

Cleantech stock Solar Integrated Roofing (OTC: \$SIRC) to Acquire Home Improvement Marketing Innovator Approved Home Pros

Solar Integrated Roofing (OTC: \$SIRC): Multi-Platform Media Production and Distribution with “Pro Finder” Tool Estimated to Fuel \$11 Million Organic Growth



EL CAJON, CALIFORNIA, UNITED STATES, July 21, 2021 /EINPresswire.com/ -- Solar stock news from Investorideas.com Newswire and RenewableEnergyStocks.com

- Solar Integrated Roofing Corp. (OTC: SIRC), an integrated solar and roofing installation company, announced plans to acquire Approved Home Pros, the producer of popular and respected home improvement television and radio shows based around their proprietary Pro Finder contractor screening, vetting and referral service. The acquisition includes plans to expand Approved Home Pros media and marketing operations to generate a high volume of high value leads for the SIRC family in core categories of Residential Solar and Roofing.

As part of a clear strategy by Solar Integrated Roofing to fuel organic growth, the acquisition is estimated to generate \$11 million in added revenue. This expected growth is due, in large part, to the tremendous synergy between SIRC’s current holdings and Approved Home Pros specialized media content and Pro Finder referral service. In addition to the impact on revenue from increased SIRC lead volume, Approved Home Pros also generates revenue from leads that are sold to companies in categories not serviced by SIRC.

David Massey, Chief Executive Officer of Solar Integrated Roofing Corp, commented, “Approved Home Pros was a major factor in the sustained growth and brand power of Milholland Electric Inc (acquired by SIRC in 2020). Now, we can leverage this proven asset to generate added revenue for several of our holdings. Additionally, Approved Home Pros TV, Radio and Digital platforms provide avenues to deliver the marketing message of all the brands in the SIRC family.”

For almost a decade, Approved Home Pros has provided consumers with tips, advice and inspiration for home improvement and home maintenance via television, radio, and digital platforms. Consumers in turn use Approved Home Pros “Pro Finder” tool to search for, and

connect with, an exclusive group of contractors and products that have passed their proprietary screening and vetting system. Approved Home Pros founder Sean Johnson will continue as division president following the completion of the acquisition on July 31, 2021.

About Solar Integrated Roofing Corporation

Solar Integrated Roofing Corporation is an integrated solar and roofing installation company specializing in commercial and residential properties with a focus on acquisitions of like companies to build a footprint nationally. For more information, please visit:

www.solarintegratedroofingcorp.com

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