Grow That Local

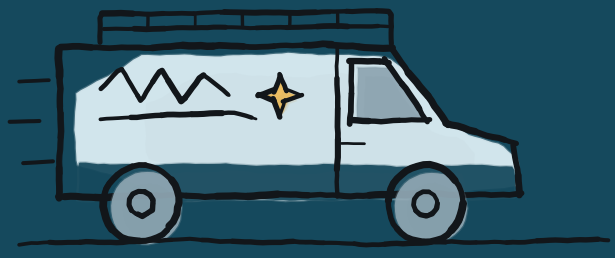
a free guide

What customers love and hate about roofers

We studied 10,489 Google reviews of 50 roofing companies in 10 Southeast cities. Here's what earns five stars, what earns one, and a fix for each you can put in place this week.

For roofing business owners writing ads or a website.

- 16 short sections in 5 parts
- 57 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

Roofing customers write long, specific reviews. A happy one talks about the crew and how the roof looks. An angry one talks about money, silence and waiting. We counted which topics show up in each, so you can fix the ones that cost you stars before the next job starts.

What we did: in November 2026 we pulled 55,042 Google reviews of 265 local trade businesses in 10 Southeast cities: Nashville, Tulsa, Louisville, Huntsville, Lexington, Birmingham, Memphis, Little Rock, Montgomery and Jackson, Mississippi. This guide uses the 10,489 reviews of the 50 roofing companies among them, 9,205 of which have text. We picked roofers from the map's top 3, from spots 4 to 20 and from below 20 in each city. Then we tagged 14 topics, such as price, communication and cleanup, in every review with text. We cite it as "GTL analysis of 55,042 Google reviews, 10 Southeast cities, November 2026."

How to read the numbers:

- **"Share of bad reviews"** means the share of 1- and 2-star reviews with text that mention a topic. **"Share of 5-star reviews"** is the same for 5-star reviews. A topic in a bad review is almost always a complaint. In a 5-star review it's praise.
- Bad reviews are rare. Only 3.2% of the newest roofing reviews we pulled were 1 or 2 stars, and 94.6% were 5 stars. We pulled extra bad reviews on purpose so we'd have enough to study, so we never give a share "of all reviews."
- We checked the tags by reading 1,200 reviews by hand. 96.2% of the tags were right, and they caught 90.6% of the topics a person would spot. So the shares run slightly low, most of all for quality and communication.
- Part 5 has the full method and its limits. The short version: Southeast only, and only businesses that show up on Google Maps.

Some fixes below are texts about a customer's own job. Send them only to customers who gave you their number for that job, say who's texting, and follow the US texting rules in our texting rules guide.

Two rules we kept while writing it:

- Every number comes from our review study or a public source, listed at the end. When we give our own opinion, we say "GTL estimate" and tell you why we think it.
- We never name a business, a reviewer or a staff member. Where we show what customers say, it's our own paraphrase of a pattern we saw many times, never a real review. Every example is made up.



Part 1

What roofing customers praise

1 The praise, in one table

The idea. Here's what 5-star roofing reviews talk about most (GTL analysis of 55,042 Google reviews, 10 Southeast cities, November 2026):

Topic	Share of 5-star roofing reviews
The crew and staff	48.9%
The quality of the work	48.5%
Scheduling and speed	32.5%
Know-how and explaining the work	24.6%
Communication	23.3%
Price and value	19.6%
Cleanup after the job	15.0%
Showing up on time	13.8%
Insurance claims	11.6%

Two things stand out. Happy customers talk about people almost as often as the roof itself. And roofing is the trade where 5-star reviews mention cleanup and insurance claims most. Across all six trades we studied, cleanup came up in 6.5% of 5-star reviews and insurance in 2.7%. For roofers it's 15.0% and 11.6%. A clean yard and a claim handled well are things customers notice and write about.

Example. A made-up roofer reads their last 20 five-star reviews. Eleven mention the crew, nine mention how the roof looks, and four mention the magnet sweep for nails. None mention the warranty. That tells them what to keep doing and what customers don't see yet.

Do it in 24 hours

- [ ] Open your Google profile and read your last 20 five-star reviews.
- [ ] Tally how many mention the crew, the look of the roof, speed, explaining, cleanup and insurance.
- [ ] Circle the topic that comes up most. That's what your website should lead with.

2 The crew is the review, so give customers a name to remember

The idea. The crew came up in 48.9% of 5-star roofing reviews, more than any other topic. And 43.8% of 5-star roofing reviews mention a staff member by first name, against 17.1% of bad ones (GTL analysis of 55,042 Google reviews, 10 Southeast cities, November 2026). When a review names someone, it's usually a happy one.

You can't ask for that. Google's review rules ban asking customers for reviews with specific content, including content that names a staff member, and ban review quotas for staff (Google Maps user-contributed content policy, support.google.com). So earn it. Customers name people they met, who told them their name and explained the job.

The fix this week is an arrival routine for every crew lead.

The arrival script (made-up example, use your own words):
At the door, before any work starts:
"Hi, I'm [crew lead name] with [business]. I'm running the crew on your roof today. Here's my card with my cell. We'll start with the tarps around the flower beds, and I'll knock before we leave so you can see it."

Paraphrase, not a real review: Polite, friendly and professional from start to finish.

Example. A made-up roofer gives each crew lead a card with their first name, photo and cell number. The office texts the homeowner the crew lead's name the night before. Nobody asks for names in reviews. Within a few months, more reviews start naming the crew lead on their own.

Do it in 24 hours

- [ ] Print a simple card for each crew lead: first name, photo, cell number.
- [ ] Add the crew lead's name to your night-before text (section 8).
- [ ] Teach the arrival script at the next morning meeting.
- [ ] Check your review ask: an honest review, no names or words requested, no staff targets.

3 Quality they can see: the final walk-around

The idea. Quality came up in 48.5% of 5-star roofing reviews (GTL analysis of 55,042 Google reviews, 10 Southeast cities, November 2026). Homeowners can't climb up and check your flashing, so the praise is about what they're shown: photos of the old decking, the new vents, a straight ridge line from the street.

The fix is a five-minute walk-around at the end of every job, with photos.

The walk-around (do it with the homeowner, in this order):

1. Stand at the street and point out the ridge, the vents and the drip edge.
2. Show the photos on your phone: old decking, any rotten wood you replaced, new underlayment, flashing at the chimney and walls.

3. Walk the gutters and beds and show them the yard is clear (section 12).
4. Hand over the warranty paper and say what it covers in one sentence.
5. Ask, "Is there anything you want me to look at again before we pack up?"

Paraphrase, not a real review: The work looks fantastic and was done right the first time.

Example. A made-up roofer texts the homeowner a 12-photo album the same evening: before, during and after. The homeowner forwards it to their insurance adjuster and a neighbor. The neighbor calls the next week.

Do it in 24 hours

- [ ] Make a phone album template: before, decking, underlayment, flashing, finished, yard.
- [ ] Tell every crew lead to take those six shots on every job.
- [ ] Do the five-step walk-around on your next finished roof.

4 Explain the process before they have to ask

The idea. Know-how and explaining came up in 24.6% of 5-star roofing reviews. Among the words most typical of 5-star roofing reviews were "process," "questions," "knowledgeable," "thorough" and "easy" (GTL analysis of 55,042 Google reviews, 10 Southeast cities, November 2026). Customers who understood what would happen, and when, wrote that it was easy.

The fix is a one-page "what happens next" sheet that goes out with every quote.

What happens next (template):

1. **Before the job:** we'll order materials and text you the delivery day.
2. **The night before:** we'll text the crew lead's name and start time.
3. **Tear-off day:** expect noise from [start time] to about [end time]. Move cars out of the driveway.
4. **If we find rotten decking:** we'll stop, show you photos and the per-sheet price from your quote before we replace any.
5. **Weather:** if rain is likely, we'll text by [time] the night before with the new day.
6. **The last day:** walk-around, photos, cleanup, warranty paper.

Paraphrase, not a real review: Explained the problem in plain words and showed photos of what they found.

Example. A made-up roofer emails this sheet with every quote and prints it for the kitchen table. The homeowner stops calling to ask "what's next," because it's on the fridge.

Do it in 24 hours

- [ ] Fill in the template above with your real times and steps.
- [ ] Attach it to every quote you send this week.
- [ ] Add a short "how a roof replacement works" section to your website using the same six steps.

5 Use their words on your website and in your ads

The idea. Customers tell you what to say about yourself. These were the words most typical of 5-star roofing reviews, and the words most typical of 1-star ones (GTL analysis of 55,042 Google reviews, 10 Southeast cities, November 2026):

Most typical of 5-star roofing reviews	Most typical of 1-star roofing reviews
professional, process, crew, team, knowledgeable, questions, easy, looks, thorough, helpful, friendly	never, called, months, weeks, later, finally, appointment, waiting, heard, email, paid, money

The 1-star list is a list of time words: months, weeks, later, finally, waiting. Bad roofing reviews are mostly about how long things took and how long nobody answered.

Don't paste the 5-star adjectives onto your site. "Professional and knowledgeable" is what every roofer says. Show the proof behind each word instead.

- **"Process":** put the six steps from section 4 on your website.
- **"Questions":** add the five questions you get most, with plain answers.
- **"Looks":** a before-and-after photo of a real job, taken from the street.
- **"Easy":** "One text the night before, one at the end of each day."
- **Against "waiting":** say how fast you reply and how far out you're booking, and keep it true.

Example. A made-up roofer swaps the headline "Professional, knowledgeable roofers" for "We text you before every step, and we show you photos of anything we replace." Calls from the website go up because the page now answers the worry in the 1-star list.

Do it in 24 hours

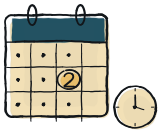
- [ ] Read your homepage and cross out every adjective a competitor could also use.
- [ ] Replace each one with a fact, a photo or a step from section 4.
- [ ] Add one line that answers "waiting": your real reply time or booking lead time.

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 2

What roofing customers complain about

6 The complaints, in one table

The idea. Here's what bad roofing reviews talk about most (GTL analysis of 55,042 Google reviews, 10 Southeast cities, November 2026):

Topic	Share of bad roofing reviews	Share of 5-star roofing reviews
Price, quotes and value	56.1%	19.6%
Communication	44.4%	23.3%
Scheduling and speed	43.7%	32.5%
The crew and staff	31.0%	48.9%
The quality of the work	26.3%	48.5%
Follow-through	21.0%	8.9%
Honesty and sales pressure	20.7%	10.9%
Showing up on time	20.6%	13.8%
Payment, deposits and refunds	17.9%	1.9%
Insurance claims	13.5%	11.6%
Warranty	9.5%	2.0%
Cleanup	9.5%	15.0%
Damage to the property	4.9%	0.6%

Read the two columns together. Crew and quality show up more in good reviews than bad. Price, communication, follow-through, payment and warranty show up far more in bad ones. Payment came up in 17.9% of bad roofing reviews and only 1.9% of 5-star ones, the most lopsided topic for roofers. "Price" here includes fees, quotes, refunds and billing, not only "too expensive."

Roofers stand out in one place: communication came up in 44.4% of bad roofing reviews, against 32.3% across all six trades. Long jobs with weather delays leave long gaps, and customers fill them with worry.

Damage is hard for our tags to spot, so its real share is probably higher than 4.9%.

Do it in 24 hours

- [ ] Read your own 1- and 2-star reviews, and the 3-star ones too.
- [ ] Mark each with the topics in the table.
- [ ] Pick the topic that shows up most. Start with its section below.

7 Price: a quote that matches the final bill

The idea. Price came up in 56.1% of bad roofing reviews (GTL analysis of 55,042 Google reviews, 10 Southeast cities, November 2026). The usual story isn't "too expensive." It's a final bill that didn't match the quote, or an extra that nobody explained. In roofing, the classic surprise is rotten decking found during tear-off.

Paraphrase, not a real review: The final bill came in well above the quote with no warning.

Paraphrase, not a real review: Gave a clear price up front and the bill matched it.

The fix is a quote that names every likely extra, with its price, before the job starts.

Quote line	What it should say
Scope	Tear-off of [number] layers, new underlayment, [shingle brand and line], color [color]
Included	Drip edge, ridge vents, pipe boots, flashing at [chimney, walls], permit, dumpster, magnet sweep
Possible extra: decking	[price] per sheet, only if rotten, shown to you in photos before we replace it
Possible extra: other	[anything else you often find, with its price]
Total	[total], and the most it can be if we replace up to [number] sheets
Payment	Deposit [amount] on [when], balance on [when] (section 11)
Warranty	[manufacturer warranty] and our workmanship warranty of [length], in writing

How to explain price (script, use your own words):
When they say you're higher than the other quote:
"Fair question. Can we lay the two quotes side by side? Check whether both include the drip edge, the vents, the permit and the decking price. If theirs does and it's lower, I'll tell you honestly."

Example (sample numbers). A made-up roofer quotes a roof with a decking line of $85 per sheet, up to 10 sheets. They find six bad sheets and text photos before replacing them. The bill comes in $510 over the base price, inside the most the quote said it could be. The review talks about honesty, not surprise.

Do it in 24 hours

- [ ] Add a "possible extras" line, with prices, to your quote template.
- [ ] Add a "most it can be" line under the total.
- [ ] Make "photos before any extra" a rule for every crew lead.
- [ ] Practice the side-by-side script once out loud.

8 Silence: five texts that answer "what's going on?"

The idea. Communication came up in 44.4% of bad roofing reviews, and "never," "called," "heard" and "email" were among the words most typical of 1-star roofing reviews (GTL analysis of 55,042 Google reviews, 10 Southeast cities, November 2026). The bad review starts when the customer feels forgotten between the signed quote and the finished roof.

Paraphrase, not a real review: Left several messages and nobody ever called back.

Paraphrase, not a real review: Texted before arriving and kept us updated the whole way through.

The fix is five texts, sent on every job, whether anything changed or not.

When the contract is signed:
"Hi [first name], it's [your name] at [business]. Thanks for choosing us. Your materials are ordered and we're aiming for the week of [date]. I'll text you as soon as the day is set."

The night before:
"Hi [first name], [business] here. [crew lead name] and the crew will be at your place at [time] tomorrow. Please move cars out of the driveway. Questions? Call [phone]."

End of tear-off day:
"Hi [first name], day one done. The old roof is off and the decking is checked. [No extras needed / we found X, photos attached]. Back tomorrow at [time]."

Weather delay:
"Hi [first name], [business] here. Rain is likely tomorrow, so we're moving your roof to [day]. Your house is covered and dry. I'll confirm the night before."

Job done:
"Hi [first name], your roof is done. Photos are here: [link]. Your warranty paper is on the kitchen table. Call me at [phone] with anything at all."

Example. A made-up roofer saves these five as text shortcuts on the office phone. The office manager sends them from a checklist on the job board. Calls asking "when are you coming?" drop by half within a month.

Do it in 24 hours

- [ ] Save the five texts as shortcuts on the phone you text customers from.
- [ ] Add them as five boxes on every job card.
- [ ] Send the right one to every customer with a job open right now.

9 Waiting: give a start window, a weather rule and a reply time

The idea. Scheduling and speed came up in 43.7% of bad roofing reviews, and showing up on time in 20.6% (GTL analysis of 55,042 Google reviews, 10 Southeast cities, November 2026). "Months," "weeks" and "waiting" were all among the most typical 1-star words. But speed also came up in 32.5% of 5-star reviews. Customers forgive a wait they were told about. They punish one they weren't.

Paraphrase, not a real review: Weeks went by before anyone came out to start the job.

The fix is to say three things in writing when the quote is signed: when you expect to start, what happens if it rains, and how fast you answer.

The scheduling script (use your own words):
At signing:
"We're booking about [number] weeks out right now, so we're aiming for the week of [date]. If rain pushes us, I'll text you by [time] the night before. If you text or call, you'll hear back from someone the same business day."

After a hail storm, your wait grows fast. Tell people the real number, even when it's long. A homeowner who hears "four weeks" and gets four weeks writes a good review. One who hears "next week" and gets four writes a bad one.

Example. A made-up roofer adds a line to the top of every quote: "Current start time: about 3 weeks." They update it every Monday. After a storm it reads "about 6 weeks," and the angry calls about start dates stop.

Do it in 24 hours

- [ ] Work out your real booking lead time today.
- [ ] Add it to the top of your quote template, and put a Monday reminder on your calendar to update it.
- [ ] Use the scheduling script at your next signing.
- [ ] Decide who answers calls and texts the same business day, and tell the team.

10 Promises that slipped: the punch list and the 30-day check-in

The idea. Follow-through came up in 21.0% of bad roofing reviews, against 8.9% of 5-star ones. Warranty came up in 9.5% of bad reviews and 2.0% of good ones (GTL analysis of 55,042 Google reviews, 10 Southeast cities, November 2026). The story: a small leak or a missing piece of trim, a promise to come back, and then nothing.

Paraphrase, not a real review: Said they would come back to finish and never did.

Paraphrase, not a real review: Came back to fix a small issue without being asked twice.

The fix has two parts. A written punch list at the walk-around, with a date for each item. And one text 30 days later, before the first big rain finds a problem for you.

30 days after the job:

"Hi [first name], it's [your name] at [business]. It's been a month since your new roof. Any drips, loose trim or anything that doesn't look right? Text me a photo and we'll come take a look."

GTL estimate: a 30-day check-in turns some future 1-star reviews into 5-star ones. Our reasoning: the leak gets found either way, and the customer who gets a text from you first tells the story as "they came back," not "they never came back."

Example. A made-up roofer writes a punch list on a carbon pad at every walk-around: "Replace one bent gutter guard, by Friday." The homeowner keeps the copy. The crew lead's phone reminds them on Thursday.

Do it in 24 hours

- [ ] Buy a carbon-copy pad, or make a punch-list note on your job app.
- [ ] Write a date next to every promise you make at the walk-around.
- [ ] Send the 30-day text to every customer whose roof you finished 3 to 6 weeks ago.

11 Deposits, refunds and insurance: put the money rules in writing

The idea. Payment, deposits and refunds came up in 17.9% of bad roofing reviews and only 1.9% of 5-star ones. Insurance claims came up in 13.5% of bad reviews, but also 11.6% of 5-star ones (GTL analysis of 55,042 Google reviews, 10 Southeast cities, November 2026). Insurance can win you a review or lose you one. It depends on whether the homeowner felt helped or pushed.

Paraphrase, not a real review: Still waiting on a promised refund.

Paraphrase, not a real review: Pushed to start before the insurance claim was approved.

Paraphrase, not a real review: Met the adjuster and handled the whole insurance claim for us.

The fix is a short money page that goes with every contract.

Your money page (fill in your own terms):

- **Deposit:** how much, when it's due, what it pays for (materials).

- **If you cancel:** what's refunded, by when, and how.
- **Balance:** when it's due, and how they can pay.
- **Insurance jobs:** "We don't start until your claim is approved in writing. We'll meet your adjuster if you'd like. You pay your deductible."
- **Questions about a bill:** who to call, and a promise to call back within one business day.

Example. A made-up roofer adds "We don't start until your claim is approved in writing" to their website and their door-knocking script. It costs them a few rushed jobs after a storm. It also stops the reviews that say they were pushed.

Do it in 24 hours

- [ ] Write your money page using the five lines above.
- [ ] Attach it to every contract from today.
- [ ] Check every open refund or billing question and call each customer back today.

12 Cleanup and damage: the cleanup checklist

The idea. For roofers, cleanup is praise first. It came up in 15.0% of 5-star roofing reviews and 9.5% of bad ones (GTL analysis of 55,042 Google reviews, 10 Southeast cities, November 2026). Damage was much rarer in the tags, 4.9% of bad reviews, but our tags miss many damage stories, so treat that as a floor.

Paraphrase, not a real review: Cleaned up so well you could not tell they had been here.

Paraphrase, not a real review: Left debris and trash in the yard after the job.

The cleanup checklist (every job, signed by the crew lead):

- [ ] Tarps over beds, shrubs and the pool before tear-off.
- [ ] Plywood or boards against the siding under the chute.
- [ ] Magnet sweep of the driveway, yard, beds and street, twice: end of tear-off and end of job.
- [ ] Gutters cleared of granules and nails.
- [ ] Downspouts checked and running.
- [ ] Dumpster gone, and any lawn marks raked.
- [ ] Walk the yard with the homeowner (section 3).

Example. A made-up roofer puts a laminated copy of this list in every truck. The crew lead initials each line and leaves a copy on the kitchen table with the warranty paper.

Do it in 24 hours

- [ ] Print the checklist and put a copy in every truck.
- [ ] Buy a second magnet sweeper if you only have one.
- [ ] Ask your crew leads which line they skip most when they're tired, and fix that first.

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 3

Answering bad reviews

13 How roofers reply, and how fast

The idea. Roofers reply to reviews more than any other trade we studied. In our reply sample, they answered 91.3% of 5-star reviews but 68.0% of 1- and 2-star ones. Every one of the 50 roofers replied to at least half the reviews we checked. But the typical reply came 23 days after the review, and only 17.0% came within a week (GTL analysis of 55,042 Google reviews, 10 Southeast cities, November 2026).

Customers expect faster. In BrightLocal's 2026 survey, 81% of consumers said they expect a reply within a week, and 19% expect one the same day (BrightLocal Local Consumer Review Survey 2026, brightlocal.com). Google tells the reviewer when you reply, and they can still edit their review after reading it (Google Business Profile Help, support.google.com).

So the gap is easy to close. Reply to the bad ones first, and reply within a day.

A note on these reply numbers: they come from the first 50 reviews per business in Google's "most relevant" order, which tends to show reviews with replies. Only 100 of them were bad roofing reviews. Treat the numbers as a direction, not an exact rate.

Example. A made-up roofer turns on review alerts and blocks 15 minutes at 4 p.m. every weekday for replies. A 1-star review that lands Tuesday morning has a calm reply by Tuesday afternoon and a phone call the same day.

Do it in 24 hours

- [ ] Turn on review alerts in your Google profile, so new reviews reach your phone.
- [ ] Reply to every unanswered 1-, 2- and 3-star review, oldest first.
- [ ] Put a daily 15-minute reply slot on your calendar.

14 Angry roofing reviews are long, so your reply must be specific

The idea. The typical bad roofing review ran 95 words. The typical 5-star one ran 35 (GTL analysis of 55,042 Google reviews, 10 Southeast cities, November 2026). Someone who writes 95 words has a story with dates, amounts and names. A two-line "Sorry, please call us" tells the next reader you didn't read it.

Generic replies cost you too: 50% of consumers say templated replies put them off (BrightLocal Local Consumer Review Survey 2026, brightlocal.com).

The fix is a four-part reply that answers the actual complaint. Our guide How to Answer a Bad Review goes deeper.

1. Thank them, and name the specific problem.
2. Own what's fair, without blaming the customer.
3. Say what you're doing about it, with a date.
4. Take it offline, with a name and a number.

Example. A made-up reply to a 1-star review about a leak and unreturned calls:

> **Thanks for telling us, and I'm sorry. You called twice about the drip over the back bedroom and didn't hear back. That's on us. [crew lead name] and I will come out Thursday morning to find it and fix it under our workmanship warranty. I'll call you today at the number on your contract. [your name], owner**

Never mention the customer's address, insurance details or bill amount in a reply. Keep private facts private.

Do it in 24 hours

- [ ] Pick your oldest unanswered bad review and rewrite your reply with the four parts.
- [ ] Call the customer before you post it.
- [ ] Read How to Answer a Bad Review before the next one lands.

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 4

Your own review audit

15 Read your last 30 reviews the way we did

The idea. Our numbers are an average of 50 roofers. Yours will be different. In 20 minutes you can run the same check on your own profile and know exactly which fix in this guide to do first.

The audit (a sheet of paper is enough):

1. Write the 14 topics down the side: crew, quality, scheduling, on time, communication, price, follow-through, honesty, payment, insurance, warranty, cleanup, damage, know-how.
2. Read your last 30 reviews, plus every 1-, 2- and 3-star review you have.
3. Make a mark next to each topic a review talks about. Use one column for 5-star and one for the rest.
4. Circle the topic with the most marks in the bad column. Its section in Part 2 is your first fix.
5. Circle the topic with the most marks in the 5-star column. Put proof of it on your website (section 5).

Example. A made-up roofer's audit: crew in 17 of 26 five-star reviews, and communication in 4 of their 5 bad ones. They start with the five texts in section 8 and lead their homepage with the crew.

Do it in 24 hours

- [ ] Run the audit tonight.
- [ ] Pick one fix from Part 2 and start it tomorrow.
- [ ] Put a reminder to run it again in 90 days.



Part 5

How we got these numbers

16 The method and its limits

The idea. Here's exactly what's behind every figure, so you know how far to trust it.

- **The businesses:** 265 local trade businesses in 10 Southeast cities, from Google Maps results we gathered in November 2026. In each city and trade we took the two most-reviewed in the map's top 3, the two most-reviewed in spots 4 to 20, and one below spot 20. Roofers: 50 (20 top-3, 20 from spots 4 to 20, 10 below 20).
- **The reviews:** for each business, the newest 180 reviews plus the 70 lowest, or every review if it had fewer than 250. Roofers: 10,489 reviews, 9,205 with text, 748 of them 1- or 2-star and 7,983 5-star.
- **The topics:** a word-pattern dictionary of 14 topics. We read 1,200 reviews by hand to check it, 200 per trade. For roofing reviews, 97.7% of tags were right and they caught 93.0% of topics.
- **Owner replies:** the first 50 reviews per business in Google's "most relevant" order, 2,500 roofing reviews in all.

The limits:

- **Southeast only,** and only businesses that show up on Google Maps. Not a national random sample.
- **Bad reviews were oversampled on purpose.** That's why every share is "of bad reviews" or "of 5-star reviews," never "of all reviews."
- **Tags slightly undercount,** most for quality and communication. Damage is the weakest: our tags caught only about 60% of damage stories in the hand check.
- **"Price" means the review talks about money,** including fees, quotes, refunds and billing, not only "too expensive."
- **Reply figures are directional.** Google's "most relevant" order favors reviews with replies, and the sample had only 100 bad roofing reviews.
- **Staff names are an estimate,** from a list of first names with unclear words removed.

To quote a figure, credit "GTL analysis of 55,042 Google reviews, 10 Southeast cities, November 2026." Our cross-trade report, What 55,000 Reviews Say About Local Trades, has the same study for all six trades.

Do it in 24 hours

- [ ] Compare your audit from section 15 with the tables in sections 1 and 6.
- [ ] Where your numbers differ from ours, trust yours.



Your first 24 hours, in one list

If you only do five things today, do these:

- [ ] Run the review audit on your own profile (section 15).
- [ ] Add "possible extras" with prices and a "most it can be" line to your quote (section 7).
- [ ] Save the five job texts and send the right one to every open job (section 8).
- [ ] Turn on review alerts and reply to every unanswered bad review with the four parts (sections 13 and 14).
- [ ] Put the cleanup checklist in every truck (section 12).

Tomorrow, teach your crew leads the arrival script (section 2). Run the audit again in 90 days and see which topic moved.



Where to go next

When a bad review lands, How to Answer a Bad Review has replies for the six most common cases. To get more 5-star reviews from the jobs you already do, 50 Review Request Texts That Get Replies gives you the words, with lines written for roofers. The Roofer Marketing Playbook covers the rest: your website, your Google profile, storms and seasons.

For the same study across all six trades, read What 55,000 Reviews Say About Local Trades.



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. GTL analysis of 55,042 Google reviews, 10 Southeast cities, November 2026. 265 local trade businesses in Nashville, Tulsa, Louisville, Huntsville, Lexington, Birmingham, Memphis, Little Rock, Montgomery and Jackson MS, picked from three map bands per city. Roofing figures come from the 10,489 reviews of 50 roofers (9,205 with text; 748 1- or 2-star and 7,983 5-star with text). Topic tags checked by hand on 1,200 reviews (96.2% of tags right, 90.6% of topics caught overall; roofing 97.7% and 93.0%). Owner replies from the first 50 reviews per business in Google's "most relevant" order (2,500 roofing reviews, 100 of them 1- or 2-star). Totals only; no business, reviewer or staff member named. (before you start, sections 1 to 16)
2. BrightLocal Local Consumer Review Survey 2026 (1,002 US adults, published Feb 11, 2026): 81% expect a reply to their review within a week; 19% expect one the same day. brightlocal.com (section 13)
3. Same survey: 50% are put off by generic or templated replies. (section 14) (brightlocal.com)

Rules and guidance cited (not statistics), checked on 2026-11-12:

- Google Maps user-contributed content policy (bans asking for reviews with specific content, including naming a staff member; bans staff review quotas, incentives and asking only happy customers): support.google.com (section 2)
- Google Business Profile Help, "Manage customer reviews" (the reviewer is notified when you reply and can still edit their review): support.google.com (section 13)

GTL estimates

These are our own judgment, not measured facts:

1. A 30-day check-in text turns some future 1-star reviews into 5-star ones (section 10). Reasoning: the leak gets found either way, and a customer who hears from you first tells the story as "they came back," not "they never came back."

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