Grow That Local

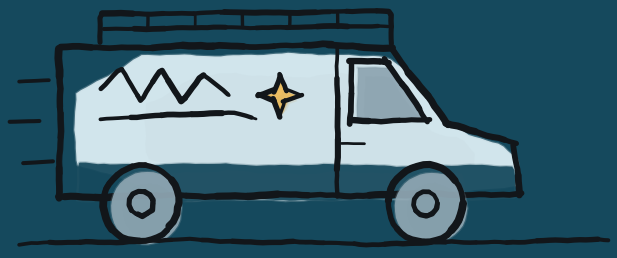
a free guide

5 wins in 24 hours for a roofer

Five small jobs for today, and something you can see tomorrow.

For roofing business owners with a few hours today.

- 5 short sections
- 20 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

These are the five fastest things a roofer can do today that show up tomorrow: new reviews, answered reviews, fresh photos on your Google profile, missed calls that get a reply, and old quotes that start talking again.

Each one has the idea, a short example and a checklist. Do them in order if you can. All five together take about three hours, and none of them costs money.

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, reviews or results.



Part 1

Five wins for today

1 Text a review request to last month's customers

The idea. Reviews decide which roofer gets called. In BrightLocal's 2026 survey, 97% of consumers said they read reviews for local businesses, and 74% look for reviews from the last three months (BrightLocal Local Consumer Review Survey 2026, brightlocal.com). Your newest reviews do the most work, so ask the people whose roofs you just finished.

Check tomorrow. Open your Google profile and count the new reviews. That count is your number to beat next month.

Example. A text sent to a customer whose roof was finished two weeks ago:

> **Hi, it's (your name) from (company). Hope the new roof came through this week's rain fine. If you have a minute, a quick Google review helps a small company like ours a lot. Here's the link: (your review link)**

Do it in 24 hours

- [ ] Get your Google review link from your profile (look for "Ask for reviews" or "Share review form").
- [ ] Save the text above in your phone as a shortcut.
- [ ] Text it to every customer whose job you finished in the last 30 days.
- [ ] Make "send the review text" the last step of every final walk-through from now on.

2 Reply to every review you haven't answered

The idea. The next homeowner reads your replies too. In the same survey, 89% of consumers said they expect business owners to respond to reviews, and 42% said they're unlikely to use a business that ignores its reviews (BrightLocal 2026, brightlocal.com).

For a good review, thank them and name the job. For a bad one, thank them, own what's fair, say what you'll do, and take it offline. Don't argue in public.

Check tomorrow. Scroll your reviews. Every one should have your reply under it.

Example. A reply to a one-star review about a nail found in the driveway:

> **Thanks for telling us, and I'm sorry. A stray nail near your car is exactly what we work to prevent. I'd like to come back, sweep the yard again and check your tires. I'll call you today.**

Do it in 24 hours

- [ ] Reply to every unanswered review on your profile, good or bad.
- [ ] For good reviews, mention the job ("Glad the new gutters are working").
- [ ] For bad ones, use the four steps above, then call the customer.
- [ ] Turn on review alerts in your Google profile so you see new ones the same day.

3 Put ten job photos and one update on your Google profile

The idea. A profile that hasn't changed in a year looks like a business that might be closed. Fresh photos show you're working, and they let a homeowner see your roofs before they call. You already have them on your phone: tear-offs, new decking, finished ridges, clean yards, your truck on a local street.

Check tomorrow. Look up your business on Google from your phone. Your new photos and your update should show on the profile.

Example. A made-up roofer's update, posted with five photos:

> **Finished a full replacement on the north side this week. Architectural shingles, new gutters, yard cleaned up by 4pm.**

Do it in 24 hours

- [ ] Upload ten of your best job photos to your Google profile.
- [ ] Add one photo of your truck and one of your crew (with their OK).
- [ ] Post one update about a job you finished this week.
- [ ] Set a weekly phone reminder for five photos and one update.

4 Turn on missed-call text-back

The idea. On a roof, you can't answer the phone. The homeowner with a leak calls the next roofer on the list. In a well-known Harvard Business Review study, companies that contacted a lead within an hour were nearly seven times more likely to qualify that lead than companies that waited longer, and 23% never responded at all (HBR, "The Short Life of Online Sales Leads," 2011, hbr.org). The study is older and wasn't about roofers, but the lesson fits.

A text that goes out the second you miss a call buys you time. GTL estimate: aim to reply for real within five minutes during work hours.

Check tomorrow. Have someone call your business line while you don't pick up. They should get your text within a minute.

Example. An automatic text sent when you miss a call:

> **Sorry we missed you. We're probably up on a roof. What's going on with yours? Reply here or send a photo and we'll get back to you quickly.**

Do it in 24 hours

- [ ] Turn on missed-call text-back on your business line (most phone systems and apps offer it).
- [ ] Use the text above, or your own version that asks for a photo.
- [ ] Decide who checks messages during the day, and how often.
- [ ] Call back every missed call from last week today.

5 Text every quote that went quiet

The idea. A lot of "no answer" means "not yet." The homeowner is waiting on insurance, comparing prices or just busy. A friendly check-in brings many of them back, and it costs you one text.

GTL estimate: three follow-ups over a month is a good default. One message is easy to miss. More than three starts to feel pushy.

Check tomorrow. Count the replies. Every one is a homeowner who's still thinking about a roof, and some will want a date.

Example. A made-up roofer's three follow-ups:

> **Day 2:**
> **"Just checking you got the quote OK. Any questions I can answer?"**
>
> **Day 7:**
> **"Heard anything from your insurance yet? Happy to talk to your adjuster if it helps."**
>
> **Day 30:**
> **"Still thinking about the roof? Our schedule fills up in spring, so let me know if you want a spot."**

Do it in 24 hours

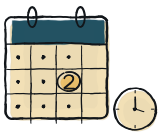
- [ ] Pull every quote from the last 90 days that didn't turn into a job.
- [ ] Send each one a friendly check-in text today, if they've agreed to texts.
- [ ] Set reminders for day 2, 7 and 30 on every new quote.
- [ ] Write down the reasons people give. They show you what to fix in your quotes.

or we can do it for you

Free sample: Your first 10 requests sent

Review requests is $100 a month, with a 7-day full refund.

Review requests: growthatlocal.com/services/reviews



Your first 24 hours, in one list

If you do these five today, you'll have something to look at tomorrow:

- [ ] Text your review link to every customer from the last 30 days (section 1).
- [ ] Reply to every unanswered review (section 2).
- [ ] Upload ten job photos and one update to your Google profile (section 3).
- [ ] Turn on missed-call text-back and test it (section 4).
- [ ] Text every quiet quote from the last 90 days (section 5).

Tomorrow, write down three numbers: new reviews, replies to your quote texts, and missed calls that got a text. Check the same three next week.



Where to go next

These five wins come from The Roofer Marketing Playbook, our free 31-section guide to the whole job of getting more roofing calls: your website, your Google profile, reviews, posts, email, search, follow-up, postcards, storm season and tracking.

Pick the part that hurts most and do its checklist next week.



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: Review requests. Free sample: your first 10 requests sent. Review requests is $100 a month, with a 7-day full refund.

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

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.

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. BrightLocal Local Consumer Review Survey 2026 (1,002 US adults, published Feb 2026): 97% read reviews for local businesses. brightlocal.com (section 1)
2. Same survey: 74% look for reviews from the last three months. (section 1) (brightlocal.com)
3. Same survey: 89% expect owners to respond to reviews. (section 2) (brightlocal.com)
4. Same survey: 42% unlikely to use a business that ignores its reviews. (section 2) (brightlocal.com)
5. Harvard Business Review, "The Short Life of Online Sales Leads" (2011): contacting within an hour made qualifying a lead nearly 7 times more likely. hbr.org (section 4)
6. Same study: 23% of companies never responded to the lead. (section 4) (hbr.org)

GTL estimates

These are our own judgment, not measured facts:

1. All five wins together take about three hours (before you start). Reasoning: each is a short list of texts, replies or uploads from your phone, and none needs new software beyond the text-back setting.
2. Reply to new leads within five minutes in work hours (section 4). Reasoning: a homeowner with a leak often calls two or three roofers in a row, and the first real reply usually books the inspection.
3. Three follow-ups over a month on quiet quotes (section 5). Reasoning: one message is easy to miss, and more than three starts to feel pushy.

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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