Grow That Local

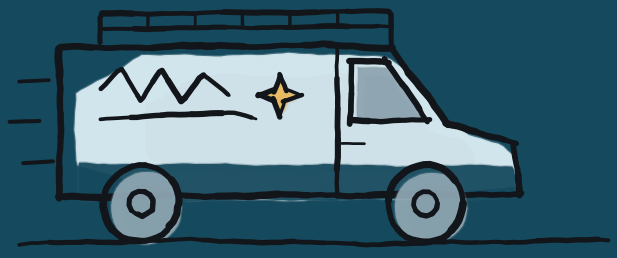
a free guide

When your town searches for a roofer: your busy season calendar

Which months people near you search for a roofer most, from four years of Google search data, and what to do six weeks before, during and after each rush.

For roofing business owners who plan around the seasons.

- 14 short sections in 6 parts
- 47 things you can do in the next 24 hours
- An example in every section
- Sources for every figure



growthatlocal.com · Text us at (423) 924-2014

Contents

Before you start: how this calendar works 3

Part 1 **Your year at a glance** 4

1 The roofer calendar, month by month 4
2 Your busy and slow months, and how sure we are 5

Part 2 **Your region and your town** 6

3 How the season changes by region 6
4 The Southeast metro areas 7

Part 3 **The early signals** 8

5 The searches that rise first 8

Part 4 **Spring: storms and price shopping** 10

6 Six weeks before spring: mid-January 10
7 During spring: March and April 10
8 After spring: the May dip 11

Part 5 **Late summer and fall: the big run** 12

9 Six weeks before late summer: June 12
10 During the big run: July to October 12
11 After the big run: November 13

Part 6 **Winter: leaks and the slow months** 14

12 Six weeks before winter: mid-October 14
13 During winter: November to February 14
14 After winter: the first warm week 15

Your first 24 hours, in one list 16

Where to go next 17

If you'd rather hand it off 18

Sources 19

GTL estimates 19

Before you start

Most roofers know their busy season by feel. This calendar puts numbers on it. We pulled Google's monthly search estimates for 28 searches people use when they want a roof fixed or replaced ("roofer near me," "roof repair," "hail damage roof" and more) for every month from November 2022 to October 2026. We did it for the whole US, all 50 states and DC, 10 regions, and 10 Southeast metro areas.

How to read the numbers. Each month is compared with an average month in the same year. "+19%" means about 19% more roofing searches than an average month. "-22%" means about 22% fewer. "Swing" is the busiest month divided by the slowest: a swing of 1.50 means the top month gets one and a half times the searches of the bottom month. Across the US, people make about 1,164,932 roofing searches a month on these terms.

The limits, in plain words:

- **These are searches, not jobs or leads.** People search days to weeks before they book. So this tells you when homeowners start looking, which is when you need to be easy to find.
- **Google's numbers are estimates, rounded into steps.** Google says its monthly search figure is an average for a search and its close variants (Google Ads Help, support.google.com). Small states and small searches are rough, and we mark them "rough" where the numbers are small.
- **October 2026 is left out.** Google's newest month runs high, so we kept it out of every number here.
- **March 2025 and July 2024 look high in every trade we checked,** hair salons included. We treat them as reporting bumps, not real spikes, and our method smooths them out.
- **Year-over-year falls aren't demand falls.** Google's yearly totals are lower for almost every trade we checked. That reflects how Google reports searches, and searches moving to Maps and chat assistants, not fewer customers. So we only compare months within the same year.
- **Storm years differ.** A big hail year can move the peak. Where it moves, we say "usually."

Every figure about roofing searches comes from one source: GTL analysis of Google Ads search estimates, November 2022 to October 2026. Every example is made up to show the idea. Where a checklist says to text customers, text only people who've agreed to hear from you by text, and stop when they ask. Our free texting rules guide has the details.



Part 1

Your year at a glance

1 The roofer calendar, month by month

The idea. Roofing has two search seasons, not one. Across the US, searches climb in March, ease off from April to June, then build to the year's top month in September. November and December are the quietest. Where you work changes the order, so the table shows the whole US, the region that differs most from it (the Pacific West), and the Southeast, where storms push the spring rush to the front.

Month	Whole US	Pacific West	Southeast and Upper South	Do this month
January	-7%	**+28%**	-6%	Book spring roof checks with past customers.
February	-11%	+4%	-2%	Mail the spring postcard. Update your storm page.
March	+8%	**+12%**	**+19%**	Answer every call fast. Southeast peak.
April	-1%	-4%	-4%	Ask every finished job for a review.
May	-3%	-13%	-17%	Fill the dip with repairs and inspections.
June	-4%	-18%	-9%	Build your fall kit. Book the July mailing.
July	+7%	-4%	+7%	Book inspections in clusters, street by street.
August	+9%	-8%	-1%	Follow up every replacement quote.
September	**+19%**	**+11%**	-3%	US peak. No missed calls.
October	+4%	-5%	-10%	Last push for replacements before winter.
November	-22%	-17%	-16%	Text past customers about winter leaks.
December	-20%	-3%	-21%	Collect reviews. Plan next year's mailings.

Bold figures are months at least 10% busier than average.

Example (sample numbers). A made-up roofer in Alabama sees the Southeast column: March is the top month, then May drops well below average. They move their spring postcard to land in late February and plan their crew's time off for May, not March.

Do it in 24 hours

- [ ] Find your region in the table in section 3, and your metro area in section 4 if you're in the Southeast.
- [ ] Circle your three busiest months on a paper calendar.
- [ ] Count back six weeks from the first one and write "get ready" on that date.
- [ ] Compare with your own invoices. Your phone is the final word for your town.

2 Your busy and slow months, and how sure we are

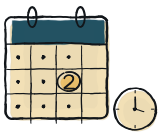
The idea. Across the US, the busiest roofing search months are September, August and March. The slowest are November, December and February. September runs 19% above an average month, and November runs 22% below. The swing is 1.52. That ranks roofing 21st of the 70 trades we measured, from most seasonal to least: far steadier than lawn care, with more swing than plumbing.

The peak isn't fixed. Here is the top month in each of the four years: August 2023; September 2024; March 2025 (the reporting bump, so skip it); September 2026. Late summer wins most years, but a strong storm spring can pull the top month forward. Plan for both humps.

Example (sample numbers). A made-up roofer plans one big mailing a year, in September. The data says spring brings its own rise, so they split the budget: half lands in late February, half in late July.

Do it in 24 hours

- [ ] Write your two seasons on one line: "Spring: March to April. Late summer: July to October."
- [ ] Look at last year's invoices. Which hump was bigger for you?
- [ ] Split your marketing money between the two, weighted toward the bigger one.



Part 2

Your region and your town

3 How the season changes by region

The idea. Your region sets the shape. The Great Plains, the hail belt, stays busy from May through September, with July 23% above average. The Pacific West is the odd one out: its top month is January, 28% above average, when the rain finds every weak roof. In the Southeast and Upper South, March is the top month, 19% above average, and May is one of the slowest.

Region	Busiest months	Slowest months	Top month vs average	Swing
Whole US	Sep, Aug, Mar	Nov, Dec, Feb	Sep (+19%)	1.52
New England	Sep, Jul, Aug	Dec, Nov, Jan	Sep (+18%)	1.53
Mid-Atlantic	Sep, Oct, Jul	Dec, Nov, Feb	Sep (+21%)	1.60
Great Lakes and Upper Midwest	Aug, Mar, Apr	Dec, Nov, Feb	Aug (+14%)	1.72
Great Plains	Jul, Aug, Sep	Dec, Jan, Nov	Jul (+23%)	1.77
Southeast and Upper South	Mar, Jul, Aug	Dec, May, Nov	Mar (+19%)	1.50
Gulf Coast and Florida	Sep, Oct, Mar	Dec, Nov, May	Sep (+15%)	1.44
Mountain West	Sep, May, Aug	Nov, Dec, Feb	Sep (+37%)	1.90
Desert Southwest	Aug, Jul, Sep	Dec, Nov, Apr	Aug (+21%)	1.48
Pacific West	Jan, Mar, Sep	Jun, Nov, May	Jan (+28%)	1.56
Alaska and Hawaii	Sep, Jul, Aug	Nov, Dec, Oct	Sep (+14%)	1.92

Regions are groups of states. "Top month vs average" is that region's busiest month and how far above an average month it runs. Alaska and Hawaii have small numbers, so treat their row as a rough guide.

Example (sample numbers). A made-up roofer in Colorado reads the Mountain West row: September is the top month and the swing is 1.90, one of the biggest in the table. They hold their biggest ad spend for August and September and keep spring light.

Do it in 24 hours

- [ ] Find your region's row. Write down its busiest and slowest months.
- [ ] If your region's top month differs from the US, plan to your region, not the national news.
- [ ] Check your state's busiest hail or rain months against your own records.

4 The Southeast metro areas

The idea. City by city, the spring spike gets sharper. Searches here are counted for each TV market, which is wider than the city itself. In Jackson, MS, February runs 67% above average. In Huntsville-Decatur, March runs 59% above average. In Memphis and Montgomery, the fall drops off hard: Montgomery's October runs 48% below average.

Metro area (TV market)	Busiest months	Slowest months	Top month vs average	Swing
Jackson, MS	Feb, Mar, Apr	Nov, Jan, Dec	Feb (+67%)	2.78
Montgomery	Mar, Aug, Apr	Oct, Dec, Nov	Mar (+21%)	2.34
Memphis	Mar, Apr, Jan	Dec, Nov, Sep	Mar (+32%)	2.32
Huntsville-Decatur	Mar, Apr, Feb	Dec, Sep, Nov	Mar (+59%)	2.09
Lexington	Mar, Apr, Jul	Dec, Oct, Nov	Mar (+21%)	2.04
Tulsa	Apr, May, Jul	Dec, Jan, Nov	Apr (+5%)	1.86
Louisville	Oct, Mar, Apr	Dec, Jan, Feb	Oct (+22%)	1.81
Little Rock	Jul, Mar, Aug	Nov, Dec, Jan	Jul (+24%)	1.72
Nashville	Mar, Apr, Jul	Dec, May, Nov	Mar (+18%)	1.69
Birmingham	Mar, Aug, Jan	Nov, Dec, Oct	Mar (+23%)	1.59

Sorted from the biggest swing to the smallest.

These towns move with single storms, so the top month changes year to year. In Nashville, the top months were: March 2023; September 2024; March 2025 (the reporting bump, so skip it); January 2026.

Example (sample numbers). A made-up roofer in Memphis sees a swing of 2.32 and a top month in March. They keep a "storm week" plan ready from February and cut their mailing in October, when local searches are well below average.

Do it in 24 hours

- [ ] Find your metro area's row, or the nearest one.
- [ ] Note its slowest months. Those are your best weeks for training, repairs to your own gear and time off.
- [ ] If your town isn't listed, use your state's busiest months on Google Trends (section 5).



Part 3

The early signals

5 The searches that rise first

The idea. Some searches climb before the rush. Watch them and you'll see the season coming. We ran the same method on each roofing search across the US. These are the ones that move first, with how far above their own average they run at their top month:

Search	When it rises	Its top month	Top month vs its average
roof replacement cost	March	March	+36%
roof shingles replacement	March	March	+45%
hail damage roof	March	April	+78%
emergency roof repair	June	September	+36%
roof repair near me	August	September	+46%
roof installation	September	September	+57%
roof inspection	August	October	+39%
roof leak	December	January	+28%

Two patterns stand out. In spring, people search prices first: "roof replacement cost" is 36% above its average in March, before the storm searches peak. "Hail damage roof" is a small search (about 4,950 a month across the US) but swings the most: it's 78% above average in April and 60% below in December. In winter, "roof leak" runs 28% above average in January, while most roofing searches are quiet.

To watch your own state, look up "roof replacement cost" and "hail damage roof" in Google Trends (trends.google.com). Trends shows interest on a 0 to 100 scale compared with all searches in that place and time, not a count of searches (Google Trends Help, support.google.com).

Example (sample numbers). A made-up roofer checks Google Trends every Monday in February. The week "roof replacement cost" climbs in their state, they post a price guide on their site and Google profile and send the spring postcard to print.

Do it in 24 hours

- [ ] Open Google Trends and set it to your state and "Past 5 years."
- [ ] Add "roof replacement cost" and "hail damage roof." Note the month each one starts to climb.
- [ ] Write a short "What does a new roof cost here?" page or post. It answers the first search of spring.



Part 4

Spring: storms and price shopping

6 Six weeks before spring: mid-January

The idea. In most of the country, spring searches start climbing in March. Six weeks earlier, in mid-January, is when you get ready. In the Southeast, February already runs close to average, and in Jackson, MS, February is the top month, so start at New Year's there.

What homeowners are thinking about now: the leak they noticed in December, and what a new roof might cost. "Roof leak" is still near its winter high in January.

Example (sample numbers). A made-up roofer spends one January afternoon on spring: a price page, a postcard design, and a list of past customers with roofs 15 or more years old.

Do it in 24 hours

- [ ] Write or update a "What a new roof costs here" page with honest ranges for your area.
- [ ] Pull a list of past customers and sort it by roof age.
- [ ] Book your spring postcard to land in the last week of February.
- [ ] Check that your Google profile hours, phone number and photos are current.

7 During spring: March and April

The idea. Searches are up and so are storms. Across the US, March runs 8% above average. In the Southeast and Upper South, it's the top month of the year at 19% above average. The roofer who answers first usually gets the inspection.

Example (sample numbers). A made-up roofer in Huntsville gets 14 calls in the week after a March storm. They answer 12 live and text the other 2 back within 10 minutes, then book inspections in two neighborhoods to keep drive time down.

Do it in 24 hours

- [ ] Turn on missed-call text-back so nobody waits.
- [ ] Book inspections by street, so each crew sees more roofs a day.
- [ ] Ask every finished customer for a Google review the same day.
- [ ] Post one photo a day on your Google profile from a real job, with the homeowner's OK.

8 After spring: the May dip

The idea. In the Southeast, May is one of the slowest roofing search months, 17% below average. Across the US it sits just under average. This is the gap between the storm rush and the late-summer run, and the best time to close what spring started.

Example (sample numbers). A made-up roofer has 22 spring quotes that never signed. In May they call each one, offer a fresh look, and close 4 of them while the crew would otherwise be thin.

Do it in 24 hours

- [ ] List every spring quote that didn't sign. Call or text each one this week.
- [ ] Ask your spring customers for a review if you haven't yet.
- [ ] Use the quiet days to service your trucks, ladders and gear.

or we can do it for you

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

Ready before your next busy month. Neighborhood postcard is $400 a month, with a 7-day full refund.

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



Part 5

Late summer and fall: the big run

9 Six weeks before late summer: June

The idea. Across the US, roofing searches rise above average in July and stay there through October. Six weeks before July is mid-June. In the Great Plains, the run starts earlier: May already runs 11% above average, so start in April there.

Example (sample numbers). A made-up roofer in Ohio uses June to set up the fall: a mailing booked for mid-July, a second crew lined up for August, and a storm page with their license number on it.

Do it in 24 hours

- [ ] Book a postcard to land in early to mid July, to the streets with the oldest roofs.
- [ ] Line up extra crew or a subcontractor for August through October.
- [ ] Update your site's storm and replacement pages, with real job photos.
- [ ] Set a weekly reminder to check Google Trends for "roof repair near me" in your state.

10 During the big run: July to October

The idea. This is the main season for most of the US. September is the top month, 19% above average, and August runs 9% above. "Roof repair near me" is 46% above its own average in September, and "roof installation" is 57% above. Homeowners want the roof done before winter.

Example (sample numbers). A made-up roofer in Pennsylvania holds two days a week open for replacements only. Repairs fill the other three. By October, every open quote has had two follow-ups.

Do it in 24 hours

- [ ] Answer every call during work hours, or text back within minutes.
- [ ] Follow up every open quote twice: once after 3 days, once after 10.
- [ ] Put a yard sign on every job, with the homeowner's OK.
- [ ] Ask every finished customer for a review that day.

11 After the big run: November

The idea. November is the slowest roofing search month across the US, 22% below average, and December isn't far behind. The searches that are left are the urgent ones. This is the month to turn last season's customers into next season's reviews and referrals.

Example (sample numbers). A made-up roofer did 90 jobs this year and has reviews from 31 of them. In November they send a short thank-you text with a review link to the other 59 and get 12 more reviews.

Do it in 24 hours

- [ ] Send a thank-you and review request to every customer from this year who hasn't left one.
- [ ] Write down your three best months this year and compare with section 2.
- [ ] Ask two customers if you can use their job photos on your site.

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



Part 6

Winter: leaks and the slow months

12 Six weeks before winter: mid-October

The idea. Most roofing searches fall in November and December. One doesn't: "roof leak" climbs 16% above its average in December and 28% in January. Get ready in mid-October, while you're still busy, so winter has some work in it.

Example (sample numbers). A made-up roofer writes one winter leak post and a "we fix leaks in winter" text in October, so it's ready to send the first rainy week of December.

Do it in 24 hours

- [ ] Write a short page or post: "Leak in winter? Here's what we can fix now and what waits for spring."
- [ ] Save a winter text for past customers who agreed to hear from you.
- [ ] Decide which winter jobs you'll take: leaks, flashing, gutters, inspections.

13 During winter: November to February

The idea. Fewer people search, but the ones who do have a problem now. Across the US, December runs 20% below average and February 11% below. In the Pacific West, winter is the busy season: January is the top month. Quiet months are also the cheapest time to get your marketing in order.

Example (sample numbers). A made-up roofer gets 3 leak calls a week in January instead of 10. They answer every one the same day, and spend the slow afternoons getting their Google profile photos and services up to date.

Do it in 24 hours

- [ ] Answer winter leak calls the same day. These customers remember who came.
- [ ] Update your Google profile: services, photos, hours.
- [ ] Ask past customers for referrals before spring. A short text is enough.

14 After winter: the first warm week

The idea. In late February, the first warm week brings people outside to look at their roofs. Spring searches start soon after. By now your spring plan from section 6 should be in motion. Use this week to check it.

Example (sample numbers). A made-up roofer walks through their checklist on the first 60-degree day: price page live, postcard landing next week, review link saved, missed-call text-back on.

Do it in 24 hours

- [ ] Check every item from section 6 is done.
- [ ] Test your missed-call text-back by calling your own number.
- [ ] Post a spring roof-check offer on your Google profile.



Your first 24 hours, in one list

If you do these today, you'll be ready before the next rush:

- [ ] Find your region and metro area in sections 3 and 4. Circle your busiest months.
- [ ] Count back six weeks and put "get ready" dates on your calendar (section 1).
- [ ] Set up Google Trends for "roof replacement cost" and "hail damage roof" in your state (section 5).
- [ ] Write or update your roof price page (section 6).
- [ ] Turn on missed-call text-back (section 7).



Where to go next

For the posts, texts and postcards to use in each moment, read The Roofer Storm and Season Playbook. For the whole job of getting more roofing calls, read The Roofer Marketing Playbook.

Two free tools go with this calendar. Your slow months shows how many jobs you're short in the quiet months and how many fill the gap. Is your business ready for busy season? gives you a score and the gaps to close first.

To see how roofing compares with 69 other local trades, read When Customers Search: The Local Trade Season Calendar 2026.



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: 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

Every statistic above, with where it comes from:

1. GTL analysis of Google Ads search estimates, November 2022 to October 2026. Google Ads monthly search estimates for 28 roofing searches (27 counted after Google merged close variants), for the US, all 50 states and DC, 10 regions and 10 Southeast metro areas (TV markets), pulled November 12, 2026. Each month is compared with its own year's average, and the figure for a calendar month is the middle value of four years. October 2026 is left out. (sections 1 to 14)
2. Same data, each roofing search on its own, for the whole US, using the same method. (sections 5, 10, 12)

Rules, tools and guidance cited (not statistics), each checked on the official page on 2026-11-12:

- Google Ads Help, "About Keyword Planner forecasts" (average monthly searches are an average for a search and its close variants, for the location you choose): support.google.com (before you start)
- Google Trends Help, "FAQ about Google Trends data" (interest is scaled 0 to 100, relative to all searches in that place and time): support.google.com (section 5)

GTL estimates

These are our own judgment, not measured facts:

1. People search days to weeks before they book a roofer (before you start, sections 6, 9). Reasoning: most homeowners compare a few roofers and wait for quotes before they choose.
2. Start getting ready six weeks before your first busy month (sections 1, 6, 9, 12). Reasoning: a price page, a postcard and extra crew each take a few weeks to set up, and once the rush starts there's no time.
3. The Southeast's March peak and the Great Plains' summer run follow storm seasons, and the Pacific West's January peak follows the rainy season (sections 3, 4). Reasoning: the months line up with when hail, wind and heavy rain usually hit those regions, and the peak moves in years with unusual storms.
4. Price searches like "roof replacement cost" come before calls (section 5). Reasoning: they peak in March, ahead of the storm searches, and people usually check a price before they ask for a quote.
5. A postcard should land two to four weeks before searches rise (sections 6, 9). Reasoning: it gets your name in the house just before people start looking, without being forgotten.
6. Following up open quotes and asking for reviews in the slow months brings in work you'd otherwise lose (sections 8, 11). Reasoning: many quotes go unsigned because nobody follows up, and quiet months leave time to do it.

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