential roofing market is estimated to be over \$70 billion. Despite its size, the sector remains deeply fragmented, creating significant opportunity for consolidation and sustained growth.

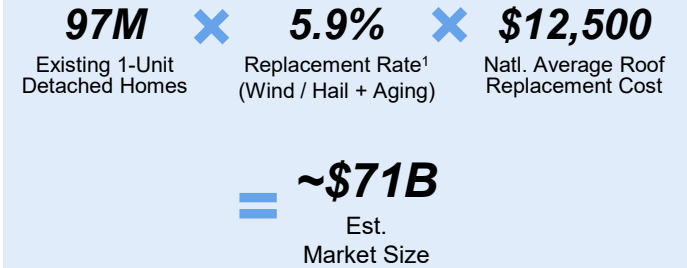
Overview of Roofing Industry

- The residential re-roofing industry represents an estimated \$71 billion market in the United States
- The demand for re-roofing projects is divided 50/50 between hail/wind damage and aging roofs
- A significant portion of the U.S. housing inventory is over 25 years old. As these homes continue to age, demand for re-roofing is expected to grow
- Growing demand for energy-efficient roofing, supported by consumer preferences and federal/local incentives, is accelerating roof system upgrades
- Competition within the industry is highly fragmented, leading to significant variation in customer experiences and a substantial opportunity to consolidate
- Skilled labor shortages are creating barriers for smaller contractors, enabling well-managed operators to capture share and command pricing power

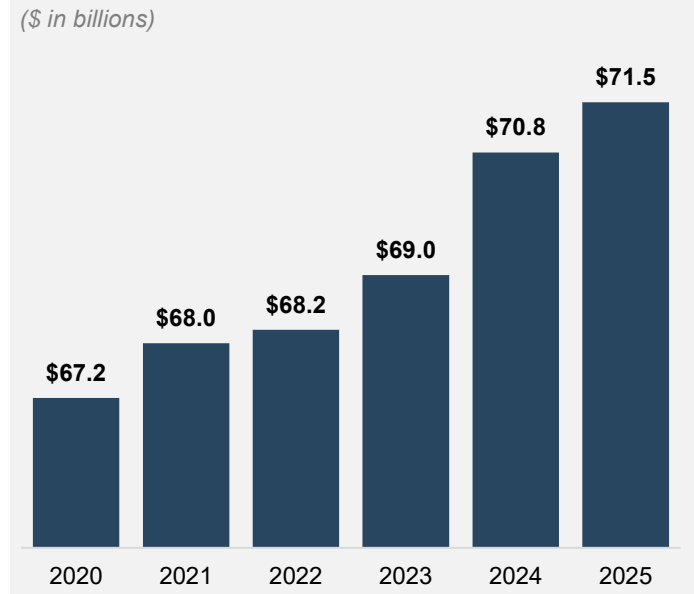
Average Age of Homes in the U.S.



U.S. Residential Roofing Market Sizing



Historical Resi. Roofing Market Growth



Sources: U.S. Census Bureau, National Association of Home Builders, American Community Survey 2022, Construction Industry Stats 2024

(1) 5.9% replacement rate assumes the weighted average life of a roof (including those replaced due to wind/hail damage) is ~17 years

Roofing | Valuation Scorecard



	4.0x	5.0x	6.0x	Factors Influencing EBITDA Multiple	7.0x	8.0x	9.0x+
Financial Preparedness	Consistent reporting; ability to analyze data at the customer level; GAAP; proof of cash → quality of earnings is likely with investors						
Markets Served	1		Geographic diversification, proven brand growth			> 5	
YOY Sales Growth	< 5%		Historical growth trends, growth compared to peers			> 20%	
EBITDA Margin	< 10%		Fully burdened, consolidated bottom line margin			> 20%	
EBITDA Scale	< \$1M		End market dynamics, competition, switching costs			> \$5M	
New Construction Exposure	> 40%		Economic exposure, cyclicity, project-based nature			< 15%	
Insurance Pay Mix	>60%		Revenue predictability, compliance considerations, storm-driven nature			<40%	
5-Star Customer Reviews	< 50		Customer satisfaction, competitive market position			> 300	

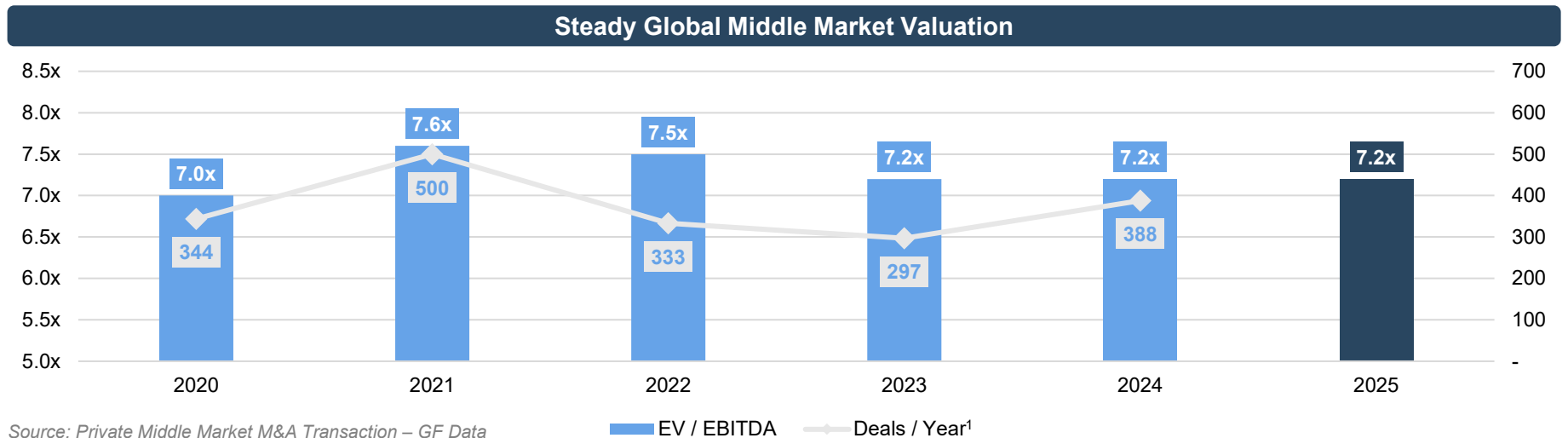
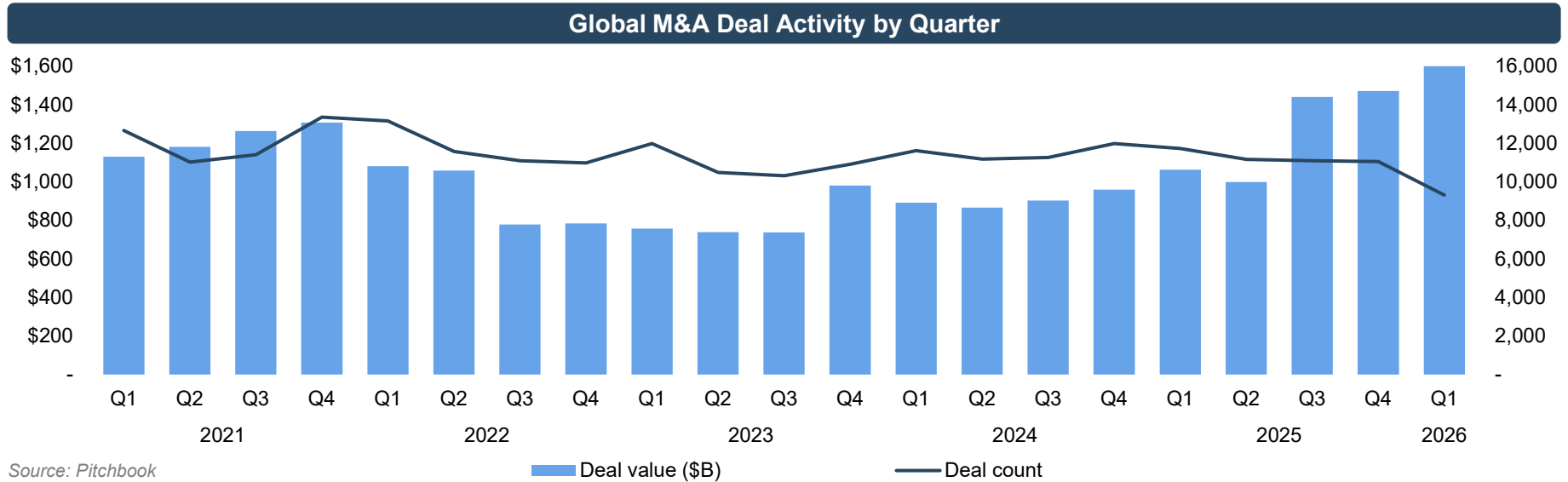
Other Factors that Drive Valuation

Management Team	Understand your gaps and have clear delineation of responsibilities → assess strengths/weaknesses to highlight areas for investment
KPIs	Track average job size, lead conversion, and other KPIs → enhance visibility into business efficiency and identify value creation levers
W-2 vs 1099 Labor	Investors look for businesses with W-2 work force due to ability to offer benefits with exclusive employment & to mitigate tax risks
Talent Retention	Maintain a ranking of all employees and understand where each shines → consider warrants, profits interest, M&A and stay bonuses
Competitive Position	Understand the landscape, why you win/lose, differentiation, potential greenfield geographies → consider roll-up opportunity to scale
Process Documentation	Be able to communicate & show methodologies, onboarding processes (employees and customers), sales strategies, etc.
Technology	Leverage tools such as CRM, marketing and quoting technologies to optimize business operations

M&A Market Overview



In 2025, M&A activity reached record levels for deal value. Accelerating momentum in the second half of the year has positioned the market for continued strength heading into 2026.



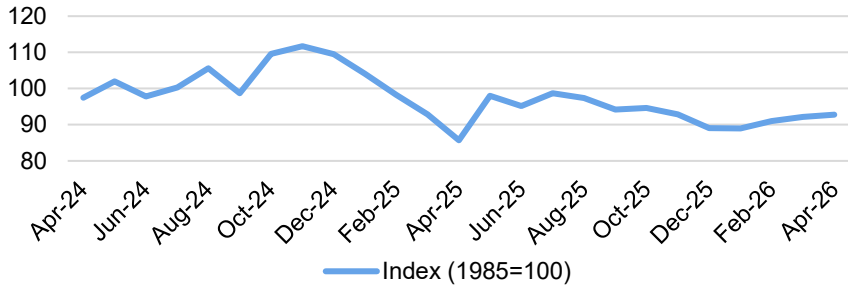
(1) Middle Market deals include total enterprise value between \$10M and \$500M

Consumer Macroeconomic Outlook

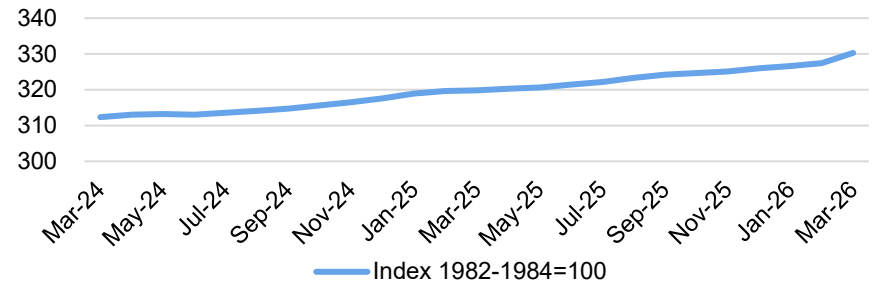


U.S. consumer spending continues to increase amid strong employment and moderating inflation, with shifting preference toward value, services, and experience- led consumption shaping growth.

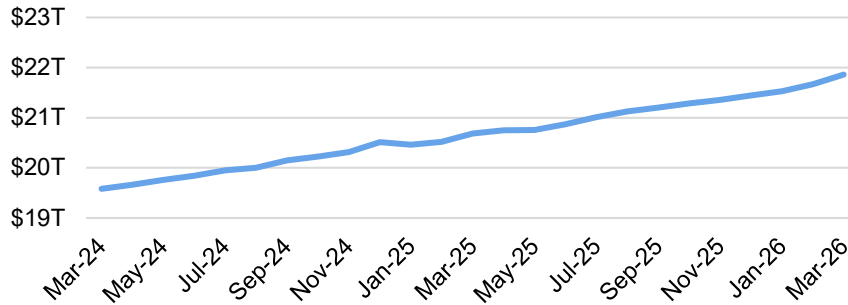
Consumer Confidence



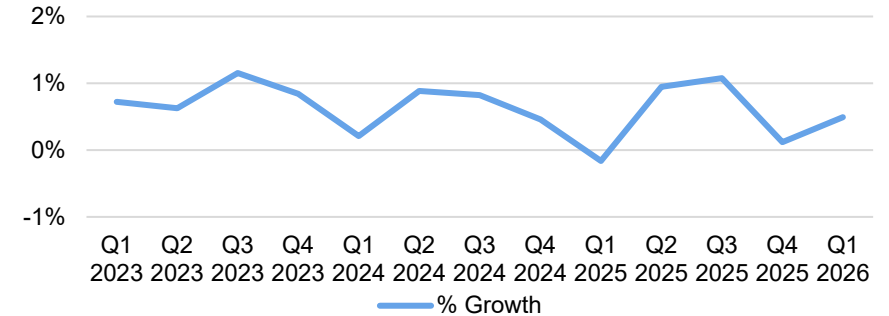
Consumer Price Index



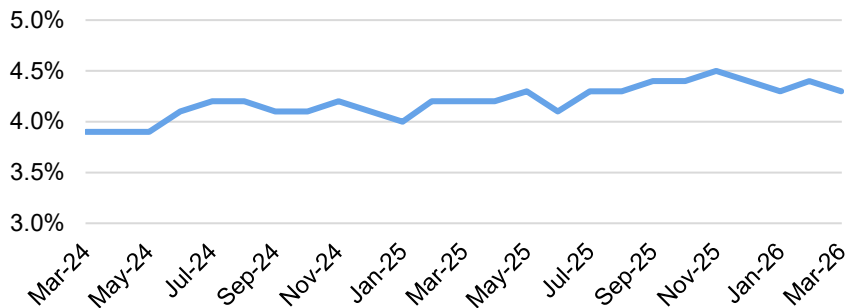
Consumer Spending



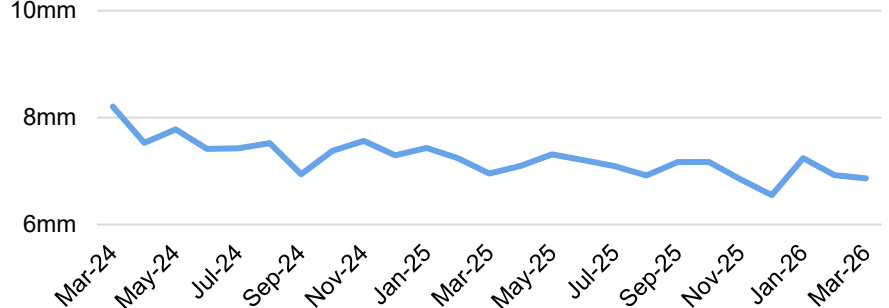
Gross Domestic Product Growth



Unemployment Rates



Job Openings


























Source: St. Louis Federal Reserve and U.S. Department of Commerce data, Consumer Conference Board

Recent Roofing M&A Transactions



M&A activity in the roofing sector remained robust throughout the end of 2025, and 2026 is already off to a strong start, signaling continue interest in the market.



Target	Acquirer	Date	Region
		Apr. 2026	Northeast
		Mar. 2026	West
	Individual Buyer	Mar. 2026	Northeast
		Mar. 2026	Southeast
		Mar. 2026	South
		Jan. 2026	Midwest
		Jan. 2026	Northeast
		Jan. 2026	Midwest
		Jan. 2026	Northeast
		Dec. 2025	Southeast
		Dec. 2025	Southeast
		Dec. 2025	Southeast

Note: Founders advised in the Associate Roofing transaction with Valor Exterior Partners

Recent Roofing M&A Transactions (cont.)



M&A activity in the roofing sector remained robust throughout the end of 2025, and 2026 is already off to a strong start, signaling continue interest in the market.

Target	Acquirer	Date	Region
	 	Nov. 2025	Southeast
	 	Nov. 2025	West
	 	Nov. 2025	Midwest
	 	Nov. 2025	Southeast
		Nov. 2025	Midwest
	 	Oct. 2025	Northeast
	 	Oct. 2025	Northeast
	 	Oct. 2025	Southeast
	 	Oct. 2025	Midwest
	 	Oct. 2025	Southeast
	 	Sep. 2025	Southeast
	 	Sep. 2025	East

Roofing Buyer Relationships | Existing Platforms



Founders has significant deal experience in the roofing industry and is connected with buyers that are actively focused on pursuing new opportunities.

Platform Company	Financial Backer	Platform Company	Financial Backer	Platform Company	Financial Backer

(1) Logo not available; name presented for reference only

Roofing Buyer Relationships | Existing Platforms (cont.)



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Platform Company	Financial Backer	Platform Company	Financial Backer	Platform Company	Financial Backer
					
					
					
					
					
					
					
					
					
					

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Founders Advisors Roofing & Residential Services Coverage



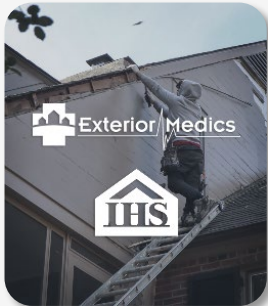
Select Roofing Experience



Associate Roofing *Closed March 2026*

Founded in 1932, Associate Roofing specializes in retail roofing for residential and commercial customers in the northeast for all roofing types.

Buyer: Valor Exterior Partners



Exterior Medics *Closed October 2024*

Founded in 2008, Exterior Medics transforms remodeling in the DC Metro area by offering lifetime roofing installation and repair for residential and multifamily properties.

Buyer: Infinity Home Service

[Click here to learn more](#)



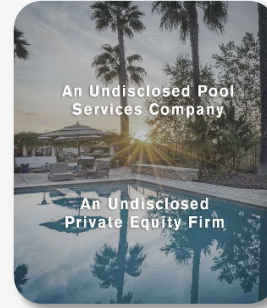
Ridgeline Roofing & Restoration *Closed January 2024*

Founded in 2020, Ridgeline Roofing & Restoration is a premier provider of residential and commercial roofing services with service in 6 markets across the Southeastern U.S.

Buyer: Bertram Capital

[Click here to learn more](#)

Select Pool Service Experience

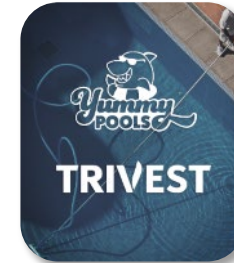


Undisclosed Pool Services Company *Closed February 2026*

Founded in 2021, the Company is a leading pool service provider intended to serve pool owners across numerous locations on the west coast.

Buyer: Undisclosed

Additional Residential Service Experience



Current Residential Service Processes

Project Marathon
Residential Roofing

Project Alpha
Roofing / Exterior

Founders Advisors Residential Services Team



Founders Residential Services Sector Coverage Leader



Madison Davis
Director

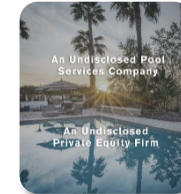
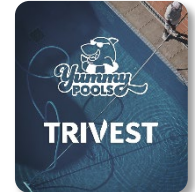
Madison Davis is a Director with Founders Advisors with the primary responsibility of guiding clients through M&A transactions.

Madison brings comprehensive middle-market M&A expertise gained across roles in buy-side and sell-side investment banking, private equity and corporate development. Prior to returning to Founders in 2024, she led the execution of more than 60 acquisitions as a Vice President at Greater Sum Ventures and as Head of M&A for a private equity-backed company. Madison began her career in investment banking – first at Founders and later at Lazard Middle Market – where she contributed to more than 20 sell-side M&A processes across a variety of industries.

Madison graduated first in her class with a Bachelor of Science in Finance from the Brock School of Business at Samford University.

Outside of the office, she and her husband, Johnny, enjoy hiking with their rescue dogs, Rory and Captain.

Select Transactions



Consumer Team



Billy Pritchard
Managing Director



Richie Frymire
Vice President



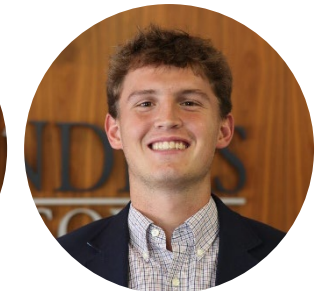
Kasey Nail
Associate



George Torjusen
Analyst



Harrison Hall
Analyst



David Moore
Analyst

Founders Advisors Firm Overview



Firm Overview

Founders Advisors is an independent M&A advisory firm focused on serving private and founder-owned businesses since 2003.

Birmingham, AL
Dallas, TX
Nashville, TN

Purpose

- Be Servant Leaders who value relationships and results

Vision

- Be the gold standard M&A advisory firm to private companies

Mission

- Build a superior firm with a thriving culture that produces exceptional outcomes for our clients and our firm

Values

ORDER

SERVICE

GROWTH

EXCELLENCE

HEALTH

COMMUNITY

Capabilities & Firm Highlights



Sell-Side
Advisory



Targeted
Buyside



Founder
Services

2003

Year
Founded

55+

Professionals
Employed

~95%

Family-Owned
Clients

150+

Completed Engagements
Since 2013

<\$250M

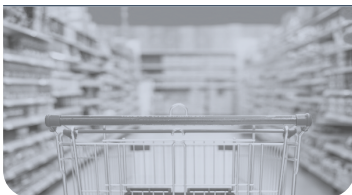
Typical
Deal Size

~21%

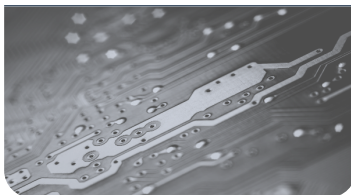
Avg. Value Increase from
IOI to Closing

Industry Coverage

Consumer



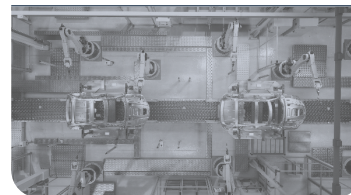
Technology



Healthcare



Industrials



Business Services



Founders Advisors

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