



INSIDER'S GUIDE

ROOF EDITION

EXPERT INSIGHTS FROM FOUR SEASONS ROOFING



ARE ROOF PRICES RISING IN 2026?
SHOULD YOU PLAN YOUR ROOF PURCHASE NOW?
WHAT NEW MATERIALS AND ROOF TECH DO YOU NEED TO KNOW?

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INSIDE THE ROOFING INDUSTRY

TRENDS DEFINING 2026

1. ENERGY EFFICIENT ROOFING IS BECOMING THE STANDARD.

- Homeowners are prioritizing lower energy bills due to extreme seasonal temperatures in Maryland
- Reflective shingles help reduce heat absorption during hot summers
- Energy-efficient roofing helps lower heating and cooling costs year-round

2. Solar-Ready Roofing Continues to Grow

- Homeowners are planning ahead for future solar panel installations
- Maryland incentives are increasing interest in renewable energy
- Roof upgrades are being timed to align with future solar investments

3. Synthetic Roofing Materials Are Gaining Ground

- Synthetic slate and shake replicate high-end roofing appearances
- Increased durability compared to traditional slate or wood
- More cost-effective due to rising prices of natural materials

INSIDE THE ROOFING INDUSTRY

TRENDS DEFINING 2026

4. AI, Machine Learning, and Drone Technology Are Now Part of Roofing

- AI tools improve damage detection accuracy
- Drones allow faster and safer roof inspections
- Machine learning helps predict future roofing issues

5. Metal Roofing Continues to Rise in Residential Use

- Metal roofs perform well in harsh Maryland weather
- Long lifespan makes metal roofing a strong long-term investment
- Lower maintenance requirements compared to traditional shingles

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5 THINGS THAT ARE NOT GETTING BETTER

ROOFING INDUSTRY IN 2026

- ❖ **Labor Shortages Remain a Challenge**
Maryland continues to face a shortage of skilled roofing labor. With fewer experienced workers entering the trade and demand staying high, labor costs are unlikely to decrease anytime soon.
- ❖ **Roofing Material Prices Are Not Going Down**
Tariffs on imported materials, especially metals and certain roofing components, continue to keep prices elevated. Even when supply stabilizes, these added costs prevent material pricing from returning to pre-tariff levels.
- ❖ **Storm-Driven Demand Still Causes Price Spikes**
Maryland's unpredictable weather, including strong storms and heavy rainfall, continues to drive sudden demand surges. After major weather events, homeowners may face longer wait times and higher pricing.
- ❖ **Misleading "Discount" Marketing Is Still Common**
Some roofing companies still inflate pricing only to advertise dramatic discounts. This practice makes it harder for homeowners to identify legitimate savings and honest pricing.
- ❖ **Supply Chain Delays Continue**
While not as severe as in past years, delays caused by global trade issues and tariffs still impact the availability of certain roofing materials, extending project timelines.

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5 SMART WAYS TO SAVE MONEY ON ROOFING

MARYLAND 2026

- ❖ **Look for Real Specials, Not Inflated Discounts**
Ask how a promotion actually works. A true special reduces the real cost of materials or labor instead of increasing the price first and discounting it later.
- ❖ **Schedule Roofing Work During Non-Peak Seasons**
In Maryland, roofing demand is highest in spring and early fall. Scheduling work in late fall or winter can lead to better pricing and quicker scheduling.
- ❖ **Compare Detailed Estimates, Not Just Price**
When comparing quotes, look at materials used, warranties offered, cleanup procedures, technology used for inspections, and timeline commitments. The cheapest estimate is not always the best value.
- ❖ **Invest in Preventative Maintenance**
Routine inspections and small repairs can significantly extend the life of your roof. Maryland's climate can cause small issues to escalate quickly if they go unnoticed.
- ❖ **Understand Warranties and Financing Options**
Strong workmanship and manufacturer warranties can save money long-term. Financing can also help manage costs, but homeowners should understand terms clearly to avoid overpaying.

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TARIFFS AND TECHNOLOGY RE-SHAPING ROOFING IN MARYLAND

Tariffs on imported roofing materials continue to affect pricing across the industry, especially for metal roofing and certain components. Homeowners should expect pricing to remain steady rather than drop.

At the same time, AI, machine learning, and robotics are improving efficiency. While robots are not replacing roofing crews, automated tools are assisting with inspections, measurements, material calculations, and long-term roof performance predictions — helping contractors deliver more accurate and efficient service.



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