Grow That Local

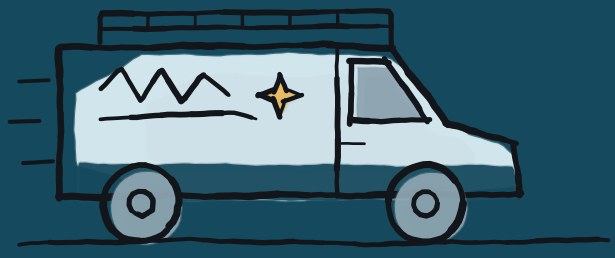
a free guide

The marketing mistakes roofers make

The ten that cost roofers the most, what each one costs you, and the fix for each.

Check these before the next dollar goes out the door.

- 10 short sections in 4 parts
- 41 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

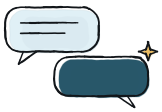
These are the ten marketing mistakes we see cost roofers the most money. Some lose calls you already paid for. Some put your Google profile at risk. Two can break the law.

Each one has four parts: what the mistake looks like, what it costs, the fix, and a short checklist you can finish in 24 hours. Read the list, find the two or three you're making, and fix those first.

Two rules we kept while writing it:

- Every number has a public source you can check, listed at the end. When we didn't have one, we say "GTL estimate" and tell you why we think it.
- Every example is made up to show the idea. None of them are real customers, roofers or results.

One note on texting. Several fixes below use texts to customers. A marketing text needs the customer's OK first, should say who it's from, and must stop when they reply STOP. Section 8 has the details.



Part 1

Mistakes that lose the calls you already get

1 Letting calls ring out while you're on a roof

What it looks like. You're on a pitch with a nail gun. The phone rings in the truck. The homeowner with a drip in the ceiling hears voicemail, hangs up and calls the next roofer on the list. You call back at 5pm and they've already booked an inspection.

What it costs. Speed decides who gets the job. In a well-known Harvard Business Review study, companies that contacted a lead within an hour were nearly seven times more likely to qualify it 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.

> **Example (sample numbers).** A made-up roofer misses six calls a week in storm season. If one in four is a real replacement and they lose half of those to a faster roofer, that's about three lost replacements a month. At $14,000 a roof and 30% margin, that's roughly $12,600 of gross profit a month, gone to voicemail.

The fix. Turn on missed-call text-back, so every missed caller gets a text within seconds. Ask for a photo of the damage, because a homeowner standing in the yard can send one in ten seconds. Then reply for real within minutes. GTL estimate: aim for five minutes in work hours.

Do it in 24 hours

- [ ] Turn on missed-call text-back on your business line (most phone systems and apps have it).
- [ ] Set the text to: "Sorry we missed you, we're probably up on a roof. What's going on with yours? Reply here or send a photo."
- [ ] Decide who checks texts during the day, and how often.
- [ ] Call back every missed call from last week today.

2 Sending the quote and waiting for the phone to ring

What it looks like. You climb the roof, write a careful quote, email it and wait. Nothing comes back. You assume they went with someone cheaper and never ask. Often they didn't. They were waiting on the adjuster, talking it over at home, or just busy.

What it costs. Every quiet quote is an inspection you already paid for in time and fuel, sitting in a folder.

Example (sample numbers). A made-up roofer sends 20 replacement quotes a month and wins 6. Fourteen go quiet. If a few friendly texts win back just one of those a month, that's one more $14,000 roof, about $4,200 of gross profit, for three texts.

The fix. Follow up three times over a month. GTL estimate: one message is easy to miss, and more than three starts to feel pushy. Make each one useful, and on roofs the most useful thing is the insurance step they're stuck on.

Do it in 24 hours

- [ ] Pull every quote from the last 90 days that didn't turn into a job.
- [ ] Text each one a short check-in today, if they've agreed to texts: "Just checking you got the quote OK. Heard from your adjuster yet? Happy to meet them on the roof."
- [ ] Set reminders for day 2, day 7 and day 30 on every new quote.
- [ ] Write down the reason each one gives. That list tells you what to fix in your quotes.

3 Buying shared storm leads and never checking which ones became roofs

What it looks like. After a hail storm you turn up the budget on a lead site. Leads pour in. Some are already signed with someone else, some are tire-kickers, and you're racing four other roofers to call each one. At the end of the month you know what you spent, but not how many roofs it bought.

What it costs. On Angi, for example, "each time a homeowner submits a project request, we will match them with no more than five pros" (Angi pro help, intercom.help). So the same homeowner can get calls from you and up to four other roofers. You pay for the lead whether you win it or not.

Example (sample numbers). A made-up roofer buys 40 storm leads in a month at $75 each, which is $3,000. They sell 2 roofs from them. That's $1,500 a roof in lead costs, before they count the hours spent calling the other 38. Until they wrote it down, they thought the leads were "working."

The fix. Shared leads can pay, but only if you count them. Track every lead from the first call to a signed contract, and judge each source by cost per signed roof, not cost per lead. Call within minutes, since you're one of several. Ask for a credit on any lead that doesn't fit: Angi says "in some cases, you can request a lead credit" (same page).

Do it in 24 hours

- [ ] Make a sheet with one row per lead: date, source, cost, called back how fast, inspected, signed.
- [ ] Fill it in for every lead you've bought in the last 60 days.
- [ ] Work out cost per signed roof for each lead source.
- [ ] Request a credit for every lead outside your area or for work you don't do.

or we can do it for you

Free sample: Your first 25 customers texted

Win-back texts is $100 a month, with a 7-day full refund.

Win-back texts: growthatlocal.com/services/win-back-texts



Part 2

Mistakes on your website and Google profile

4 A website with no price ranges, no towns and no license number

What it looks like. The site says "Quality roofing at affordable prices" and "Call for a free estimate." It doesn't say what a roof costs, which towns you cover or that you're licensed and insured. A worried homeowner can't tell you apart from the storm chaser who knocked on their door yesterday.

What it costs. The visitor who can't find a price range, their town or your license leaves to look at the next site. After storms, homeowners are wary for good reason: the FTC warns that unlicensed contractors and scammers often show up after bad weather (FTC, consumer.ftc.gov). A site that looks anonymous gets lumped in with them.

Example (sample numbers). A made-up roofer's site gets 400 visits a month. If a clearer page turns just 1% more of them into calls, that's four more inspections a month. If one in four becomes a $14,000 roof, that's one extra roof a month, about $4,200 of gross profit.

The fix. You don't need a price list. Give a range and say what moves it: roof size, pitch, layers to tear off, shingle type, decking repairs. List every town you work in, on its own page. Put your license number and proof of insurance where people can see them, and a real photo of your crew and truck on the first screen.

Example. A plain-words price line on a made-up roofer's site:

> **Most roof replacements we do land in a range we'll show you at the inspection. What moves the price: the size and steepness of the roof, how many layers come off, the shingle you pick, and how much rotten decking we find.**

Do it in 24 hours

- [ ] Open your site on your phone. Can you find your phone number, your towns and your license number in ten seconds?
- [ ] Write a short "What moves the price" section and add it.
- [ ] Add an "Areas we serve" page that lists every town.
- [ ] Swap any stock photo on the first screen for your real crew, truck or a finished roof.

5 The wrong Google category, and a business name stuffed with keywords

What it looks like. Your profile name reads "(Your Name) Roofing | Roof Repair | Storm Damage." Your primary category is "General contractor" because you also do some siding. You added ten categories to cover everything.

What it costs. Two things. First, Google's rules say "including unnecessary information in your business name isn't permitted" (Google Business Profile guidelines, support.google.com), and breaking them can get a profile suspended. A suspended profile drops out of the map, and that can happen in the middle of storm season. Second, the wrong primary category means you show for the wrong searches. Google says to "select a primary category that best describes your business," and not to "select a category for every product or service" (Google Business Profile Help, support.google.com).

Example (sample numbers). A made-up roofer's profile is suspended for three weeks in May. They usually get 30 calls a month from the map and sell one roof per ten calls. Three weeks dark is about two lost roofs at $14,000, around $8,400 of gross profit.

The fix. Use your real name only, exactly as it's on your sign and paperwork. Set the primary category to "Roofing contractor." Add a few secondary categories only for work you really do, and put individual jobs (roof repair, hail damage inspection, gutters) in your services list instead.

Do it in 24 hours

- [ ] Take screenshots of your profile today, so you have a record if anything goes wrong.
- [ ] Remove every keyword from your business name.
- [ ] Set your primary category to "Roofing contractor." Remove categories for work you don't do.
- [ ] Add each job you do as a service, with a one-line description.
- [ ] Make one change at a time, a day or two apart, rather than ten at once.

6 Promising insurance will pay, or offering to cover the deductible

What it looks like. Your site, door card or salesperson says "Your insurance will pay for a new roof" or "We'll take care of your deductible." It closes jobs fast in a storm, so it's tempting.

What it costs. In some states it's against the law. The Texas Department of Insurance says "it is illegal for contractors or roofers to offer to waive a deductible or promise a rebate for all or part of a deductible," with fines of up to $2,000 and up to six months in jail (Texas Department of Insurance, tdi.texas.gov). Colorado has a similar law (C.R.S. 6-22-105, colorado.public.law). And a promise the insurer doesn't keep turns into the worst kind of review.

The fix. Never promise what an adjuster will decide. Explain the steps in plain words instead: you inspect and photograph, they open a claim, the adjuster visits (you can be there), the insurer decides, they pay their deductible, you do the work. Check your own state's rules on deductibles and on talking to insurers for customers.

Do it in 24 hours

- [ ] Search your website, ads and door cards for "insurance will pay," "free roof" and "deductible." Remove any promise.
- [ ] Write your five-step claim guide in plain words and put it on your storm page.
- [ ] Look up your state's rules on deductible offers.
- [ ] Tell everyone who knocks doors or quotes for you what they can and can't say.

or we can do it for you

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

Google Business Profile is $200 a month, with a 7-day full refund.

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



Part 3

Mistakes with reviews and past customers

7 Never asking for reviews, or paying for them

What it looks like. You finish a beautiful roof, the homeowner says "thanks, it looks great," and you drive off. A month later you remember to ask, and they've moved on. Or you try to catch up with a deal: "a discount on your gutters for a 5-star review."

What it costs. Reviews decide which roofer gets called, and old ones fade. 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). Paying for reviews is worse than not asking. Google bans offering "payment, discounts, free goods and/or services" in exchange for a review, asking only happy customers, and giving staff review quotas (Google Maps content policy, support.google.com). The FTC's rule on fake reviews has applied since October 21, 2024 (FTC, ftc.gov).

The fix. Ask every customer, the day the last shingle goes on and the yard is clean. Ask the same way for every job, happy or not, and offer nothing in return. GTL estimate: aim for at least two new reviews every month, so you always have fresh ones in the last three months.

Do it in 24 hours

- [ ] Get your Google review link from your profile (look for "Ask for reviews").
- [ ] Text it to every customer whose job you finished in the last 30 days.
- [ ] Remove any discount or gift tied to reviews from your site, cards and scripts.
- [ ] Make "send the review link" the last step of every final walk-through.

8 Forgetting every roof you've already put on

What it looks like. You've done years of roofs and repairs, and the only record is a pile of invoices. You never contact those homeowners again. When their neighbor needs a roof, or their own patch starts leaking, they search Google and find someone else.

What it costs. These are the cheapest calls you'll ever get, and you're leaving them to whoever shows up first in the map. Asphalt shingles are expected to last about 20 years for three-tab and about 30 for architectural (InterNACHI, nachi.org), so your old invoices are a calendar of future work. Texting them carelessly has a cost too. Federal law lets people sue for $500 per violation for some unwanted texts, and up to three times that when it's willful or knowing (47 U.S.C. 227, law.cornell.edu).

The fix. Sort past jobs by year. Text or email the homeowners who agreed to hear from you: a check-in before storm season, or a free look at a roof you patched years ago. Say who it's from. Stop the moment anyone replies STOP: the FCC's rule treats replies like "stop," "quit" and "unsubscribe" as an opt-out that

must be honored within ten business days (47 CFR 64.1200, law.cornell.edu).

Do it in 24 hours

- [ ] Sort your old jobs by year and pick 25 roofs you repaired or inspected three or more years ago.
- [ ] Check which of those customers agreed to texts or emails.
- [ ] Send them a short check-in: "Hi, it's (your name) from (company). We patched your roof a few years ago. Want a free look before storm season? Reply STOP to opt out."
- [ ] Add "OK to text you about your roof later?" to every new contract.

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

Mistakes that waste money on mail and storms

9 One postcard blast to the whole town

What it looks like. You pay to mail 10,000 postcards across town once, get a few calls, and decide postcards don't work. The card has a logo, a list of eight services and a small phone number.

What it costs. GTL estimate: a single mailing brings only a few calls per thousand cards. A roof is a rare purchase, so only the few homes with a problem that month act. A one-off blast spends the whole budget on homes that weren't ready, then stops before anyone remembers your name.

Example (sample numbers). A made-up roofer spends $5,000 on one town-wide mailing and gets 12 calls and 1 roof. The next year they spend the same $5,000 mailing 500 homes around each finished job, three times each, and the cards say "We just put a new roof on your street." Same spend, mailed where neighbors have seen the crew.

The fix. Mail the 100 to 200 homes around each job you finish. These homes are often the same age and took the same storms. Mail the same streets more than once, and right after a storm. Put one message on the card and a phone number you can read from across the room.

Do it in 24 hours

- [ ] Pick your last three finished jobs and circle 100 to 200 homes around each on a map.
- [ ] Write the card in two sentences: what you just did nearby, and what you'll do for them.
- [ ] Get a quote from a local printer or the post office's Every Door Direct Mail service.
- [ ] Plan the second and third mailing to the same streets now.

10 Getting ready for storm season after the storm

What it looks like. Hail hits on a Tuesday. On Wednesday you start writing a storm page, ordering yard signs and trying to remember which customers live on the east side. By the time it's ready, the first wave of calls has gone to roofers who were set up.

What it costs. Storm work is the biggest prize in roofing. Severe convective storms (hail, wind and thunderstorms) caused about $51 billion in US insured losses in 2025, the third year in a row above $50 billion, and roof damage makes up an estimated 70% to 90% of insured home losses from these events (Insurance Information Institute, as reported by Insurance Business (insurancebusinessmag.com), 2026). GTL estimate: most of the storm calls you'll get come in the first two weeks, while the damage is fresh and neighbors are talking.

The fix. Build a storm kit before the season: a storm and hail damage page on the site, a postcard design ready to print, a "we're in your area" text, your past customers sorted by neighborhood, and three posts saved on your phone.

Do it in 24 hours

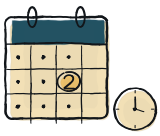
- [ ] Check your site has a storm and hail damage page. If not, write one this week.
- [ ] Write your "we're booking inspections after the storm" text and post, and save them.
- [ ] Sort your past customers by neighborhood.
- [ ] Put a storm kit deadline in your calendar, six weeks before your usual storm months.

or we can do it for you

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

Ready for your next storm. 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 fix five things this week, fix these:

- [ ] Turn on missed-call text-back and test it (section 1).
- [ ] Text every quiet quote from the last 90 days (section 2).
- [ ] Start a lead sheet and work out cost per signed roof (section 3).
- [ ] Clean the keywords out of your Google name and set "Roofing contractor" as your primary category (section 5).
- [ ] Text your review link to every customer from the last 30 days (section 7).

Next week, check three numbers: missed calls that got a text, quotes that replied, and new reviews.



Where to go next

Every fix here comes 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.

If reviews are the mistake that hurts most, start with the free sample below.

or we can do it for you

Free sample: Your first 10 requests sent

Made before you pay anything. Review requests is $100 a month, with a 7-day full refund.

Review requests: growthatlocal.com/services/reviews



If you'd rather hand it off

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

Best fit for this guide: Win-back texts. Free sample: your first 25 customers texted. Win-back texts is $100 a month, with a 7-day full refund.

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.

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.

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. 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 1)
2. Same study: 23% of companies never responded to the lead. (section 1) (hbr.org)
3. BrightLocal Local Consumer Review Survey 2026 (1,002 US adults, published Feb 2026): 97% read reviews for local businesses. brightlocal.com (section 7)
4. Same survey: 74% look for reviews from the last three months. (section 7) (brightlocal.com)
5. InterNACHI Standard Estimated Life Expectancy Chart: three-tab asphalt shingles 20 years, architectural 30 years. nachi.org (section 8)
6. Insurance Information Institute (Triple-I), reported by Insurance Business (2026): about $51 billion in US insured severe convective storm losses in 2025, third year above $50 billion. insurancebusinessmag.com (section 10)
7. Same source: roof damage is an estimated 70% to 90% of insured residential losses from these storms. (section 10) (insurancebusinessmag.com)

Rules and platform terms cited (checked 2026-11-12):

- Angi pro help, opportunities and leads FAQ: a request is matched with no more than five pros; lead credits in some cases. intercom.help (section 3)
- FTC, home repair scams after storms: consumer.ftc.gov (section 4)
- Google Business Profile guidelines (no unnecessary information in the name): support.google.com (section 5)
- Google Business Profile Help, choose a business category: support.google.com (section 5)
- Texas Department of Insurance, deductible waivers illegal, up to $2,000 fine and six months in jail: tdi.texas.gov (section 6)
- Colorado Revised Statutes 6-22-105, deductible waivers: colorado.public.law (section 6)
- Google Maps prohibited and restricted content (bans incentives, asking only happy customers and staff quotas): support.google.com (section 7)
- FTC, questions and answers on its rule against fake reviews (in effect since October 21, 2024): ftc.gov (section 7)
- 47 U.S.C. 227(b)(3), private right of action, $500 per violation, up to three times for willful or knowing violations: law.cornell.edu (section 8)
- 47 CFR 64.1200(a)(10), revoking consent by any reasonable means, honored within ten business days: law.cornell.edu (section 8)

GTL estimates

These are our own judgment, not measured facts:

1. Reply to new leads within five minutes in work hours (section 1). Reasoning: a homeowner with a leak often calls two or three roofers in a row, and the first real reply usually books the inspection.

2. Three follow-ups over a month on quiet quotes (section 2). Reasoning: one message is easy to miss, and more than three starts to feel pushy.
3. Aim for at least two new reviews a month (section 7). Reasoning: most shoppers look at the last three months, so you need several fresh ones in any three-month window.
4. A single postcard mailing brings only a few calls per thousand cards (section 9). Reasoning: a roof is a rare purchase, so only the few homes with a problem that month act.
5. Most storm calls come in the first two weeks (section 10). Reasoning: news, neighbors and door knockers peak right after a storm, and homeowners act while the damage is on their mind.

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