

Google Provides Funding Support for Cool Roofing Upgrade Program

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Google has just announced that it will be providing millions in green construction funding for residential roofing projects. The funding will be made available to roofers, general contractors and roofing installers. The companies will then be able to offer financing to customers interested in cool roofing upgrades.

Google will make available \$75 million in funding for 3,000 residential cool roofing projects. Participants will be able to have solar roofing installed on their home without paying high fees upfront. In some cases, homeowners will not have to pay anything upfront for the green upgrade. The homeowner will pay a monthly fee over the life of the loan. The local roofing installers will be able to offer the green roofing systems to the homeowners under their own brand.

The funding will be offered through Clean Power Finance. The roofing upgrade program is expected to help local roofers, general contractors and installers create flexible financing solutions for homeowners. Homeowners may also be able to utilize tax benefits available through state and national green upgrade programs.

Homeowners and roofers will work closely together to determine the best roofing profile for a residential solar system. "Solar panel roofing is best suited for certain profiles," said Eric Simonsen, VP of MetalTech-USA. "Double Lock Standing Seam and Quickstep roofing systems can easily accommodate solar panels."



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The residential roofing upgrade program accomplishes a number of things. The solar leasing program will lower energy costs for residents, reduce energy consumption, make green upgrades more affordable, and generate sales for local roofers, while Google makes a return on the investment.

About MetalTech-USA

MetalTech-USA is a premier distributor and specialty fabricator of eco-friendly architectural metals that specializes in roofing, rainwater, soffit and cladding systems. For more information, visit www.metaltech-usa.com, or call 770-486-8825.

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