Grow That Local

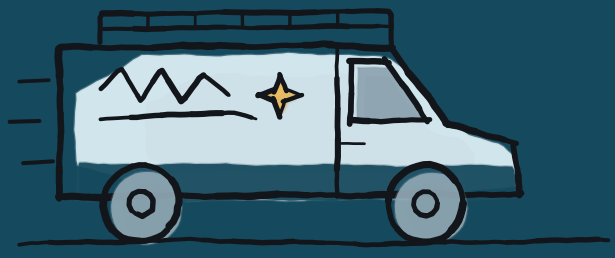
a free guide

12 newsletters a roofer can send this year

A year of finished monthly emails for your past customers. Fill in the brackets, add one photo, send.

For roofing business owners who can't picture a newsletter.

- 12 short sections in 4 parts
- 36 things you can do in the next 24 hours
- An example in every section
- Sources for every figure



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Before you start

A roof lasts decades, so most roofers hear from a customer once and never again. But that customer has neighbors, a gutter that clogs, a storm coming next spring and, one day, a house to sell. A short email each month keeps your name the one they remember when any of that happens.

This pack has 12 emails, one for each month. Each one has a subject line, the preview text (the gray line people see next to the subject in their inbox), the email itself, the photo to add and the one thing it asks for. Copy it into your email tool, fill in the brackets, add the photo, send.

Why email. In Litmus's 2025 State of Email survey, 35% of marketing leaders said they got $10 to $36 back for every $1 spent on email, and another 35% said they got more than that (Litmus, litmus.com). It's a survey of marketers across many industries, so treat it as a sign that email is worth doing, not a promise for your business.

The rules, once. A newsletter that promotes your business is a commercial email, and the federal CAN-SPAM Act covers it, including emails to past customers. Here's what the Federal Trade Commission's CAN-SPAM guide asks of you (FTC, "CAN-SPAM Act: A Compliance Guide for Business", ftc.gov):

- Say who it's from. The From name, the reply-to address and the subject line must be honest. Use your business name.
- Put your mailing address in every email: your street address, or a post office box you've registered with the Postal Service.
- Give people a clear way to unsubscribe, and honor it within 10 business days. You can't charge for it or ask for anything more than their email address.
- Make it clear the email is promoting your business. A newsletter with your logo, your name in the From line and a "book" link does that. Don't dress a sales email up as a personal note or a bill.
- If someone sends it for you, you're still responsible for it.

The FTC says each email that breaks these rules can cost up to $53,088 (FTC, ftc.gov). The law doesn't require permission before you email, but we'd only email people who've hired you, asked for a quote or asked to hear from you. Strangers mark you as spam, and that hurts every email after.

The footer. Most email tools add this for you. Check it's there before your first send:
Footer for every email:
"[business] · [street address or registered P.O. box], [town], [state] [ZIP] · [phone]. You're getting this because you hired us or asked to hear from us. Unsubscribe: [unsubscribe link]"

Texting. These are emails. If you send any of them by text instead, the texting rules apply: written consent for marketing texts, say who it's from, and an easy way to opt out. Our free guide Texting Customers Without Breaking the Rules covers it.

The months. This year is for a made-up roofer in the Midwest, where hail peaks in June, July and August (USDA Midwest Climate Hub, cropwatch.unl.edu). If your storms come earlier or later, move the storm emails to match.

The brackets. [first name] is the customer's first name. [your name] is yours. [business] is your business name. [town] is where they live. [phone], [review link] and [booking link] are yours. Anything else in brackets is a detail only you know, such as a date. Anything in brackets that starts with "If" is an offer: keep it only if you make that offer.

Two rules we kept while writing it:

- Every number has a public source you can check, listed at the end. When we didn't have one, we say "GTL estimate" and tell you why we think it.
- Every email is a made-up starting point. Only send what's true for your business.



Part 1

Winter and early spring

1 January: ice dams

When to send it. The morning after your first big snow of the year, or the first week of January.

- **Subject line:** Icicles on your gutters? Read this first
- **Preview text:** The winter leak that starts outside and shows up on a ceiling.

Hi [first name],
It's [your name] from [business]. This is the time of year we get one kind of call more than any other, so here's a heads-up.
After a snow, heat from the house melts the snow on the upper part of the roof. The water runs down to the cold edge and freezes again. That ridge of ice is called an ice dam. Water backs up behind it and works its way under the shingles.
You don't need a ladder to spot one. From the yard or a window, look for thick ice along the edge of the roof, with big icicles hanging off the gutters. Inside, look for a brown stain or bubbling paint on a ceiling near an outside wall, especially upstairs. Water dripping down the inside of a window frame on a dry day is another sign.
If you see any of these, please stay off the roof. Ice makes it slick, and it's the worst time of year to be up there. Reply to this email with a photo instead, and we'll tell you whether it needs a visit now or can wait until spring.
Stay warm,
[your name], [business], [phone]

Photo to add. A real photo of ice along a roof edge from one of your winter calls, with the house number out of frame.

The one ask. Reply with a photo of any ice or ceiling stain.

Do it in 24 hours

- [ ] Export every past customer and every quote request with an email address into one list in your email tool.
- [ ] Set up the footer above and send yourself a test email.
- [ ] Pick a winter photo from your own jobs and schedule this email for the morning after the next big snow.

2 February: how old is your roof?

When to send it. Early February, about six weeks before your spring inspections start.

The fact behind it. InterNACHI's life expectancy chart puts three-tab asphalt shingles at about 20 years and architectural shingles at about 30, assuming normal upkeep (InterNACHI, nachi.org).

- **Subject line:** How old is your roof, really?
- **Preview text:** Most people aren't sure. Here's how to find out in two minutes.

Hi [first name],
Quick question: what year did your roof go on? Many of the homeowners we ask aren't sure.
It matters because shingles wear out on a schedule. InterNACHI, the home inspectors' association, puts basic three-tab asphalt shingles at about 20 years and thicker architectural shingles at about 30, with normal upkeep. Hail, wind and a hot attic can shorten that.
Here's where to find the date. The inspection report from when you bought the house often lists the roof's age. Your town's building permit office keeps records of roof permits. And if we did your roof, we have the date on file, so just reply and ask.
If your roof is 15 years old or more, it's worth having someone look before storm season. We go up, photograph anything that worries us and send you a short report you can keep. If it's fine, we'll tell you that.
Our spring inspection dates open on [date]. Past customers get first pick. Reply "spring" and we'll hold a spot for you.
[your name], [business], [phone]

Photo to add. A close-up from a real job of worn shingles next to new ones, so the difference is easy to see.

The one ask. Reply "spring" to hold an inspection spot.

Do it in 24 hours

- [ ] Pick the date your spring inspections open and put it in the email.
- [ ] Pull your list of customers whose roofs are 15 or more years old, if your records show it.
- [ ] Schedule the email for the first Tuesday in February.

3 March: the five-minute look before storm season

When to send it. Four to six weeks before your first usual storm month.

- **Subject line:** Storm season starts in [month]. Five things to look at first
- **Preview text:** A five-minute look from your driveway. No ladder.

Hi [first name],
In [town], our storm season usually starts in [month]. The roof that loses shingles in the first big wind is usually one that was already a little loose.
Here's a five-minute look you can do from the driveway or the yard. All you need is your eyes, or binoculars if you have them.
Shingles that are missing, curled at the edges or a different color from the rest.
Dark, gritty granules piling up at the bottom of your downspouts. That's the shingles' top layer wearing off.
Metal around the chimney or vents that's bent, rusty or pulling away.
Gutters that sag or lean away from the house.
Branches hanging over the roof or touching it.
See any of these? Reply with a photo, and we'll tell you honestly whether it can wait. If you'd rather we look, we're booking pre-storm inspections now. We'll send you photos of everything we see, up close.
[your name], [business], [phone]

Photo to add. A photo from a real job of granules collected at the bottom of a downspout, or a lifted shingle.

The one ask. Book a pre-storm inspection, by reply or at [booking link].

Do it in 24 hours

- [ ] Look up your area's usual first storm month (the Storm and Season Playbook shows how) and fill it in.
- [ ] Set aside inspection slots for the four weeks after this email goes out.
- [ ] Find or take the downspout photo this week.



Part 2

Storm season

4 April: your neighbors' roofs

When to send it. Mid-April, before storm season fills your calendar.

- **Subject line:** Your neighbors' roofs are the same age as yours
- **Preview text:** If your street was built at the same time, this one's worth forwarding.

Hi [first name],
Here's something we notice on almost every street we work on. Houses built in the same few years got their roofs in the same few years. So when one roof on a street starts to fail, the others usually aren't far behind.
If a neighbor has asked you about roofers, or you've seen a tarp or missing shingles down the street, we'd be grateful if you sent them our way. Forward this email, or give them our number: [phone].
They'll get the same thing you did: an inspection with photos of every problem we find, and a written quote they can take their time with. Nobody gets pushed to sign at the kitchen table.
[If you offer a thank-you: When someone you send us has their roof done, we'll send you [thank-you gift] to say thanks.]
And if your own roof needs anything this spring, just reply. You're already at the top of our list.
Thanks, as always,
[your name], [business], [phone]

Photo to add. A wide shot of a street where you've done two or more roofs, with no house numbers or faces.

The one ask. Forward this email to a neighbor.

Do it in 24 hours

- [ ] Decide whether you'll give a thank-you for referrals, and what. If the job is an insurance claim, check your state's rules first.
- [ ] Write down the streets where you've done two or more roofs.
- [ ] Send this email to customers on those streets first.

5 May: the day after a storm

When to send it. The first week of your storm season, before the first big storm.

The fact behind it. After storms, the Federal Trade Commission tells homeowners to check that a company has licenses and insurance, get three written estimates, review and sign a written contract before work starts, and not pay by cash or wire transfer (FTC, "Home Repair Scams", consumer.ftc.gov).

- **Subject line:** Save this for the day after a storm

- **Preview text:** What to do first, what to photograph, and what to ask anyone at your door.

Hi [first name],
Storm season is here in [town]. If hail or high wind hits your street, the next few days get busy and confusing. Here's what to do, in order.
First, stay safe. Don't go up on the roof, and stay well away from any downed lines.
Second, take photos from the ground: the roof, gutters, siding, windows and the car. If there's hail on the ground, photograph a few stones next to a coin for size. Write down the date and time of the storm.
Third, call us at [phone] before you sign anything with anyone. We'll come out, take close-up photos and tell you honestly what damage we see.
After big storms, crews from out of town knock on doors. Some do good work and some don't. The Federal Trade Commission's advice is to check for licenses and insurance, get three written estimates, sign a written contract before work starts, and never pay by cash or wire transfer.
You don't have to decide anything on your porch.
Save our number in your phone now, under "Roofer": [phone].
[your name], [business]

Photo to add. Your crew or truck at a real storm job, faces turned away or blurred unless they've said yes.

The one ask. Save your number in their phone.

Do it in 24 hours

- [ ] Make sure your phone and voicemail can handle a storm day: a greeting that asks callers to text their address and a photo.
- [ ] Schedule this email for the first week of storm season.
- [ ] Put your license number in the email footer if your state issues one.

6 June: how a roof claim works

When to send it. In storm season, the week after a storm hits part of your area. Send it to everyone, not just the streets that were hit.

The fact behind it. In Texas, the Department of Insurance says it's illegal for a roofer or contractor to offer to waive a deductible or promise a rebate of all or part of it (Texas Department of Insurance, tdi.texas.gov). Other states have their own rules, so check yours.

- **Subject line:** Filing a roof claim? What happens next
- **Preview text:** The steps, in order, so nothing surprises you.

Hi [first name],
If a storm hit your roof this season, here's how a roof claim usually goes.
You call your insurance company and open a claim. They give you a claim number. Keep it somewhere you can find it.
The insurer sends an adjuster to look at the roof. You're welcome to have us there too, so we can show the adjuster the photos we took.

Then you get a letter or estimate from the insurer saying what they'll pay for. Read it slowly. If something looks missing, ask your insurer about it. You can also send it to us, and we'll tell you what it says about your roof.
Your deductible is yours to pay. If a roofer offers to cover or waive it, walk away. In some states, Texas among them, that offer is against the law.
Once the claim is settled, we schedule the work, and you get photos when it's done.
Not sure whether your roof was hit? Reply to this email. We'll look and tell you honestly what we see, even if it's nothing.
[your name], [business], [phone]

Photo to add. A close-up of real hail damage on shingles from one of your jobs, with a tape measure or coin for size.

The one ask. Reply if they're not sure their roof was hit.

Do it in 24 hours

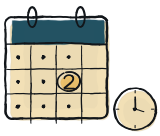
- [ ] Check your state's rules on deductibles and on what roofers can say about claims, and edit the email to match.
- [ ] Keep this email ready to send the week after the next storm.
- [ ] Set aside inspection time for the week it goes out.

or we can do it for you

Free sample: Your first newsletter, written

Made from your own job photos. Email newsletter is $50 a month, with a 7-day full refund.

Email newsletter: growthatlocal.com/services/email-newsletter



Part 3

Summer and early fall

7 July: a hot attic

When to send it. The first hot week of July.

- **Subject line:** Is your upstairs hotter than the rest of the house?
- **Preview text:** Sometimes the answer is in the attic, not the AC.

Hi [first name],
In July, the attic is the hottest room in your house, even though you never go in it.
A roof needs air moving through the attic: cooler air coming in low, near the gutters, and hot air going out high, near the peak. When those vents are blocked, or there aren't enough of them, heat and moisture get trapped up there. That makes the rooms below harder to cool, and it wears on the wood and shingles from underneath.
Here are a few signs it's worth a look. Upstairs rooms stay hot well into the night. You've seen frost on the underside of the roof in winter. The attic smells musty, or the paint on the eaves is peeling.
We check attic airflow on every inspection, because it's one of the most common reasons a roof wears out early. If any of this sounds like your house, reply "attic" and we'll set up a time. It's a short visit, and you'll get photos of what we find, good or bad.
[your name], [business], [phone]

Photo to add. A real photo of a ridge vent or soffit vent from one of your jobs.

The one ask. Reply "attic" to book a short airflow check.

Do it in 24 hours

- [ ] Write down exactly what you check in an attic, so the email matches the visit.
- [ ] Take a clear photo of a ridge or soffit vent on your next job.
- [ ] Schedule the email for the first forecast hot week.

8 August: a review, if we earned it

When to send it. Late August, as storm season winds down. Send it to every customer from the past year, not only the ones you think were happy.

The fact behind it. Google's rules for reviews forbid offering incentives such as payment, discounts or free services for a review, and forbid asking only happy customers (Google Maps user contributed content policy, support.google.com).

- **Subject line:** A small favor, if we earned it
- **Preview text:** Two minutes on Google helps a neighbor pick a roofer.

Hi [first name],
When people in [town] need a roofer, most of them start on Google and read what their neighbors wrote. A roof is a big decision, and they want to know who shows up, who does it right and who cleans up after.
If we worked on your roof this year, would you take two minutes to say how it went? Here's the link: [review link]
The details that help other homeowners most are what the job was, whether we showed up when we said we would, and how the yard looked when we left. Plain and honest beats polished. If something wasn't right, say that too. We read every review, and we'd rather know.
If you've already left one, thank you. You can ignore this email.
And thank you for trusting us with your house. A roof isn't something people hand to just anyone, and we know it.
[your name], [business], [phone]

Photo to add. Your crew cleaning up a yard with a magnet sweeper at the end of a real job.

The one ask. Leave a Google review.

Do it in 24 hours

- [ ] Copy your review link from your Google Business Profile and test it on your phone.
- [ ] Send the email to every customer from the past 12 months.
- [ ] Reply to every new review within a day or two.

9 September: gutters before the leaves fall

When to send it. Early September, a few weeks before the leaves start to drop in your area.

The fact behind it. InterNACHI's chart gives aluminum gutters 20 to 40 or more years (InterNACHI, nachi.org).

- **Subject line:** Before the leaves fall: your gutters
- **Preview text:** Clogged gutters are where a lot of roof and basement trouble starts.

Hi [first name],
In a few weeks the leaves come down in [town], and your gutters will fill up fast.
When gutters clog, the water has nowhere to go. It spills over the front and lands right next to your foundation. Or it backs up under the edge of the roof and rots the wood behind the gutter. And in winter, a full gutter is where ice dams start.
What to look for from the ground after the next rain: water pouring over the front of a gutter, a gutter that sags or pulls away from the house, downspouts that empty right beside the foundation, or plants growing up out of the gutter. (That last one happens more than you'd think.)
The good news is that aluminum gutters can last 20 to 40 years or more, according to InterNACHI, the home inspectors' association. Many can be fixed instead of replaced.
We're booking fall gutter cleanings and repairs now. [If you install guards: We can also quote gutter guards if you're tired of cleaning them.] Reply "gutters" or book here: [booking link].
[your name], [business], [phone]

Photo to add. A real before-and-after of a gutter you cleaned or fixed.

The one ask. Book a fall gutter cleaning or repair.

Do it in 24 hours

- [ ] Decide your fall gutter price and how many you can fit before Thanksgiving.
- [ ] Take a before photo on your next gutter job, and an after.
- [ ] Schedule this email for the first week of September.



Part 4

Before winter

10 October: fix the small leak now

When to send it. Early October, while the weather's mild and storm season is over.

- **Subject line:** Fix the small leak before it's a winter leak
- **Preview text:** A small repair now beats a stained ceiling in January.

Hi [first name],
October is the best month to fix the little things on a roof. The weather is mild, and our schedule has room again after storm season.
The leaks that do the most damage in winter usually start small in the fall: a cracked rubber boot around a plumbing vent, a few shingles lifted by a summer storm, or a gap where the flashing meets the chimney. You can't see most of them from inside until water reaches the ceiling.
Our before-winter check covers the roof surface, every pipe and vent, the chimney and skylight flashing, and the gutters. You get photos and a short list: what needs fixing now, what can wait, and what's fine.
If your roof is more than 15 years old, or you had a storm this summer and never had it looked at, this is the visit to book.
We have [number] spots open before [date]. Reply "winter check," and we'll call you to set a time.
[your name], [business], [phone]

Photo to add. A real photo of a cracked pipe boot or lifted flashing from one of your jobs.

The one ask. Reply "winter check" to book a before-winter visit.

Do it in 24 hours

- [ ] Decide how many before-winter checks you can fit, and by what date.
- [ ] Write the number of open spots into the email. Only say what's true.
- [ ] Send it to customers with older roofs first, then everyone else a week later.

11 November: your roof's paperwork

When to send it. Mid-November, the quiet week before the holidays.

- **Subject line:** Where's your roof warranty?
- **Preview text:** Put four things in one folder before you need them.

Hi [first name],
A quick one while things are quiet. If you ever sell your house, file a claim or need a repair, someone will ask for your roof's paperwork. It's much easier to find now than on the day you need it.
Here's what to keep in one folder, on paper or on your phone:
The invoice for your roof, with the date and what was installed.

The shingle maker's warranty, and our own warranty on the work. [If the warranty had to be registered, the confirmation too.]
Photos of the roof when it was new. We take these on every job, so if you don't have yours, we do.
Any storm photos and letters from your insurance company.
If we did your roof, reply "paperwork" and we'll email you everything we have on file.
And since it's that time of year: thank you. Every roof we did this year came from someone trusting us with their house, and a lot of them came from you sending a friend our way.
[your name], [business], [phone]

Photo to add. A finished roof from this year, shot from the street on a clear day.

The one ask. Reply "paperwork" to get their roof records.

Do it in 24 hours

- [ ] Check that you can find the invoice, warranty and photos for every roof you did this year.
- [ ] Make one folder per customer if you don't have one, so "paperwork" replies take a minute.
- [ ] Schedule the email for the Tuesday before Thanksgiving week.

12 December: holiday lights, and spring dates

When to send it. The first week of December.

- **Subject line:** Hanging lights this year? Go easy on the roof
- **Preview text:** Clips, not staples. And first pick of spring dates.

Hi [first name],
If you're putting lights up this month, here's the one thing we'd ask. Don't nail or staple anything into your shingles or gutters. Every hole is a spot for water to get in later. Plastic clips that slide under the shingle edge or hook onto the gutter work fine, and they come off clean in January.
Stay off a roof that's wet, frosty or icy. If the lights need to go somewhere you can't reach from a ladder on solid ground, leave that part to someone with the right gear.
One more thing before the year ends. Our spring schedule opens to past customers first, on [date]. If you know your roof needs work next year, or you've been putting off a repair, reply "spring" and we'll hold you a spot before we open the calendar to everyone else.
Thanks for a good year. We hope yours ends warm and dry.
[your name], [business], [phone]

Photo to add. A house you roofed this year with its holiday lights on, from the street, with the owner's permission.

The one ask. Reply "spring" to hold a spot before the calendar opens.

Do it in 24 hours

- [ ] Pick the date your spring schedule opens to past customers.
- [ ] Ask one customer if you can photograph their house with its lights on.
- [ ] Schedule the email for the first week of December.

or we can do it for you

Free sample: Your first newsletter, written

Written for this month's weather in your town. Email newsletter is $50 a month, with a 7-day full refund.

Email newsletter: growthatlocal.com/services/email-newsletter



Your first 24 hours, in one list

You don't need all 12 today. Start with these:

- [ ] Put every past customer's email in one list in a simple email tool (section 1).
- [ ] Set up the footer with your business name, mailing address and unsubscribe link (before you start).
- [ ] Copy your Google review link and test it on your phone (section 8).
- [ ] Pick next month's email, fill in the brackets and schedule it.
- [ ] Put the other 11 send dates in your calendar, moved to match your own storm season.



Where to go next

These emails come from The Roofer Marketing Playbook, our free guide to getting more roofing calls. Sections 14 and 15 cover your email list, and section 16 covers referral partners.

Want to know what your list is worth? What your past customers are worth each year shows the repeat and referral work a monthly email brings back. For the storm months, The Roofer Storm and Season Playbook gives you a plan for the day before, the day after and the weeks of claims.



If you'd rather hand it off

Grow That Local does this work for roofing companies every month. Each service starts with a free sample, so you see the work before you pay.

Best fit for this guide: Email newsletter. Free sample: your first newsletter, written. Email newsletter is $50 a month, with a 7-day full refund.

Email newsletter — **$50 a month · 7-day full refund**
Stay top of mind, so past customers call you first. Free sample: your first newsletter, written.

Websites — **from $1 a month · 7-day full refund**
A fast, good-looking site that turns visitors into calls. Free sample: a preview of your new site.

Google Business Profile — **$200 a month · 7-day full refund**
Show up in the map when neighbors search for what you do. Free sample: a profile check-up with 10+ fixes.

Review requests — **$100 a month · 7-day full refund**
More 5-star reviews, without the awkward asking. Free sample: your first 10 requests sent.

Social media posts — **$200 a month · 7-day full refund**
Fresh posts every week, made from your real job photos. Free sample: two weeks of posts, ready to go.

SEO — **$400 a month · 7-day full refund**
Climb Google for the searches that bring in jobs. Free sample: a ranking check and 10 fixes.

Win-back texts — **$100 a month · 7-day full refund**
Bring past customers back for their next job. Free sample: your first 25 customers texted.

Neighborhood postcard — **$400 a month · 7-day full refund**
Your ad in mailboxes across nice neighborhoods. Free sample: your ad, designed and shown on the card.

Monthly report card — **free**
See how you stack up against local competitors. Free sample: your first report card, this month.

Text us at (423) 924-2014, or start at growthatlocal.com/start.

Sources

Every statistic above, with where to check it:

1. Litmus, 2025 State of Email survey (nearly 500 marketing leaders): 35% get $10 to $36 back for every $1 spent on email; a further 35% get more than $36. litmus.com (before you start)
2. FTC, CAN-SPAM Act: A Compliance Guide for Business: each separate email in violation can bring penalties of up to $53,088. ftc.gov (before you start)
3. USDA Midwest Climate Hub hail factsheet (2024): June, July and August are the Midwest's peak hail months. cropwatch.unl.edu (before you start)
4. InterNACHI Standard Estimated Life Expectancy Chart: three-tab asphalt shingles 20 years, architectural shingles 30 years. nachi.org (section 2)
5. Same chart: aluminum gutters, downspouts, soffit and fascia 20 to 40 or more years. (section 9) (nachi.org)

Rules and guidance cited (not statistics):

- FTC, CAN-SPAM Act: A Compliance Guide for Business (honest headers and subject lines, identify the message as an ad, a valid physical postal address, a working opt-out honored within 10 business days, no fee or extra information to opt out, responsibility when others send for you): ftc.gov (before you start)
- FTC, Home Repair Scams (licenses and insurance, three written estimates, a signed written contract, no cash or wire transfer): consumer.ftc.gov (section 5)
- Texas Department of Insurance, roofers and contractors may not offer to waive a deductible or promise a rebate of it: tdi.texas.gov (section 6)
- Google Maps user contributed content policy (bans incentives for reviews and asking only for positive reviews): support.google.com (section 8)

GTL estimates

These are our own judgment, not measured facts:

1. Only email people who've hired you, asked for a quote or asked to hear from you (before you start). Reasoning: people who don't know you are the ones who mark email as spam, and spam reports make inbox providers file your later emails as junk.
2. Houses built in the same years tend to need roofs in the same years (section 4). Reasoning: roofs on a street went on at about the same time and face the same storms, so they wear at about the same pace.
3. Poor attic airflow is a common reason a roof wears out early (section 7). Reasoning: trapped heat and moisture work on the roof deck and shingles from below, which is why roofers check vents on every inspection.
4. The leaks that do the most winter damage often start small in fall (section 10). Reasoning: storm-lifted shingles and cracked vent boots let in a little water at first, and freeze-thaw cycles make the opening bigger.
5. Send each email on a set week every month, not "when there's time" (all sections). Reasoning: a roofer's busy weeks are the storm weeks, and an email that waits for a quiet day doesn't go out.

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