Grow That Local

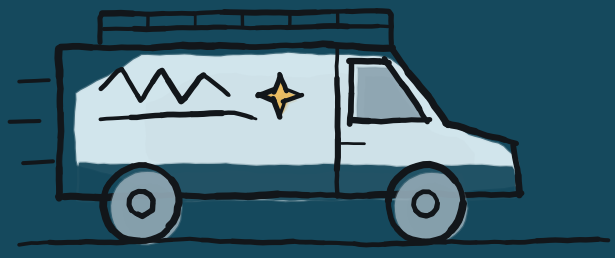
a free guide

25 neighborhood postcards for roofers

Twenty-five ready card ideas for roofers: the streets around a job, storm season, new owners, past customers, proof and offers.

For roofing business owners planning a mailing.

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



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Contents

Before you start: how this pack works 3

Part 1 **Before you mail** 3

1 Every Door Direct Mail, in plain words 3
2 What makes a card get read 4

Part 2 **Cards for the street** 6

3 You just finished a job nearby (cards 1 to 4) 6
4 Season reminders (cards 5 to 8) 8
5 After a storm (cards 9 to 11) 10

Part 3 **Cards for people you pick** 12

6 New homeowners (cards 12 to 14) 12
7 Win back past customers (cards 15 to 18) 13

Part 4 **Cards that make the call easy** 17

8 Reviews and proof (cards 19 to 21) 17
9 Offers (cards 22 to 25) 18

Your first 24 hours, in one list 22

Where to go next 23

If you'd rather hand it off 24

Sources 25

GTL estimates 25

Before you start

A roof is a rare buy. Most homes on a street won't need you this month, so a postcard has one job: be the card they keep, or the name they remember, when the leak or the hail comes.

This pack gives you 25 card ideas, grouped by what you want the card to do. Each card has four lines:

- **Headline:** the biggest words on the front.
- **Body:** two or three short lines under it.
- **Call:** what to do, with your number.
- **Photo:** what picture to use.

These are ideas to copy and change, not cards with results behind them. Fill in the brackets: [business], [your name], [phone], [street], [neighborhood], [town], [month], [date], [year], [state] and [license number]. Print only what's true for you. If a card offers a free check, a magnet sweep or a same-day tarp, offer it only if you do it.

Two rules we kept while writing it:

- Every rule we quote has a public source you can check, listed at the end. When we give our own judgment, we say "GTL estimate" and tell you why we think it.
- Every card and example is made up to show the idea. None of the names, numbers or results are real businesses.

Some cards ask people to call or text. When someone texts you from a card, answer their question. Before you add them to any marketing texts later, read our free guide Texting Customers Without Breaking the Rules.



Part 1

Before you mail

1 Every Door Direct Mail, in plain words

The idea. Every Door Direct Mail (EDDM) is the post office's way to mail a card to every address on the mail routes you pick, without buying a list. You don't need names or addresses. Each card is addressed to "Postal Customer." Here's what the USPS page says today (USPS, Every Door Direct Mail, usps.com):

- **Who it's for.** EDDM Retail is the version for small businesses. You need a free USPS.com account and no special mailing permit.
- **How many.** At least 200 and up to 5,000 cards per day per ZIP Code.
- **What it costs.** Postage is currently $0.26 a card for EDDM Retail (USPS, usps.com). Printing is extra.

- **How you pick.** In the EDDM Online Tool, search an address or ZIP Code, then open the route table. You can filter routes by residential count, age, household size and income, from Census data.
- **Size.** Not every card size qualifies. Check yours with the Mailpiece Size Checker in the tool before you print.
- **Drop-off.** Bundle the cards in stacks of 50 to 100, put a facing slip on each bundle, and bring them to the post office with PS Form 3587.
- **People who opt out.** The facing slip has a "Do Not Deliver Address" column. If a homeowner asks you to stop mailing them, list their address there.

EDDM mails whole routes, not a circle on a map. A route can be a few hundred homes. That fits job-nearby, storm, season, proof and offer cards. New homeowner cards and past-customer cards go to people you choose, so they need addresses and a stamp, or a printer's addressed mailing service.

GTL estimate: expect only a few calls per thousand cards from a single mailing. Mailing the same routes more than once, and right after a storm, does better.

Example (sample numbers). A made-up roofer finishes a job and picks the two routes around it: 1,150 homes. Postage at $0.26 a card comes to $299, plus printing. They mail the same two routes again five weeks later with a season card.

Do it in 24 hours

- [ ] Make a free USPS.com account and open the EDDM Online Tool.
- [ ] Search the address of your last finished job and open the route table.
- [ ] Write down the residential count for the route it's on and the one next to it.
- [ ] Ask a local printer for an EDDM-size card quote, and check the size in the Mailpiece Size Checker.

2 What makes a card get read

The idea. A postcard gets a few seconds between the mailbox and the trash can. GTL estimate: in that time, a homeowner reads the headline, glances at the photo and maybe sees the number. So build the card around those three things.

- **The headline is about them.** Their street, their roof, their storm. "We just put a new roof on [street]" beats "[business]: Quality Roofing Since 1998."
- **One offer.** A free roof check, or a booking window, or one money-off deal. Not all three.
- **The phone number, big.** As big as your business name, on both sides of the card.
- **A real photo from near them.** A roof they might recognize, with the house number out of frame. Not a stock photo of a smiling family.
- **A reason to call now.** A date, a season, a storm. "Book by [date]" gives them a deadline.
- **Who you are.** Your name, the word "Roofing," and your license number where your state requires it.

Leave off the list of every service, slogans, social icons and small print.

Example. A made-up roofer's old card said "[business] Roofing: Residential, Commercial, Gutters, Siding, Windows, Insurance Claims" over a stock photo, with the number in small type. The new card says "Hail on [neighborhood] last Tuesday?" over a close-up of a bruised shingle, "Free roof check with photos," and the number as big as the headline.

Do it in 24 hours

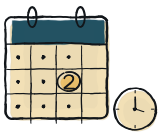
- [ ] Pick one card from this pack and write your version in under 30 words on the front.
- [ ] Make the phone number at least as big as your business name.
- [ ] Choose one real photo from a job in the area you'll mail.

or we can do it for you

Free sample: Your ad, designed and shown on the card

Neighborhood postcard is $400 a month, with a 7-day full refund.

Neighborhood postcard: growthatlocal.com/services/neighborhood-postcards



Part 2

Cards for the street

3 You just finished a job nearby (cards 1 to 4)

When to use it. In the week after you finish a roof, to the routes around it. Mail every door.

The idea. When neighbors see your crew on one roof, they start thinking about their own. Homes on the same street are often about the same age and took the same storms. The card turns that thought into a call.

Example cards (made up).

Card 1. Headline:
"We just put a new roof on a home on [street]."

Body:
"Homes on your street went up around the same years and took the same storms. If yours is getting close, we'll take a free look and send you the photos."

Call:
"Call or text [phone] for a free roof check."

Photo:
The finished roof from the street, house number out of frame.

Card 2. Headline:
"You saw our crew on [street] last week."

Body:
"That roof was 22 years old and losing shingles in every wind. If yours is the same age, now is a calmer time to replace it than after the next storm."

Call:
"Free roof check with photos: [phone]."

Photo:
Before and after of the same roof, shot from the same spot on the sidewalk.

Card 3. Headline:
"A small leak on [street] turned out to be a cracked pipe boot."

Body:
"It's a small part that wears out on roofs this age. We replaced it before the water reached the ceiling. Want yours checked while we're in the area?"

Call:
"Call [phone]. Most repairs done the same week."

Photo:
Close-up of the old cracked boot held next to the new one.

Card 4. Headline:
"New roof on [street]. Not one nail left in the yard."

Body:
"We roll a magnet over the lawn and driveway before we leave. Ask your neighbor how the yard looked."

Call:
"Free estimate: [phone]."

Photo:
A crew member pushing a rolling magnet across a front lawn.

Do it in 24 hours

- [ ] Pick your last finished job and find its route in the EDDM tool.
- [ ] Choose the card that fits the job: replacement, repair or clean-up.
- [ ] Pull the best before-and-after photo and crop out the house number.

4 Season reminders (cards 5 to 8)

When to use it. Four to six weeks before storm season, before winter, and when the spring calendar opens. Mail every door on routes with older roofs.

The idea. Before a storm, nobody is shopping for a roofer. A season card plants your name so it's the one they find on the fridge when they need it. Use the EDDM route table to find routes with older homes.

Example cards (made up).

Card 5. Headline:
"Storm season starts here in [month]. Book your roof check now."

Body:
"A free look now, while we still have open days, beats waiting in line after hail. We'll send photos of anything loose or worn."

Call:
"Call or text [phone]."

Photo:
A roofer on a roof in clear weather, taking photos with a phone.

Card 6. Headline:
"Fix the small leak in October, not the big one in January."

Body:
"Wind and ice find the weak spots first: lifted shingles, cracked boots, loose flashing. A before-winter check takes about an hour."

Call:
"Book yours: [phone]."

Photo:
A gloved hand pointing at a lifted shingle.

Card 7. Headline:
"Big icicles on your roof edge?"

Body:
"They can mean an ice dam, where melting snow refreezes at the edge and water backs up under the shingles. We'll check from the ground and the attic."

Call:
"Call [phone] before the next thaw."

Photo:
A roof edge with heavy icicles, no house number in view.

Card 8. Headline:
"Spring dates are open. Book before the first storm, not after."

Body:
"Neighbors who book in [month] get first pick of days. Free estimate, written, with photos."

Call:
"[phone]"

Photo:
A finished roof under a clear spring sky.

Card 7 is for snow country. Skip it where winters are mild.

Do it in 24 hours

- [ ] Mark your usual first hail month and count back six weeks.
- [ ] Put "mail season card" on that date in your calendar.
- [ ] In the EDDM tool, pick two routes with the oldest homes near your best past jobs.

5 After a storm (cards 9 to 11)

When to use it. Within a few days of hail or a windstorm, to the hardest-hit routes. A second card three to four weeks later.

The idea. After a storm, homeowners get knocks, flyers and calls from roofers they've never heard of. Your card should look like the opposite of a storm chaser: local, licensed, calm, with photos they can keep.

One rule before you print. Never offer to pay, waive or rebate a homeowner's insurance deductible. It's illegal for roofers in Texas (Texas Department of Insurance, tdi.texas.gov), and Colorado law says roofers shall not advertise or promise it (Colorado Revised Statutes 6-22-105, colorado.public.law). Other states have similar rules, so leave it off everywhere.

Example cards (made up).

Card 9. Headline:
"Hail on [neighborhood] on [date]?"

Body:
"Hail damage is often hard to see from the ground. We'll check your roof free and send dated photos you can keep, whoever you hire. Licensed in [state], license [license number]."

Call:
"Call [phone]. Local since [year]."

Photo:
Close-up of a hail-bruised shingle with a chalk circle around the hit.

Card 10. Headline:
"Shingles in your yard after [day]'s wind?"

Body:
"Missing shingles let water in on the next rain. We'll cover the spot the same day when we can, and give you a written repair price."

Call:
"Call or text [phone]."

Photo:
A neat tarp on a roof, battened down, crew on the ladder.

Card 11. Headline:
"Still waiting on your roof claim?"

Body:
"We'll explain the steps in plain words: the adjuster's visit, the estimate and what your policy covers. Free, and no pressure to pick us."

Call:
"Questions? [phone]"

Photo:
A roofer and a homeowner looking at a tablet in a driveway.

Do it in 24 hours (after the storm)

- [ ] Check where hail or wind actually hit, and pick those routes in the EDDM tool.
- [ ] Put your license number and "local since" on the card, if both are true.
- [ ] Read the card once more and take out anything about deductibles.



Part 3

Cards for people you pick

6 New homeowners (cards 12 to 14)

When to use it. In the first few months after a home sells. These go to named addresses, not every door.

The idea. A new owner doesn't know the roof's age or have a roofer. GTL estimate: the first three months are the best time to reach them, before they've found someone else. Find recent sales in your county's property records, or buy a new-mover list from a mailing list company, and mail with a stamp.

Example cards (made up).

Card 12. Headline:
"Welcome to [neighborhood]. Do you know how old your roof is?"

Body:
"Your inspection report may say. If not, we'll tell you free, with photos, so you know whether to plan for a roof now or in ten years."

Call:
"Call or text [phone]."

Photo:
A roof on a street in their neighborhood, house number out of frame.

Card 13. Headline:
"New to [town]? Keep this on the fridge."

Body:
"When hail hits, every roofer's phone rings at once. Save a local number now, before you need it."

Call:
"[phone]. [business], roofing in [town] since [year]."

Photo:
None. Print this one as a peel-off magnet with the number in big type.

Card 14. Headline:
"First year in your home? Your first roof check is on us."

Body:
"We'll look at the shingles, flashing and vents, and write down what to watch for in the next few years."

Call:
"Book it: [phone]."

Photo:
A roofer handing a homeowner a printed one-page roof report.

Do it in 24 hours

- [ ] Search your county property records or assessor site for recent sales in two neighborhoods you work in.
- [ ] Or ask a local printer which new-mover list they use and what it costs.
- [ ] Pick one card and print a first batch of 50 to mail with stamps.

7 Win back past customers (cards 15 to 18)

When to use it. Once or twice a year, to your own customer list. These go to named addresses.

The idea. Your past customers already know your work. A card with a real reason in it, like the roof's age or the storm they called you about, brings them back for the next job and the referral. Three-tab shingles last about 20 years and architectural shingles about 30, with normal care (InterNACHI life expectancy chart, nachi.org).

Example cards (made up).

Card 15. Headline:
"Your roof turned 15 this year."

Body:
"We put it on in [year]. Three-tab shingles last about 20 years (InterNACHI). Want a free check to see how yours is holding up?"

Call:
"Call [your name] at [phone]."

Photo:
Their own roof, from your job file, on the day you finished it.

Card 16. Headline:
"We fixed your leak in [year]. How's it holding up?"

Body:
"If you've seen a new stain or a drip, we'll come back and look, free."

Call:
"Text [phone] with a photo."

Photo:
The crew lead who did the repair, smiling, on a ladder.

Card 17. Headline:
"We looked at your roof after the [month] storm."

Body:
"You didn't need to decide then. If you're thinking about it now, we still have your photos and can update the price in a day."

Call:
"Call or text [phone]."

Photo:
One of the photos from their own inspection.

Card 18. Headline:
"Gutters from the same crew that did your roof."

Body:
"Past customers get first pick of [month] dates for new gutters and guards."

Call:
"Ask for a price: [phone]."

Photo:
New gutters on a finished roof, close up.

Do it in 24 hours

- [ ] Export every customer with an address and the year of their job.
- [ ] Sort them by roof age and by job type: replacement, repair, inspection only.
- [ ] Pick one group and one card, and mail the first 25.



Part 4

Cards that make the call easy

8 Reviews and proof (cards 19 to 21)

When to use it. Mixed in with your other mailings to the same routes, so the second or third card they see has proof on it.

The idea. A homeowner deciding who to let on their roof wants to know you've done it near them. Real reviews and real job counts do that. Two rules. Use only real reviews, word for word, with the customer's yes to use their first name; the FTC's rule on consumer reviews bans fake ones in ads (FTC rule, 16 CFR Part 465, govinfo.gov). And never offer anything in return for a review; Google treats that as rating manipulation and removes those reviews (Google Maps content policy, support.google.com).

Example cards (made up).

Card 19. Headline:
"What your neighbors say about [business]."

Body:
One real review, word for word, with the customer's first name and their street area. Add the star count from your Google profile only if it's current.

Call:
"Free roof check: [phone]."

Photo:
The reviewer's finished roof, with their OK.

Card 20. Headline:
"[number] roofs in [neighborhood] since [year]."

Body:
"Every dot on the back is a roof we've done near you. Ask any of them."

Call:
"[phone]"

Photo:
A simple map of the neighborhood with a dot for each job. No addresses.

Card 21. Headline:
"Thank you for having us on your roof."

Body:
"A Google review helps your neighbors find a roofer they can count on. Scan the code to leave one, good or bad. If anything isn't right, call me directly."

Call:
"[your name], [phone]."

Photo:
The crew in front of the finished job.

Card 21 goes to your own customer a week after the job. Mail it to every customer, not only the happy ones.

Do it in 24 hours

- [ ] Pick three real reviews that mention a street, a storm or how clean the yard was.
- [ ] Text or call each customer and ask if you can print it with their first name.
- [ ] Count your jobs by neighborhood for card 20, using only numbers you can show.

9 Offers (cards 22 to 25)

When to use it. When you want calls inside a set window: a slow month, a crew with open days, or a street you want to win.

The idea. One offer, a real end date, and nothing hidden. Two money rules. Never touch the deductible (see section 5). And if you mention financing, "payment options" is safe to print, but a monthly payment amount or the number of payments means you must print the full terms too, under federal credit ad rules (CFPB, Regulation Z 1026.24, consumerfinance.gov).

Example cards (made up).

Card 22. Headline:
"Free roof check and photo report, booked by [date]."

Body:
"About an hour on your roof, and you get the photos the same day, whoever you hire."

Call:
"Call or text [phone]."

Photo:
A phone screen showing a roof photo report.

Card 23. Headline:
"New roof booked by [date]? Gutter cleaning is on us."

Body:
"We clear the gutters and downspouts on the day we finish. One offer per home."

Call:
"Free estimate: [phone]."

Photo:
A clean gutter, close up, on a new roof.

Card 24. Headline:
"A new roof, with payment options."

Body:
"Ask us how monthly payments would work for your roof, and we'll show you the full terms in writing."

Call:
"[phone]"

Photo:
The finished roof from the street.

Card 25. Headline:
"Two roofs on one street? $250 off each."

Body:
"Book with a neighbor in the same month. We save a trip and a dumpster, and pass it on."

Call:
"Call [phone] and tell us your neighbor's street."

Photo:
Two houses side by side, both with new roofs.

Do it in 24 hours

- [ ] Choose one offer you can afford on every job it brings in.
- [ ] Set an end date two to three weeks after the cards land.
- [ ] Read the card for the deductible and payment rules before it goes to print.

or we can do it for you

Free sample: Your ad, designed and shown on the card

Neighborhood postcard is $400 a month, with a 7-day full refund.

Neighborhood postcard: growthatlocal.com/services/neighborhood-postcards



Your first 24 hours, in one list

If you only do five things this week, do these:

- [ ] Open the EDDM tool and find the routes around your last job (section 1).
- [ ] Write one card with the phone number as big as your name (section 2).
- [ ] Mail cards 1 or 2 to the routes around that job (section 3).
- [ ] Put "mail season card" six weeks before your hail month (section 4).
- [ ] Pull your past customers by roof age for card 15 (section 7).



Where to go next

This pack comes from The Roofer Marketing Playbook, our free guide to the whole job of getting more roofing calls: your website, your Google profile, reviews, posts, follow-up, postcards and storm season.

Before you mail, our free postcard return calculator shows how many jobs a mailing would need to bring in to pay for itself.



If you'd rather hand it off

Grow That Local designs ads for local businesses and puts them in mailboxes on the streets you want. Each service starts with a free sample, so you see the work before you pay.

Best fit for this guide: Neighborhood postcard. Free sample: your ad, designed and shown on the card. Neighborhood postcard is $400 a month, with a 7-day full refund.

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.

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.

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

Each was checked on 2026-11-12:

1. USPS, "Using Every Door Direct Mail": EDDM Retail needs a USPS.com account and no special permit; at least 200 and up to 5,000 pieces per day per ZIP Code; currently $0.26 a piece for Marketing Mail flats up to 3.3 ounces; addressed to "Postal Customer"; routes filtered by residential count, age, size and income; Mailpiece Size Checker; bundles of 50 to 100 with a facing slip and PS Form 3587; the "Do Not Deliver Address" column. usps.com (section 1)
2. InterNACHI Standard Estimated Life Expectancy Chart: three-tab asphalt shingles 20 years, architectural 30 years. nachi.org (section 7)

Rules cited (not statistics):

- Texas Department of Insurance: illegal for contractors to offer to waive a deductible or promise a rebate of one. tdi.texas.gov (section 5)
- Colorado Revised Statutes 6-22-105: a roofing contractor shall not advertise or promise to pay, waive or rebate an insurance deductible. colorado.public.law (section 5)
- FTC rule on the use of consumer reviews, 16 CFR Part 465 (effective October 21, 2024): bans fake or false consumer reviews. govinfo.gov (section 8)
- Google Maps user-contributed content policy: no incentives for reviews, no selectively asking for positive ones. support.google.com (section 8)
- CFPB, Regulation Z 1026.24: a payment amount, number of payments, down payment or finance charge in a credit ad triggers more disclosures. consumerfinance.gov (section 9)

GTL estimates

These are our own judgment, not measured facts:

1. A single mailing brings only a few calls per thousand cards, and repeat mailings do better (section 1). Reasoning: a roof is a rare purchase, so only the few homes with a problem that month act, and a second card reaches them when the need comes up.
2. A card gets a few seconds between the mailbox and the trash (section 2). Reasoning: most people sort mail standing up, and a card with nothing for them in the headline goes straight in the bin.
3. Mail within a week of finishing the job (section 3). Reasoning: the neighbors saw the crew and the dumpster that week, so the card lands while they still remember.
4. Season cards go out four to six weeks ahead (section 4). Reasoning: far enough ahead that you have open days, close enough that the season is on their mind.
5. Storm cards go out within a few days, with a second card three to four weeks later (section 5). Reasoning: the first card reaches people still checking for damage; the second reaches people stuck in a slow claim.
6. The first three months are the best time to reach a new homeowner (section 6). Reasoning: in those months they're still finding their trades, and once they have a roofer's number they rarely look again.
7. An offer should end two to three weeks after the cards land (section 9). Reasoning: long enough to call after a weekend, short enough that it doesn't get put off.

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.

Grow *That* Local