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FOR IMMEDIATE RELEASE

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DECRA Roofing Systems Joins HomeSphere®

Partnership to expand sales in the residential construction industry

(Lakewood, Colo.) DECRA Roofing Systems and Lakewood-based HomeSphere, Inc. announced today they have entered into a joint agreement to offer [DECRA](#) stone coated steel roofing products to HomeSphere's network of builders using HomeSphere's technology-driven solutions.

DECRA joins more than 75 manufacturing brands currently using HomeSphere's BRI® lead generation and marketing program to produce [new builder leads](#) and strengthen existing business, thus growing their market share through increased homebuilder sales.

"This partnership provides a number of new opportunities for over 1,100 builder customers, as well as for DECRA to grow and strengthen its relationship with the homebuilding industry," said Jeffrey Jacobs, Vice President for DECRA.

BRI is a unique [builder rebate management](#) application serving the residential construction industry. Manufacturers use the BRI service to open sales channels with thousands of homebuilders and remodeling contractors, gaining inroads to new accounts and building recognition for their products and services. Builders, on the other hand, gain product knowledge and manage their cash-producing rebates, helping them to improve their bottom line.

With over 50 years of experience, DECRA provides an innovative product line of stone coated steel roofing material available in a variety of unique profiles and colors.

"DECRA's roofing systems combine great design with practical experience and technology," said Chris Toth, Vice President of Sales for HomeSphere. "This partnership provides opportunities for our builder members to access new products and for DECRA to grow and strengthen their relationship with the homebuilding industry."

About HomeSphere

Colorado-based HomeSphere connects the residential construction community to enhance the way they do business through technology-driven solutions. For more than a decade, HomeSphere has delivered innovative solutions to create a truly unique company tailored for the pace and complexity of the homebuilding and remodeling industry. With the loyalty of building product manufacturers, distributors, contractors, builders and homeowners, HomeSphere is the only company of its kind to offer user-friendly, intuitive and streamlined solutions to empower market collaboration. For more information, visit www.homesphere.com or call 1-800-274-2632.

About DECRA

DECRA Roofing Systems are manufactured in Corona, California at a state of the art manufacturing facility registered by UL to ISO 9001:2008, OHSAS 18001 and ISO 14001:2004. For more information about DECRA Roofing Systems, Inc. a Fletcher Building company, call 877.GO.DECRA or visit www.decra.com.

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