Grow That Local

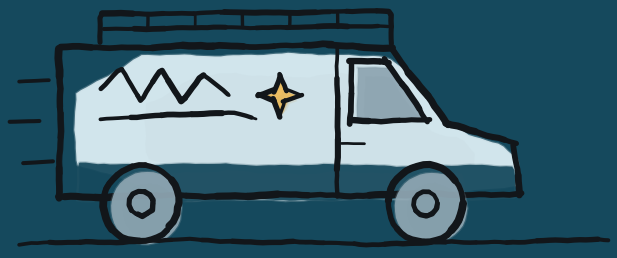
a free guide

The 12 questions every roofing customer asks, answered

Ready answers for your website, your Google profile and your texts.

For roofing business owners who want their website to answer what customers ask.

- 12 short sections in 3 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

Homeowners ask the same 12 questions before they let a roofer on the roof. Many never ask them out loud. They look for the answers on your website, and if they can't find them, they may call the next roofer on the list.

This guide gives you each question, why people ask it, an answer you can copy, and where to put it. Fill in the parts in [square brackets] with your own details. If an answer isn't true for your company, change it or leave it out. A wrong answer costs more trust than no answer.

Where the questions come from. The checklists that the National Roofing Contractors Association (NRCA, "Selecting a Contractor", nrca.net), the Insurance Institute for Business & Home Safety (IBHS, "Tips for Hiring a Roofing Contractor", ibhs.org) and the Federal Trade Commission (FTC, "How To Avoid a Home Improvement Scam", consumer.ftc.gov) give to homeowners, plus the questions in our Roofer Marketing Playbook. When a national group tells homeowners to ask something, your callers are asking it.

Where the answers go.

- Your website: one questions page with all 12, plus the matching answer on each service page. This is the main home for every answer.
- Your Google profile: the description holds up to 750 characters, with no links, and Google asks you to focus on your business rather than prices or sales (Google Business Profile Help, "Edit your Business Profile", support.google.com). Use it for the trust answers. Google posts can carry a seasonal one, like the insurance answer after a storm.
- Texts and calls: save the short version of each answer as a text shortcut, so anyone in your office can send it in seconds.

About Google's questions box. Profiles used to have a questions-and-answers box that owners could fill in. Google shut down the Q&A tool for software on November 3, 2025, saying it was updating "the Q&A functionality and user experience" (Google for Developers, Q&A API change log, developers.google.com). Google Maps now lets shoppers type questions into a chat called Ask Maps (Google Maps Help, "Ask questions in Google Maps", support.google.com). If your profile still shows a Q&A box, use it, but don't count on it. Put the answers on your own website first.

About texting. Replying to a homeowner who texted or called you is fine. Marketing texts to people who didn't ask are different: the FCC says commercial texts need written consent, and people can opt out any reasonable way, such as replying STOP (FCC, "Stop Unwanted Robocalls and Texts", fcc.gov). Every text in this guide is a reply to someone who reached out first.

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 example is made up to show the idea. None of them are real customers, roofers or prices.



Part 1

The money questions

1 How much will a new roof cost?

The idea. It's the first question on every homeowner's mind and the one most roofing sites skip. It's a big bill: an asphalt shingle replacement averaged about $31,871 nationally in 2025 (JLC Cost vs Value 2025, jlconline.com). People who find no number at all tend to guess high, or call the roofer who gives one.

You don't need a price list. Give a range for a typical home in your area and say what moves it.

Ready answer.
For your website:
"Most full replacements we do on [a typical home here, such as a one-story, three-bedroom house] cost between [low] and [high]. Your price depends on the size and steepness of the roof, how many old layers come off, whether any wood underneath needs replacing, and the shingle you pick. You get a written price after we've been on the roof. If we find rotten wood once the old shingles are off, we show you photos and the price per sheet before we replace any."
By text:
"Most roofs like yours run [low] to [high]. The exact price depends on size, steepness and what's under the old shingles. Want me to come look this week?"

Example (sample numbers). A made-up roofer's range line:

> **"Most replacements on a one-story ranch here run $11,000 to $16,000. Rotten decking, if we find any, is $85 a sheet, and we show you photos first."**

Where to put it. At the top of your questions page and on your roof replacement page. Keep it off your Google description, which Google wants focused on your business, not prices.

Do it in 24 hours

- [ ] Pull your last ten replacement invoices and write down your typical low and high.
- [ ] Fill in the answer and put it on your questions page.
- [ ] Save the text version as a shortcut on your phone.

2 Will my insurance pay for it?

The idea. After hail or high wind, this is the question. Most homeowners don't know how a claim works, and they're afraid of paying for something insurance should cover.

Be honest: only the insurer decides what it pays. And watch what you offer. In Texas, "It is illegal for contractors or roofers to offer to waive a deductible or promise a rebate for all or part of a deductible" (Texas Department of Insurance, tdi.texas.gov). Colorado has a similar law (C.R.S. 6-22-105, colorado.public.law). Check your state before you write this answer.

Ready answer.
For your website:
"Only your insurance company decides what it will pay. Here's how we help. We inspect your roof and photograph any damage. If we find storm damage, you call your insurer to open a claim. When the adjuster comes, we can be there to show them what we found. You pay your deductible, and we do the work. We never promise a claim will be approved, and we don't waive deductibles."
By text:
"Only your insurer can say what's covered. We'll inspect the roof, send you photos of any storm damage, and meet your adjuster if you file a claim."

Where to put it. Your storm damage page and your questions page. After a storm, post it as a Google update with a photo of a hail-hit shingle. Print it for the truck.

Do it in 24 hours

- [ ] Check your state's rules on deductibles and on talking to insurers for a customer.
- [ ] Fill in the answer and add it to your storm page.
- [ ] Remove any line on your site or ads that promises insurance will pay.

3 Do I need a whole new roof, or can you fix it?

The idea. Homeowners worry about being sold a roof they don't need. Age is part of the answer. The InterNACHI life-expectancy chart puts three-tab asphalt shingles at about 20 years and architectural shingles at about 30, assuming regular maintenance (InterNACHI, nachi.org).

The roofer who says "a repair will do" when it's true is the one they call back for the full roof later.

Ready answer.
For your website:
"Often a repair is enough. If your roof is under [age] years old and the damage is in one spot, we'll usually recommend a repair. If it's near the end of its life, or the damage is spread across the roof, repairs can end up costing more than a new roof. Either way, we show you photos of what we found, and when both make sense, we give you a price for both."
By text:
"From your photos it looks like [a repair / something bigger]. I'd want to see it in person before I say. If a repair will do, I'll tell you."

Where to put it. Your roof repair page, your questions page, and the top of every inspection report you send.

Do it in 24 hours

- [ ] Decide the age and damage line where you start recommending a full replacement.
- [ ] Fill in the answer and put it on your repair page.
- [ ] On your next inspection, give both prices when both are honest.

4 Can I pay over time?

The idea. A new roof usually comes as a surprise bill. In the Federal Reserve's 2025 household survey, only 63% of adults said they'd cover a surprise $400 expense with cash or its equivalent (Federal Reserve, federalreserve.gov). Many homeowners won't ask about payments. They just say "not right now."

Mind the ad rules. Under federal lending rules, an ad that names a monthly payment must also show the APR, the down payment and the repayment terms (CFPB, Regulation Z 1026.24, consumerfinance.gov). "Ask about payment options" is the safe line unless your lender gives you approved wording.

Ready answer.
If you offer financing:
"Yes. We offer payment options through [lender]. Ask at your estimate and we'll walk you through them, or apply here: [link]."
If you don't:
"We don't offer financing ourselves. We take [cash, check and cards], and you pay [deposit] when you sign and the rest when the job is done."
By text:
"Yes, we have payment options. I'll bring the details to your estimate, or you can apply ahead of time here: [link]."

Where to put it. Your homepage, your storm page and your questions page. Add one line to every estimate: "Prefer to pay over time? Ask us about payment options."

Do it in 24 hours

- [ ] If you offer financing, ask your lender for approved ad wording.
- [ ] Fill in the right answer and add it to your questions page.
- [ ] Add the one-line payment note to your estimate template.

or we can do it for you

Free sample: A preview of your new site

Made before you pay anything. Websites start at $1 a month, with a 7-day full refund.

Websites: growthatlocal.com/services/websites



Part 2

The trust questions

5 Are you licensed and insured?

The idea. Roofing is dangerous work done on someone's house. The NRCA tells homeowners to "Ask for copies of the contractor's liability insurance coverage and workers' compensation certificates" (NRCA, nrca.net). IBHS says to request proof of a business license where your state requires one (IBHS, ibhs.org). Answer before they ask, and send the paperwork without being asked twice.

Ready answer.
For your website:
"Yes. We're licensed in [state], license number [number]. We carry general liability and workers' compensation insurance. Ask and we'll send you our certificates before we start."
If your state doesn't license roofers:
"[State] doesn't issue roofing licenses, but we hold a [city or county] business license, number [number], and carry general liability and workers' compensation insurance."
By text:
"Yes. License #[number]. I'm sending our insurance certificates now so you have them."

Where to put it. Your website footer, on every page. Your questions page. One line in your Google description: "Licensed and insured in [state], license [number]."

Do it in 24 hours

- [ ] Ask your insurance agent for fresh certificates as PDFs on your phone.
- [ ] Add your license number to your website footer.
- [ ] Add the one-line version to your Google description.

6 Who will be on my roof, and who's in charge?

The idea. The NRCA tells homeowners to "Request the name of the person who will oversee your project and how many workers will be on-site" (NRCA, nrca.net). The FTC tells them to ask whether you use subcontractors (FTC, consumer.ftc.gov). What they really want is one name to call when something goes wrong.

Ready answer.
For your website:
"Every job has one project lead, who's on site each day of your job and gives you their cell number. Our crews are [our own employees / a crew we've worked with for [years] years]. Expect [number] people on a typical day."
By text, the day before:

"Hi [first name], [lead's name] will run your job tomorrow. The crew arrives around [time]. [Lead's name]'s cell is [phone] if you need anything."

Where to put it. Your questions page and your About page, with a photo of your project leads. Send the day-before text on every job.

Do it in 24 hours

- [ ] Fill in the answer with the truth about your crews.
- [ ] Save the day-before text as a shortcut.
- [ ] Take a photo of your project leads by the truck (with their OK) for the About page.

7 What warranty do I get?

The idea. The NRCA tells homeowners to "Carefully read the warranty and make sure you understand the provisions that will void it" (NRCA, nrca.net). Most homeowners don't know there are usually two: the shingle maker's, for the material, and yours, for the installation. Say both plainly, and say what can void them.

Ready answer.
For your website:
"You get two warranties. The shingle maker covers the shingles against defects under its terms, [number] years for the line we install most. We cover our installation for [number] years: if a leak comes from our work, we fix it at no charge. A warranty can be voided by [for example, someone else working on the roof, or a dish bolted through the shingles]. You get both in writing when the job is done."
By text:
"You get the shingle maker's warranty on the material and our [number]-year warranty on the installation. I'll send both in writing with your final invoice."

Where to put it. Your questions page, your roof replacement page, and a printed copy with every final invoice.

Do it in 24 hours

- [ ] Read the terms of the shingle line you install most and note the years.
- [ ] Write down your own installation warranty and what voids it.
- [ ] Fill in the answer and add it to your site.

8 Do I need a permit, and who gets it?

The idea. Most homeowners don't know whether a roof needs a permit. The FTC lists a contractor who asks you to get the building permits as a warning sign (FTC, consumer.ftc.gov). IBHS tells homeowners to make sure the contractor gets every permit the local rules require (IBHS, ibhs.org). Saying "we pull it" answers both worries at once.

Ready answer.

For your website:
"In [town or county], a roof replacement [needs / doesn't need] a permit. When one is needed, we pull it, [the fee is included in your price / the fee is listed on your estimate], and we schedule any inspection. You don't have to call the city."
By text:
"Yes, [town] needs a permit for this. We pull it and schedule the inspection. You don't need to do anything."

Where to put it. Your questions page and your estimate template.

Do it in 24 hours

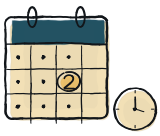
- [ ] Check the permit rule for each town you work in.
- [ ] Fill in the answer for your main town.
- [ ] Add a "Permit: we pull it" line to your estimate template.

or we can do it for you

Free sample: A profile check-up with 10+ fixes

Including a check of your Google description. Google Business Profile is $200 a month, with a 7-day full refund.

Google Business Profile: growthatlocal.com/services/google-business-profile



Part 3

The job-day questions

9 How long will it take, and what if it rains?

The idea. A roof job means an open roof over someone's bedroom. People picture a storm rolling in with the shingles off. Tell them how many days to expect and exactly what happens when the weather turns.

Ready answer.
For your website:
"Most homes take [one to two] days. We check the forecast every morning and only tear off what we can cover the same day. If rain moves in, we cover anything open before we leave. If weather pushes your job back, we text you that day with the new date."
By text, for a weather delay:
"Hi [first name], rain's coming tomorrow, so we're moving your roof to [day]. Nothing is open. I'll text you the morning we start."

Where to put it. Your questions page and your replacement page. Save the delay text as a shortcut for every rainy week.

Do it in 24 hours

- [ ] Write down how many days your typical replacement takes.
- [ ] Fill in the answer and add it to your site.
- [ ] Save the weather delay text as a shortcut.

10 Will you leave nails and a mess?

The idea. Every homeowner has heard about the flat tire from a roofing nail. Tell them what you do about it, step by step. A specific answer beats "we clean up after ourselves."

Ready answer.
For your website:
"We cover your plants, your AC unit and your driveway with tarps before we start. At the end of each day we roll a magnet sweeper over the yard and driveway, and we do it again when we finish. Before we leave, you can walk the yard with your project lead. If you find a nail later, call us and we'll come back."
By text:
"We tarp your plants and driveway, sweep for nails with a magnet every day, and walk the yard with you at the end. If you find one later, we come back."

Where to put it. Your questions page, your replacement page, and your Google description ("Magnet sweep of your yard every day").

Do it in 24 hours

- [ ] Write down your real cleanup steps, in order.
- [ ] Fill in the answer and add it to your site.
- [ ] Take a photo of your crew using the magnet sweeper, for your profile.

11 Do I need to be home, and what about my car, pets and attic?

The idea. Homeowners want to plan their day. They wonder whether they can work from home through the noise, where to park, and whether the dog will panic. Answer it once on your site and again in the day-before text.

Ready answer.
For your website:
"You don't need to be home, but we need a clear driveway and [access to an outdoor outlet]. Please move cars out of the driveway and keep pets inside. It's loud: expect hammering from about [start time] to [end time]. Dust can fall in the attic, so cover anything stored up there."
By text, the day before:
"Hi [first name], we start tomorrow around [time]. Please move cars out of the driveway, keep pets in, and cover anything stored in the attic. See you then."

Where to put it. Your questions page and the day-before text on every job.

Do it in 24 hours

- [ ] Fill in your start and finish times and what you need from the homeowner.
- [ ] Add the answer to your questions page.
- [ ] Add the day-before text to your job checklist.

12 How much do I pay up front, and what if I change my mind?

The idea. The FTC tells homeowners not to pay the full amount up front and notes that some states limit how big a down payment can be (FTC, consumer.ftc.gov). For many sales made at the buyer's home over $25, the FTC's Cooling-Off Rule gives the buyer three business days to cancel (FTC Cooling-Off Rule, ftc.gov). Spelling out your payment steps and their right to cancel shows you have nothing to hide.

Ready answer.
For your website:
"We ask for [deposit] when you sign, so we can order your materials. The rest is due when the job is done and you've walked it with us. You get a written contract with the price, the materials and the dates. If you sign at your home, you have three business days to cancel."
By text:
"We take [deposit] when you sign to order materials. The rest is due when the job's done and you've checked it. You'll get everything in writing."

Where to put it. Your questions page, your estimate template and your contract.

Do it in 24 hours

- [ ] Check your state's limit on down payments, if it has one.
- [ ] Make sure your contract includes the three-day cancel notice for in-home sales.
- [ ] Fill in the answer and add it to your site.



Your first 24 hours, in one list

You won't fill in all 12 today. Start with these:

- [ ] Fill in the price range answer from your last ten invoices (section 1).
- [ ] Add your license number and insurance line to your website footer and Google description (section 5).
- [ ] Write your two warranties and what voids them (section 7).
- [ ] Save three text shortcuts: the price range, the day-before text and the weather delay (sections 1, 11 and 9).
- [ ] Put every answer you've finished on one questions page on your site.

Next week, ask your office which question came up most on the phone. If it's not on your page yet, add it.



Where to go next

These questions come from The Roofer Marketing Playbook, our free 31-section guide to getting more roofing calls. Section 5 covers the questions page, and sections 27 to 29 cover insurance, inspections and payment options in depth.

Want something you can see tomorrow? 5 Wins in 24 Hours for a Roofer gives you five small jobs for today.



If you'd rather hand it off

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

Best fit for this guide: Websites. Free sample: a preview of your new site. Websites start at $1 a month, with a 7-day full refund.

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.

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.

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. JLC (Journal of Light Construction) Cost vs Value Report 2025: asphalt shingle roof replacement, national average job cost $31,871. jlconline.com (section 1)
2. InterNACHI Standard Estimated Life Expectancy Chart: three-tab asphalt shingles 20 years, architectural 30 years, assuming regular maintenance. nachi.org (section 3)
3. Federal Reserve, Economic Well-Being of U.S. Households in 2025 (published 2026): 63% of adults would cover a $400 emergency expense with cash or its equivalent. federalreserve.gov (section 4)

Where the questions come from:

- NRCA, "Selecting a Contractor" (insurance certificates, who oversees the job and how many workers, warranty terms that void it, the lowest bid): nrca.net (sections 5, 6, 7)
- IBHS, "Tips for Hiring a Roofing Contractor" (business license, liability and workers' compensation, permits, no full payment up front): ibhs.org (sections 5, 8, 12)
- FTC, "How To Avoid a Home Improvement Scam" (licensed and insured, subcontractors, permits, payment up front, written contract): consumer.ftc.gov (sections 6, 8, 12)
- The Roofer Marketing Playbook, section 5 (price, insurance, timing, mess, license, payments). (sections 1 to 12)

Rules and guidance cited (not statistics):

- Texas Department of Insurance, deductible waivers and rebates illegal: tdi.texas.gov (section 2)
- Colorado Revised Statutes 6-22-105, deductible waivers: colorado.public.law (section 2)
- CFPB, Regulation Z 1026.24, what credit ads must disclose: consumerfinance.gov (section 4)
- FTC Cooling-Off Rule, three business days to cancel many sales over $25 made at the buyer's home: ftc.gov (section 12)
- Google Business Profile Help, "Edit your Business Profile" (description up to 750 characters, no links, focus on the business rather than prices): support.google.com (before you start)
- Google for Developers, Q&A API change log (discontinued November 3, 2025): developers.google.com (before you start)
- Google Maps Help, "Ask questions in Google Maps": support.google.com (before you start)
- FCC, unwanted robocalls and texts, written consent for commercial texts and opting out: fcc.gov (before you start)

GTL estimates

These are our own judgment, not measured facts:

1. Put your answers on your own website first (before you start). Reasoning: Google's questions box is changing and Ask Maps writes its own answers, so your site is the one place you fully control what a homeowner reads.
2. Keep every text answer to two or three short sentences (all sections). Reasoning: a homeowner reads a text on a phone, often on a ladder or at work, and a long text gets skimmed or saved for later.

3. Start with price, license and warranty (your first 24 hours). Reasoning: these are the three questions every roofing checklist above has in common, and they decide whether the homeowner calls at all.

want it done for you?

Every part of this guide is something we do.

Each one starts with a free sample, so you see the work before you pay. Text us at (423) 924-2014 or start at growthatlocal.com/start.

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