



December 6, 2018

To: Our Valued Customers  
Subject: Residential Roofing Price Increases

2017 and 2018 have been subject to several manufacturer's price increases regarding residential roofing products.

January 1, 2017	5% to 7% depending on product
July 3, 2017	5% to 7% depending on product
April 16, 2018	4% to 6% depending on product
July 3, 2018	5% to 7% depending on product
October 1, 2018	5% to 7% depending on product
January 1, 2019	5% increase announced at the beginning of November.

During this almost 2-year time frame, the total increase is between 29% to 39% depending on product.

Further to these increases, freight costs that we pay for delivery of the shingles to us have gone from \$0.11 cents per 100 lbs or \$0.085 cents per bundle in January 2017 to \$0.39 cents per 100 lbs or \$0.30 per bundle as of today. That is a freight increase of 255%.

We have been able to minimize the impact of these rising costs to you, because of the inventory levels we keep across our locations in combination with taking advantage of buying opportunities that have been presented to us over this same time frame. As a result, we have only implemented one price increase to you of approximately 5% on stock items and 10% on non-Stock items this past July 1, 2018.

We are committed to keeping you competitive, keeping more money in your pocket and giving you excellent customer service. Unfortunately, we are unable to continue to absorb the total of these past price increases and are forced at this time to pass a portion of them on to you.

Effective January 2, 2019 we will be implementing a price increase of 10% to 12% depending on item for all residential roofing products and accessories.

Orders will not be price protected and pricing is based upon time of invoice/shipment.



Subject: Residential Roofing Price Increases continued.

Regarding the increases in transportation costs, our costs have increased as well. We have held the per bundle delivery charge on shingles at \$0.50 and the per bundle Boom to Roof charge at \$0.50 for over 15 years. Because of these increases in fuel and transportation costs we unfortunately have no choice but to implement a price increase on these delivery services.

Effective January 2, 2018 the delivery charge per bundle will increase to \$1.00 per bundle and the Boom to Roof charge will also increase to \$1.00 per bundle.

If you have any questions, please contact one of our sales desks/locations.

Thank you for your continued support of Alf Curtis.

A handwritten signature in blue ink that reads 'Brent Perry'. The signature is fluid and cursive, with a long horizontal stroke at the end.

Brent Perry  
President