



# Roof Coatings Manufacturers Association

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## RCMA Offering Enhanced Member Benefits with Updated Reflective Roof Rebates Database

**WASHINGTON, DC (March 24, 2014)** – The Roof Coatings Manufacturers Association (RCMA) launched an enhanced Reflective Roof Rebates Database with increased functionality for searching available reflective roof incentives across the country. Created exclusively for use by RCMA members, the customized search tool can be used to find the most up-to-date listings of local, state, federal, and utility financial incentives available for installing reflective roofs.

The enhanced search tool now allows users to filter results to show comprehensive energy rebates, reflective roof rebates, or all available rebates. Available only to members of the RCMA, the database searches by state or zip code to find available financial incentives and has proven an essential tool for members' sales teams to use when speaking with prospective customers.

“Since its launch, the RCMA Reflective Roof Rebates Database has been one of our most popular member benefits,” said John Ferraro, RCMA executive director. “Independently tracking such a wide array of financial incentives has proven a challenge for our members for years, and they now have come to rely on this user-friendly tool to take the work out of discovering relevant rebates for the installation of reflective roofs all across the United States.”

Additional improvements to the database include the addition of more detailed information on each of the available incentive programs including eligibility, links to supporting documents, key program contacts, and online applications to apply for rebates. A newly-added print view allows RCMA Members to more easily review the available information in a ready-to-share format.

The RCMA Solar Reflective Coatings Council (SRCC), representing the producers of acrylic and elastomeric (non-bituminous) coatings and suppliers to the industry, initiated the creation of the Reflective Roof Rebates Database in 2013 and it has been met with tremendously positive feedback from the industry since its launch.

For more information on how to join the RCMA and acquire access to the database, please contact RCMA Staff Associate Laura Dwulet at [ldwulet@kellencompany.com](mailto:ldwulet@kellencompany.com) or visit [www.roofcoatings.org](http://www.roofcoatings.org) for more information.

### About RCMA

The Roof Coatings Manufacturers Association (RCMA) is the national trade association representing manufacturers of cold applied protective roof coatings and cements and suppliers of products, equipment, and/or services to and for the industry. RCMA is committed to continually improving performance and quality of roofing. For additional information, contact RCMA at (202) 591-2452 or visit the RCMA website at [www.roofcoatings.org](http://www.roofcoatings.org).

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