Grow That Local

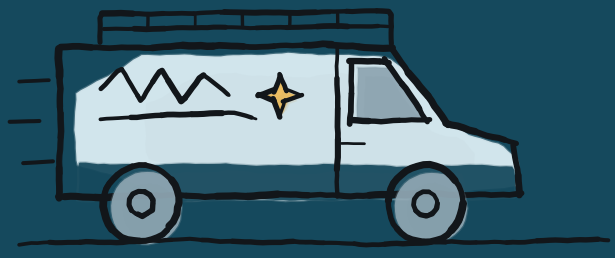
a free guide

How many reviews a roofer needs to win

The review counts that put roofers in the map's top 3 across 10 Southeast cities, the star bar, and a plan that fits how many roofs you really finish.

For roofing business owners wondering if they have enough reviews.

- 9 short sections in 3 parts
- 29 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 guide works 3

Part 1 **What the map's top 3 looks like** 3

1 The review count at each spot on the map 3
2 Your city will be different 4
3 The star bar, and the other things every top-3 roofer had 5

Part 2 **Your target and how long it takes** 7

4 Find your own number in 20 minutes 7
5 How many reviews a month a roofer can really get 7
6 Your timeline, month by month 8

Part 3 **Why the count alone doesn't win** 10

7 Fresh reviews beat a big old pile 10
8 Reply to every review, in your own words 10
9 The words in your reviews, and the rule about asking 11

Your first 24 hours, in one list 13

Where to go next 14

If you'd rather hand it off 15

Sources 16

GTL estimates 16

Before you start

"How many reviews do I need?" has a real answer for roofers, and it isn't "more." We looked at 912 roofing companies on Google Maps in 10 Southeast cities: Nashville, Tulsa, Louisville, Huntsville, Lexington, Birmingham, Memphis, Little Rock, Montgomery and Jackson, Mississippi. Then we counted the reviews at each spot on the map.

How we did it, and its limits: we ran one Google Maps search for roofers from each city in November 2026 and recorded up to 100 results per search. It's a snapshot. The map order changes with where the searcher stands, the words they type and the profile itself, and Google says reviews are only one part of how it ranks, next to relevance and distance (Google Business Profile Help, support.google.com). So treat these numbers as a target range, not a law.

Part 1 shows the numbers. Part 2 turns them into your own target and a timeline. Part 3 covers why the roofer with the most reviews doesn't always win.

Two rules we kept while writing it:

- Every number has a source you can check, listed at the end. Our own scrape is cited as "GTL analysis of Google Maps results, 10 Southeast cities, November 2026." When we didn't have a source, we say "GTL estimate" and tell you why we think it.
- Every example is made up to show the idea. We never name a real business.



Part 1

What the map's top 3 looks like

1 The review count at each spot on the map

The idea. The roofers in the map's top 3 had about twice the reviews of the next seven, and close to six times the reviews of the roofers further down. Here's the typical (median) count at each spot, across all 10 cities (GTL analysis of Google Maps results, 10 Southeast cities, November 2026):

Map spot	Typical review count
Top 3	263
Spots 4 to 10	136
Spots 11 to 20	91
Spots 21 to 100	45

The top-3 number is the one owners quote, but it isn't the one to aim for first. In a typical city, the roofer with the fewest reviews in the top 3 had 156. That's the real door into the top 3, and section 4 shows you how to find it in your own town.

For comparison, here's what the top 3 looked like for trades next to yours, from the same scrape:

Trade	Top 3	Spots 4 to 10
Roofers	263	136
Roof cleaning	109	82
Gutters	90	41
HVAC	1,204	768

Roofing sits in the middle. It takes far more reviews than gutters, and far fewer than heating and air, where companies collect reviews from every tune-up.

Example. A made-up roofer has 70 reviews. On the table, they sit in the spots 11 to 20 range. They're not far behind. They need about 65 more to look like a typical spot 4 to 10 roofer, and about 85 more to match the smallest top-3 roofer in a typical city.

Do it in 24 hours

- [ ] Open your Google profile and write down your review count today.
- [ ] Find your row on the table above.
- [ ] Write down the gap to the next row up. That's your first target.

2 Your city will be different

The idea. The averages hide a wide spread. Across the 10 cities, the typical top-3 roofer had anywhere from 190 to 881 reviews. The smallest top-3 roofer ranged from 48 reviews to 573 (GTL analysis of Google Maps results, 10 Southeast cities, November 2026).

City	Fewest reviews in the top 3	Typical top-3 count
Louisville	48	728
Jackson, MS (63 results)	49	215
Nashville	93	881
Montgomery (49 results)	107	235
Huntsville	124	222
Memphis	187	190
Little Rock	220	248
Birmingham	223	225
Lexington	297	688
Tulsa	573	655

Two cities returned fewer than 100 roofers, so their numbers rest on a smaller list. Look at Louisville: one top-3 roofer had 48 reviews while the other two had hundreds. Reviews didn't put that roofer there. Distance and relevance did, and Part 3 explains how.

If your town isn't on the list, use the range. A smaller town usually looks like the low end. A fast-growing metro looks like the high end. The only number that counts is the one you find in section 4.

Example. A made-up roofer in a small town an hour from Huntsville searches "roofer" from three spots. The top 3 had 61, 88 and 140 reviews. Their target is 61, not 263.

Do it in 24 hours

- [ ] Find your city, or the one most like yours, on the table.
- [ ] Note both numbers: the fewest in the top 3 and the typical top-3 count.
- [ ] Circle the smaller number. That's your first real target until section 4 gives you your own.

3 The star bar, and the other things every top-3 roofer had

The idea. In our scrape, none of the 30 top-3 roofers (3 in each of 10 cities) had fewer than 4.5 stars. Their typical rating was 4.9. Only 1 of the 30 had no website, while about 7% of all the roofers we saw had none (GTL analysis of Google Maps results, 10 Southeast cities, November 2026).

Homeowners hold the same bar. In BrightLocal's 2026 survey, 31% of consumers said they'll only use a business with 4.5 stars or more, and 68% want four stars or more (BrightLocal Local Consumer Review Survey 2026, brightlocal.com).

So for a roofer, 4.5 stars is the entry ticket and 4.8 or higher is what the winners show. If you're below 4.5, more reviews from happy customers is the fix. Our free reviews calculator works out how many 5-star reviews it takes to reach 4.8 from where you are.

Example. A made-up roofer has 52 reviews at 4.4 stars, dragged down by three one-star reviews from a crew that left nails in a driveway two years ago. The calculator says they need 104 more 5-star reviews to reach 4.8. That's two years of asking, so they start this week, and they reply to the three old reviews, so the next homeowner sees what changed.

Do it in 24 hours

- [ ] Write down your star rating next to your review count.
- [ ] If you're under 4.8, run the reviews calculator and write down the number it gives.
- [ ] Check that your profile links to a working website.

or we can do it for you

Free sample: Your first report card, this month

The monthly report card is free.

Monthly report card: growthatlocal.com/services/report-card



Part 2

Your target and how long it takes

4 Find your own number in 20 minutes

The idea. The map a homeowner sees depends on where they're standing, so your target depends on where your customers live. The fix is simple: search the way they do, from where they are, and write down what the top 3 has.

Search on your phone, in Google Maps, the way a homeowner would: "roofer," "roof repair," and "roof replacement." Skip anything marked Sponsored. Google says the map itself can't be bought (Google Business Profile Help, support.google.com), so ads aren't the ones you're measuring.

Your target is the smallest review count in the top 3, in the part of town you most want to work. GTL estimate: that number gets you into the conversation. Match it, keep your stars above 4.8, and the other things in Part 3 decide the rest.

Example. A made-up roofer runs three searches from three spots: near their shop, in the older subdivision where roofs are 20 years old, and in the town across the river. The smallest top-3 counts were 112, 95 and 210. They pick the subdivision, where they want the work. Their number is 95.

Do it in 24 hours

- [ ] Pick three spots: near your base, the neighborhood you most want, and the far edge of your service area.
- [ ] From each spot, search "roofer," "roof repair" and "roof replacement" in Google Maps. Ask a customer there for screenshots if you can't drive over.
- [ ] Write down the review count, star rating and newest review date for each top-3 roofer.
- [ ] Circle the smallest count in the area you want most. That's your target.

5 How many reviews a month a roofer can really get

The idea. Your pace depends on how many jobs you finish, not how hard you push. GTL estimate: if you ask every customer, expect one review for every three to five people you ask, and plan on one in five, because on busy days some asks get missed. BrightLocal's 2026 survey backs the low end: 28% of consumers say they'll always write a review when asked (BrightLocal 2026, brightlocal.com).

GTL estimate: a two-crew roofer can plan on about four new reviews a month. Our reasoning: a crew like that finishes around 10 roofs and 10 repairs or inspections a month, and one in five of 20 is four. Repairs count. A homeowner whose leak you found in 20 minutes is often happier than one who paid for a whole roof.

Roofing gives you two pace changes to plan around. After a hail storm, you may finish twice as many jobs, so ask every one. In winter, fewer roofs go on, so ask after every repair, inspection and gutter job to keep reviews coming.

Example (sample numbers). A made-up roofer counts last quarter: 31 roofs, 26 repairs and 9 inspections, 66 jobs in all, so about 22 a month. At one in five, that's about four reviews a month. They'd only been asking after roofs, so they were getting one.

Do it in 24 hours

- [ ] Count every job you finished in the last 90 days: roofs, repairs, inspections, gutters.
- [ ] Divide by three for your jobs a month. Divide that by five for your realistic reviews a month.
- [ ] Get your review link from your profile (look for "Ask for reviews") and save it in your phone.
- [ ] Make "send the review link" the last step of every final walk-through, repairs included.

6 Your timeline, month by month

The idea. Put sections 4 and 5 together and you get a date. Start with a catch-up month: ask every customer from the last 90 days, newest first. After that, your monthly pace does the work.

Here's the sum: months to target = (target minus today's count minus catch-up reviews) divided by reviews a month, plus one for the catch-up month.

Be honest with yourself about the top 3 in a big city. The roofers there keep collecting reviews too. GTL estimate: a top-3 count can grow by a few dozen a year, so check your three searches every three months and move your target if it moves.

Example (sample numbers). A made-up two-crew roofer has 40 reviews. In the catch-up month, they ask the 60 customers from the last 90 days, and one in five says yes: 12 reviews, so 52. Then they add four a month. The targets come from section 1.

Target	Reviews	Reached in about
Typical spot 11 to 20	91	11 months
Typical spot 4 to 10	136	22 months
Smallest top-3, typical city	156	27 months

That's a two-year plan. The roofers in the top 3 didn't get there in a week either. If your section 4 number is lower, say 95, the same roofer gets there in about 12 months.

Do it in 24 hours

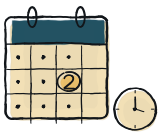
- [ ] Write the sum with your own numbers: your target, today's count, your catch-up, your pace.
- [ ] Pull every customer from the last 90 days and text them your review link, if they've agreed to texts.
- [ ] Put a reminder in your phone for 90 days from now to rerun your three searches.

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

Why the count alone doesn't win

7 Fresh reviews beat a big old pile

The idea. In 5 of the 10 cities, the typical roofer in spots 4 to 10 had more reviews than the smallest roofer in the top 3 (GTL analysis of Google Maps results, 10 Southeast cities, November 2026). Count matters, but it isn't the whole story.

Freshness is part of the rest. BrightLocal's guide to Google's local ranking lists recency of reviews and steady review growth among the factors that move the map (BrightLocal, Google's Local Algorithm and Local Ranking Factors, brightlocal.com). Homeowners notice too: in BrightLocal's 2026 survey, 74% look for reviews from the last three months, and 32% look at the last two weeks (BrightLocal 2026, brightlocal.com).

A roofer with 300 reviews and nothing since last storm season looks less alive than one with 120 and three this month. GTL estimate: get at least two new reviews every month, winter included. Most shoppers look at the last three months, so you want several in every three-month window.

Example. A made-up roofer's newest review is from July. In January, they start asking after every repair and inspection. By March, when spring storm calls start, their newest review is a week old and they have six from the winter.

Do it in 24 hours

- [ ] Write down the date of your newest review.
- [ ] Compare it with the newest review of each top-3 roofer from section 4.
- [ ] If yours is older than a month, text the link to your last five repair or inspection customers today.

8 Reply to every review, in your own words

The idea. Google says replies to reviews show you value feedback, and that "positive reviews and helpful replies can help your business stand out" (Google Business Profile Help, support.google.com). Homeowners read them. In BrightLocal's 2026 survey, 89% of consumers expect owners to respond to reviews, 50% are put off by generic or templated replies, and 19% expect a reply the same day (BrightLocal 2026, brightlocal.com).

Don't stuff your replies with search words like "best roofer in town." BrightLocal lists keywords in owner replies among the things with little effect on the map (BrightLocal, Google's Local Algorithm and Local Ranking Factors, brightlocal.com). Write like a person who remembers the job.

GTL estimate: reply within two days, and the same day for a bad one.

Example. A reply to a 5-star review of a leak repair:

> **Thanks, Pat. That flashing around the chimney had been letting water in for a while. Glad the ceiling stain has stopped growing. Call us if you see anything after the next big rain.**

Do it in 24 hours

- [ ] Reply to every review you haven't answered, good or bad. Name the job in each reply.
- [ ] Turn on review alerts in your Google profile so you see new ones the same day.
- [ ] For any bad review, thank them, own what's fair, say what you'll do, and call them.

9 The words in your reviews, and the rule about asking

The idea. What customers write matters as well as how many write. Google builds "Place Topics" from the themes in your reviews and shows the words customers mention most in bold (Google Business Profile Help, support.google.com). BrightLocal says the language in reviews can affect relevance, because when customers mention your services and your area, search engines understand you better (BrightLocal, Google's Local Algorithm and Local Ranking Factors, brightlocal.com).

You can't ask for those words, though. Google's rules say businesses must not ask for specific content in a review, must not offer anything in exchange, and must not ask only happy customers (Google Maps user-contributed content policy, support.google.com). So never write "please mention roof replacement."

What you can do is ask right after a specific job, so the job is what's on their mind. A homeowner asked the day the new roof goes on tends to write about the new roof. And make sure your profile lists every service you do, so Google can connect what customers write to what you offer.

Example. A made-up roofer's review text, sent from the driveway after the final walk-through:

> **Thanks for having us out, Dana. Your new roof is done and the yard's clean. If you have a minute, an honest Google review helps a small company like ours a lot: (your review link)**

The text names the job in the thank-you. It doesn't tell Dana what to write.

Do it in 24 hours

- [ ] Read your review request text. Remove anything that asks for particular words, a rating or a crew member's name.
- [ ] Check your profile's services. Add every job you do: replacement, repair, inspections, gutters, storm damage.
- [ ] Send the ask the same day the job ends, from now on.

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 only do five things today, do these:

- [ ] Write down your review count, star rating and newest review date (sections 1 and 3).
- [ ] Run your three searches from three spots and circle your target (section 4).
- [ ] Count your jobs from the last 90 days and work out your monthly pace (section 5).
- [ ] Text your review link to every customer from the last 90 days who agreed to texts (section 6).
- [ ] Reply to every unanswered review, in your own words (section 8).

Tomorrow, count your new reviews. That's your first data point. Rerun your three searches in 90 days.



Where to go next

Ready to ask? How to Get Your First 50 Google Reviews is a 30-day plan for who to ask first and when. 50 Review Request Texts That Get Replies gives you the exact words, with lines written for roofers. Before you text anyone, read the texting rules.

If the roofer above you still wins with fewer reviews, Why the Other Guy Shows Up First on Google walks you through the other six things to check.



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 Google Maps results, 10 Southeast cities, November 2026: 912 roofing companies from one Google Maps search per city (Nashville, Tulsa, Louisville, Huntsville, Lexington, Birmingham, Memphis, Little Rock, Montgomery, Jackson MS), up to 100 results each. Review counts by map spot, fewest reviews in the top 3, star ratings, websites. Totals only; no business named. A snapshot from one spot in each city: map order changes with the searcher's location, the words searched and the profile itself. (sections 1, 2, 3, 6, 7)
2. BrightLocal Local Consumer Review Survey 2026 (1,002 US adults, published Feb 11, 2026): 31% only use a business with 4.5 stars or more. brightlocal.com (section 3)
3. Same survey: 68% only use a business with four stars or more. (section 3) (brightlocal.com)
4. Same survey: 28% always write a review when asked. (section 5) (brightlocal.com)
5. Same survey: 74% look for reviews from the last three months. (section 7) (brightlocal.com)
6. Same survey: 32% look for reviews from the last two weeks. (section 7) (brightlocal.com)
7. Same survey: 89% expect owners to respond to reviews. (section 8) (brightlocal.com)
8. Same survey: 50% are put off by generic or templated replies. (section 8) (brightlocal.com)
9. Same survey: 19% expect a reply the same day. (section 8) (brightlocal.com)

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

- Google Business Profile Help, "Tips to improve your local ranking on Google" (relevance, distance and prominence; more reviews and positive ratings can help; helpful replies help you stand out; no paid ranking): support.google.com (before you start, sections 4, 8)
- Google Business Profile Help, "Understand business summaries on Google Maps" (Place Topics built from reviews; most-mentioned words in bold): support.google.com (section 9)
- Google Maps user-contributed content policy (bans incentives, asking only happy customers and requesting specific content or staff names): support.google.com (section 9)
- BrightLocal, "Google's Local Algorithm and Local Ranking Factors" (review recency and steady growth among ranking factors; review language can affect relevance; keywords in owner replies have little effect): brightlocal.com (sections 7, 8, 9)

GTL estimates

These are our own judgment, not measured facts:

1. Aim first for the smallest review count in your local top 3 (section 4). Reasoning: it's the lowest count that's already winning where your customers search, so it's the nearest target that's proven to work.
2. Expect one review for every three to five customers asked, and plan on one in five (section 5). Reasoning: 28% say they'll always review when asked, a reminder brings in some of the rest, and busy days mean some asks get missed.
3. A two-crew roofer can plan on about four new reviews a month (section 5). Reasoning: a crew pair finishes around 10 roofs and 10 repairs or inspections a month, and one in five of 20 is four.

4. A top-3 review count can grow by a few dozen a year (section 6). Reasoning: the roofers already in the top 3 keep finishing jobs and asking too, so the target moves while you climb.
5. Get at least two new reviews every month, winter included (section 7). Reasoning: most shoppers look at the last three months, so you want several fresh reviews in every three-month window.
6. Reply within two days, and the same day for a bad review (section 8). Reasoning: a fifth of shoppers expect a same-day reply, and a quick, calm reply stops a bad review from setting the tone for the next homeowner.

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