



## DREAMROOFS.COM NUMBERS

- 2,200** The average total number of visitors per day after nine months online.
- 6** The number of pages on average that are viewed by each unique DreamRoofs visitor.
- 70** The percentage of visitors that select premium shingles for their project.
- 1** Locator and contact information system that geographically recommends a certified roofer closest to your home.
- 95** Percentage of homeowners satisfied with the DreamRoofs website and customer service experience.
- 3,000** The total number of roofer and dealer contacts across Canada.

## INDUSTRY NUMBERS

- 3.3** The percentage of the cost of a new home represented by roofing.
- 8.1** The percentage of all expenditures on home repair and renovation represented by roofing, including full replacement. The \$1.65 billion spent on re-roofing was second only to the \$1.76 billion spent on painting. The average expenditure for a complete re-roof was \$3,259.
- 204,100** The total number of new homes estimated by the CMHC that will be built in Canada in 2004.
- 22** The percentage of homeowners who wait until the roof leaks before repairing or replacing it. On the other hand, over 50% of homeowners will replace their roofs before it becomes necessary (usually for aesthetic reasons).
- 50** Roofs cover up to 50% of a home's exterior. This is why selecting architectural shingles has such a strong impact on the curb appeal of a house.
- 567,164** The estimated total number of existing residential homes in Canada that will replace a roof in 2004.