

July 7, 2020

The Honorable Donald J. Trump  
The White House  
1600 Pennsylvania Avenue NW  
Washington D.C. 20500

CC:

The Honorable Tim Pataki  
Deputy Assistant to the President and  
Director of the Office of Public Liaison

The Honorable Brian Jack  
Deputy Assistant to the President and  
Director of the Office of Political Affairs

Dear Mr. President:

On behalf of the undersigned coalition of leading associations and businesses across the roofing, manufacturing and construction industries, we urge you to consider proposals for new refundable tax credits covering 30 percent of home and business improvement expenses as a necessary step to stimulate the economy and help get Americans back to work by investing in our homes and businesses.

As we have witnessed these past few months, the economic devastation caused by the coronavirus pandemic has been vast, shrinking GDP by five percent in the first quarter and wiping out millions of jobs across the country. Damage this far-reaching threatens everyone, from homeowners to small business owners and workers across the economic spectrum. Our proposed tax credits serve as an opportunity to counter this devastation, improving individual prosperity and supporting the economic recovery.

The proposed credits would also deliver an urgently needed stimulus for the millions of Americans whose livelihoods are tied to commercial and residential infrastructure and building improvements, including contractors, roofers, plumbers, electricians, painters and other service providers, as well as countless workers employed across the broader building materials supply chain. Given the weight and cost of transporting construction and building materials, this supply chain is largely domestic, and the majority of jobs associated with it are American jobs. With respect to the roofing industry in particular, 95% of its supply chain is located here in the USA.

For the 65.1% of American households that own homes, the importance of our industry goes beyond building materials and supply chains. There are few things that mean as much, and in as many ways, to Americans as a home. It anchors them to their community, serves as a vital source of financial security, and, now more than ever, provides a sanctuary from turmoil and worry in this time of crisis.

The concept of “home” is poised to evolve and become even more central as we further prioritize the spaces where we live, and increasingly, where we work as a result of the pandemic. As Americans spend more time at home, and many transition to permanent work-from-home arrangements, there is greater urgency to make necessary repairs and other home improvements as we all adjust to new living and working realities.

Likewise, businesses are being forced to make changes to reopen and remain open in a new and considerably more complex landscape. Restaurants are expanding outdoor space, offices are installing plexi-glass walls, and day care centers are remodeling in order to provide safe spaces for the children of working parents. These improvements are necessary not only to comply with CDC guidelines and social distancing measures, but also to give American workers the confidence they need in order to get back to work swiftly and safely.

In times of great uncertainty, few things mean as much to Americans as a safe home and a secure job. Right now, your Administration has an extraordinary opportunity to help families rebuild their wealth and ensure that businesses can rehire and regain their financial footing by providing a tax credit to make home and business improvements more affordable.

We share your Administration’s desire to rebuild America, and as a coalition, we would welcome the opportunity to convene a roundtable with industry leaders, either in Washington or at one of our manufacturing plants, which are located all across the country, to discuss how we can contribute to the recovery efforts.

Thank you for your consideration of these proposals.

Sincerely,

Standard Industries  
National Roofing Contractors Association (NRCA)  
Asphalt Roofing Manufacturers Association (ARMA)  
Chemical Fabrics & Film Association (CFFA)  
EPDM Roofing Association (ERA)  
International Institute of Building Enclosure Consultants (IIBEC)  
Metal Construction Association (MCA)  
Polyisocyanurate Insulation Manufacturers Association (PIMA)  
Roof Coatings Manufacturers Association (RMCA)  
Single Ply Roofing Industry (SPRI)  
SOPREMA  
Spray Polyurethane Foam Alliance (SPFA)