

Cool Roofs: For Building Owners & Managers

If you:

- Have a dark colored, low-sloped (flat) roof, or
 - Are replacing your roof soon,
- Cool roofs are a no-brainer!**

What is a cool roof, and how can it benefit my building?

Cool roofs (also known as white roofs or reflective roofs) are simply roofs designed to reflect more sunlight than a conventional roof. By reflecting more sunlight, cool roofs offer savings on energy bills and more comfortable indoor temperatures.

Does a cool roof have to be white?

Cool roofs come in a variety of colors and materials. While lighter colored roofs tend to be better at lowering temperatures, a cool roof does not have to be white. There are “cooler” versions of dark colors and products like cool shingles, that can suit your aesthetic preference.

What if I have solar panels on my roof?

Cool roofs are a great complement to rooftop solar! They can improve the efficiency of the panels by keeping roof temperatures lower. The panels will need to be temporarily removed while a cool roof coating gets applied.



¹HomeGuide average in 2024.

²NYREJ (2010). <https://nyrej.com/print/11547>

³Tool only available for Arlington, Boston, Braintree, Brookline, Cambridge, Chelsea, Everett, Malden, Medford, Melrose, Newton, Quincy, Revere, Somerville, Watertown, and Winthrop.

Do cool roofs require special maintenance?

Cool roofs should be kept clean of dirt and debris to maximize reflectivity. Otherwise, the maintenance is similar to a conventional roof. As an added benefit, cool roofs can reduce long-term maintenance costs since they last longer by not expanding/contracting from heat absorption and can even extend the roof warranty.

How much does a cool roof cost?

The cost of a cool roof depends on the roof size, cool roof product (e.g., coatings, membranes, shingles, etc.), and installation complexity. A cool roof coating can cost between \$0.50-4.50 per sqft, depending on the material, plus labor.¹ Remember to also factor in energy savings when considering cost: a NYC study found that a reflective coating can reduce AC costs by 50% in a one-story building, 25% in a two-story building, and 10% in a five-story building.²

Can my roof be converted to a cool roof?

Cool roof products and technologies are available for a wide range of roof types which means your roof is likely eligible. Check out **MAPC's Cool Roof Suitability Tool**³ and take the **Self-Assessment** to determine if a cool roof is feasible and beneficial for your property.

Go To MAPC's Cool Roof Sustainability Tool
Go To Self-Assessment



For more information, visit
mapc.ma/cool-roofs

