



April 4, 2018

To Our Valued Customers:

Dealers Choice has received a second round of price increase announcements from many of our key suppliers, including residential and commercial roofing manufacturers. The key drivers continue to be more frequent and higher raw material increases, rising fuel and energy costs, and significantly increasing transportation costs. Therefore, effective May 4, 2018, we will be implementing a price increase ranging from 5 to 10% across all roofing materials, including accessories.

As stated above, freight and fuel costs have surged which requires us to pass these increases along. We must also increase prices on all steel and aluminum products. This is a result of continued domestic mill price increases, limited availability, and tariffs on steel and aluminum imports in the amounts of 25% and 10% respectively. Finally, the U.S. Customs and Border Protection agency announced last week that all coniferous/wood shingles and shakes from Canada will come under the Anti-Dumping/Countervailing Duty, which will result in a 21% increase (14.25% Countervailing Duty and 6.58% Anti-Dumping Duty). Due to the volatility of the metal and wood pricing, please communicate closely with your sales representative for current pricing.

As always, Dealers Choice is committed to working closely with all our customers to help manage through these price increases and provide complete and up-to-date information. We recognize that you have a choice when it comes to suppliers, and as result, we greatly appreciate your support and business. We will continue to provide the best products, exceptional service, and the most knowledgeable staff in the industry while maintaining consistent and competitive pricing.

Thank you for your continued support.

Sincerely,

A handwritten signature in blue ink that reads "Todd Skaggs".

Todd Skaggs
National Vice President
Dealers Choice