Grow *That* Local

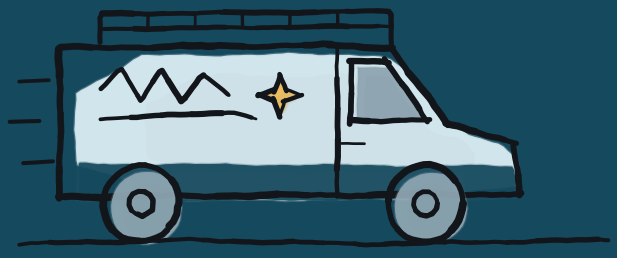
a free guide

The roofer marketing playbook

Every step to more roofing calls, one idea at a time.

For roofing business owners who want more of the right calls.

- 31 short sections in 11 parts
- 129 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

This is the whole job of getting a roofing company more calls, broken into 31 short sections. Each one holds one idea, one example and a short list of things you can do in the next 24 hours.

You don't need to read it in order. Pick the part that hurts most, do its checklist today, and come back next week for the next one.

Two rules we kept while writing it:

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

If you'd rather hand a part off, each area ends with the free sample we'll make for you.



Part 1

Start here

1 Know what one roof is worth before you spend a dollar

The idea. Roofing is a big-ticket, once-in-20-years buy. That changes the math on marketing. You don't need a flood of leads. You need a few more of the right calls each month, answered fast and followed up well.

A full asphalt shingle replacement averaged about $31,871 across the US in 2025 (JLC Cost vs Value 2025, jlconline.com). Your prices will differ by town and roof size, but the point holds: one extra job can pay for a lot of marketing.

Example (sample numbers). A made-up roofer writes three numbers on a sticky note: average replacement job $14,000, average repair $700, gross margin 30%. One extra replacement a month is about $4,200 of gross profit. Now every marketing choice gets one question: "Will this bring one more replacement a month?"

Do it in 24 hours

- [ ] Write down your average replacement price and your average repair price from last year's invoices.
- [ ] Write down your gross margin on each.
- [ ] Work out what one extra replacement a month is worth to you over a year.
- [ ] Keep that number on your phone. You'll use it in every section after this one.



Part 2

Your website

2 The first screen answers two questions: can you fix my roof, and how do I call?

The idea. Most people land on a roofer's site with a problem: a leak, a missing shingle, a storm last night. They want to know at a glance that you fix roofs in their town and how to reach you. Everything else can wait for the scroll.

The first screen needs your trade, your town, a real photo of your crew or your work, and a call button big enough for a thumb.

Example. A first screen that works on a phone:

> **Roof leaking? We fix roofs across your county.**
>
> **Free inspection, usually this week.**
>
> **(Big button: Call now) (Smaller button: Text us a photo)**

Note the "text us a photo" button. A homeowner standing in the yard after a storm can send you a picture of the damage in ten seconds. That's an easier first step than a phone call for a lot of people.

Do it in 24 hours

- [ ] Open your site on your own phone. Time how long it takes to find your phone number. More than three seconds is too long.
- [ ] Rewrite your top headline so it names roofing and your area.
- [ ] Swap any stock photo on the first screen for a real photo of your crew, truck or a finished roof.
- [ ] Add a "Text us a photo" button next to the call button.

3 Pass the storm-day phone test

The idea. Your website's biggest day is the day after hail. It's also the day it's hardest to load. Power may be out, so people browse on their phones, often on a weak or busy cell signal, sometimes standing in the driveway looking up. A site that's fine on office Wi-Fi can crawl that day.

Speed matters for everyone. Google's research found that 53% of mobile visits were abandoned when a page took longer than 3 seconds to load (Think with Google, thinkwithgoogle.com, 2016 data). For a roofer, the slow load lands on the exact day each visit is worth the most.

Roofing sites have their own weight problem: photo galleries. Before-and-after shots straight off a phone camera are often a few megabytes each. A homepage with a dozen of them is heavy even on a good signal.

The five-second check. Hand your phone to someone who's never seen your site. Give them five seconds, then take it back. Ask:

1. Does this company fix storm damage?
2. Are they local to me?
3. How would I reach them right now?

If they miss any one, a storm-day visitor will too.

Example. A made-up roofer's storm-day homepage:

> **Banner across the top: "Hail hit the north side Tuesday. We're booking free inspections this week. Text us a photo."**
>
> **Below it: one photo of their truck on a local street, the towns they serve, and two big buttons, Call and Text.**
>
> **Three photos on the homepage. The full before-and-after gallery lives on its own page.**

Do it in 24 hours

- [ ] Turn off Wi-Fi, go where your phone shows one or two bars, and load your site. Time it.
- [ ] Run the five-second check with someone outside the business.
- [ ] Test your homepage at pagespeed.web.dev. Its mobile test uses a slowed-down connection, which is closer to storm day than your office.
- [ ] Cut the homepage to three photos and move the rest to a gallery page. Ask whoever built your site to shrink every photo for phones.
- [ ] Write your storm banner now and ask your site builder how fast it can go live. The goal is minutes, not days.

4 Give every job you want its own page

The idea. "Roofing" is too broad for one page. People search for the job they need: roof repair, roof replacement, storm damage, hail damage inspection, gutters, metal roofs, flat roofs. A page for each tells Google and the homeowner that you do exactly that.

Each page needs a clear headline, a few real photos of that kind of job, what to expect, and a call button.

Example. A made-up roofer's menu:

> **Roof repair · Roof replacement · Storm and hail damage · Free inspections · Gutters · Areas we serve**

The "Storm and hail damage" page explains, in plain words, what happens from the first call to the finished roof, including how the insurance part usually works.

Do it in 24 hours

- [ ] List the three jobs that make you the most money.
- [ ] Check whether each one has its own page. Write down the missing ones.
- [ ] For each missing page, pick five job photos you'd use on it.
- [ ] Add an "Areas we serve" page that lists every town you work in.

5 Answer the questions before they ask

The idea. Every roofing customer has the same worries. How much? Will insurance pay? How long will it take? Will you leave nails in my driveway? Are you licensed and insured? Can I pay over time? A site that answers these plainly feels safer than one that hides them.

You don't have to post a price list. You can give a range and explain what moves the price.

Example. One answer, written the way a roofer would say it:

> **Will you leave a mess?**
> **We lay tarps over your plants and driveway before we start. At the end of each day we run a magnet sweeper over the yard to pick up nails. You can walk the yard with us before we leave.**

Do it in 24 hours

- [ ] Write down the six questions you hear most on estimates.
- [ ] Answer each in two or three short sentences, the way you'd say it in person.
- [ ] Add them to your site as a questions section, near the bottom of the homepage.
- [ ] Add your license number and proof of insurance where people can see them.

or we can do it for you

Free sample: A preview of your new site

Made before you pay anything. Websites start at $1 a month, with a 7-day full refund.

Websites: growthatlocal.com/services/websites



Part 3

Your Google Business Profile

6 Get the basics exactly right

The idea. When someone searches "roofer near me," the map results usually show before anything else. Your Google Business Profile is what decides if you're in that map. Small mistakes in the basics hold a lot of roofers back.

Google's rules are strict. Your business name must match your real name on signs and paperwork, with no extra keywords like "Best Roof Repair." If you work at customers' homes and don't have a shop customers visit, Google asks you to hide your address and set a service area instead (Google Business Profile Help, support.google.com).

Example. A made-up roofer lists their name as "(Your Name) Roofing | Roof Repair | Storm Damage." That's against Google's rules and puts the profile at risk. The fix: just "(Your Name) Roofing," primary category "Roofing contractor," with roof repair and storm damage added as services.

Do it in 24 hours

- [ ] Search your business name on Google and look at your profile the way a customer sees it.
- [ ] Make sure the name matches your sign and your paperwork exactly.
- [ ] Set your primary category to "Roofing contractor." Add secondary categories only for work you really do.
- [ ] Add every service you offer, each with a one-line description.
- [ ] Check your hours, phone number and website link.

7 Feed your profile real photos every week

The idea. A profile that hasn't changed in a year looks like a business that might be closed. New photos and posts show you're active, and they give a homeowner a look at your work before they call.

Roofing gives you great photos every day: tear-offs, new decking, finished ridges, clean yards, your truck on a street. Use them.

Example. A made-up roofer's weekly routine: every Friday, the crew lead uploads five photos from the week's jobs to the Google profile, plus one short update like "Finished a full replacement this week on the north side of town. Architectural shingles, new gutters, all cleaned up by 4pm."

Do it in 24 hours

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

8 Keep your profile safe from suspension

The idea. A suspended profile disappears from the map, and it can take weeks to get back. That's a disaster in storm season. Most suspensions come from mistakes you can avoid.

Common causes are keywords in the business name, a P.O. box or virtual office as an address, many quick edits at once, and a name that doesn't match your paperwork. Google doesn't accept P.O. boxes or remote mailboxes as addresses (Google Business Profile Help, support.google.com).

Example. A made-up roofer moves into a new shop and changes the address, hours, phone and name style all in one afternoon. The profile goes into review. The safer path: change the address first, wait for it to settle, then update the rest one at a time.

Do it in 24 hours

- [ ] Take screenshots of your profile today so you have a record if anything goes wrong.
- [ ] Remove any keywords from your business name.
- [ ] If your address is a P.O. box or virtual office, switch to a service area.
- [ ] Gather proof of your business: license, utility bill, photos of your sign and truck. Keep them in one folder in case Google asks.

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 4

Reviews

9 Ask for the review the moment the job is done

The idea. Reviews decide which roofer gets called. In BrightLocal's 2026 survey, 97% of consumers said they read reviews for local businesses, and 74% look for reviews from the last three months (BrightLocal Local Consumer Review Survey 2026, brightlocal.com). Old reviews fade. You need a steady flow.

The best time to ask is the day the last shingle goes on and the yard is clean. The homeowner is relieved and happy. A week later, they've moved on.

Example. A text sent from the job site, right after the final walk-through:

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

Do it in 24 hours

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

10 Answer every review, especially the bad one

The idea. Your replies are read by the next customer, not just the reviewer. In the same 2026 survey, 89% of consumers said they expect business owners to respond to reviews, and 42% said they're unlikely to use a business that ignores its reviews (BrightLocal 2026, brightlocal.com).

For a bad review: thank them, own what's fair, say what you'll do, and take it offline. Don't argue in public, even if they're wrong.

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

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

Do it in 24 hours

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

11 Aim for a steady pace, not a big push

The idea. A burst of 30 reviews in one week, then nothing, looks odd and fades fast. A few every month looks like a busy, real company. Ratings matter too. In 2026, 31% of consumers said they only use businesses with 4.5 stars or more, up from 17% the year before (BrightLocal 2026, brightlocal.com).

GTL estimate: aim for at least two new reviews every month. Our reasoning: most shoppers look for reviews from the last three months, so you want several fresh ones in any three-month window, even in your slow season.

Example (sample numbers). A made-up roofer finishes about eight jobs a month. If they ask every customer and half say yes, that's four new reviews a month without any extra work.

Do it in 24 hours

- [ ] Count your reviews from the last 90 days.
- [ ] Count jobs finished in the same 90 days. Your goal is a review from at least a third of them.
- [ ] Look up the top three roofers in your map results and write down their review counts.
- [ ] Ask the customers from your last five repairs, too. Small jobs count.

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 5

Social media posts

12 Your job photos are your content

The idea. You don't need clever posts. Homeowners like seeing the work: the old roof, the tear-off, the new one, the clean yard. Before-and-after photos do most of the job for you.

Get the crew in the habit of taking the same shots on every job, so you always have something to post.

Example. A made-up roofer's shot list, taped inside the truck:

1. **Wide shot of the house before we start**
2. **Close-up of the worst damage**
3. **Bare decking after tear-off**
4. **New underlayment going down**
5. **Finished roof, same angle as shot 1**
6. **The clean driveway at the end**

Do it in 24 hours

- [ ] Copy that shot list and tape it in every truck.
- [ ] Tell the crew lead it's part of the job, like the cleanup.
- [ ] Make a shared photo album on your phone for job photos.
- [ ] Post one before-and-after from a recent job today.

13 Turn every roof into a post series that feeds the street

The idea. Every roof is a five-day story, and the best part is the part homeowners never see: soft decking being replaced, ice and water shield in the valleys, flashing done right. Showing it proves you don't cut corners, which is the thing roofing customers worry about most.

Post each job as a short series, name the neighborhood, and line it up with your yard sign and a postcard. The same street then sees you three ways in one week.

Example. A made-up roofer's series for one job, using the shots from section 12:

> **Monday: "Starting a full replacement in (neighborhood) today. Here's the before."**
>
> **Tuesday: "Tear-off done. See this soft decking by the chimney? We're replacing every bad sheet."**
>
> **Wednesday: "Ice and water shield in the valleys, underlayment everywhere else."**
>
> **Thursday: "Finished. Same angle as Monday."**
>
> **Friday: "Yard swept and magnet run twice. On to the next one."**

That week, the yard sign is up on the job and postcards go to the homes around it.

Storm weeks are different. Drop the series and post what people need that day: "We're booking inspections, text us a photo." "Take photos of damage from the ground, and don't climb up." "Here's how to tell a real local roofer from a storm chaser." Pin the first one to the top of your page.

Do it in 24 hours

- [ ] Post today's photo from the job you're on as part one of its series.
- [ ] Ask the homeowner if you can name the neighborhood. Never show the house number or a street sign.
- [ ] Share the series in your town's Facebook group or on Nextdoor, not only on your own page.
- [ ] Line up the yard sign and a postcard to the same streets for the same week (sections 22 and 23).
- [ ] Write your three storm-week posts now and save them on your phone.

or we can do it for you

Free sample: Two weeks of posts, ready to go

Social media posts is $200 a month, with a 7-day full refund.

Social media posts: growthatlocal.com/services/social-media



Part 6

Email newsletter and referrals

14 Your past customers are your cheapest calls

The idea. Someone you put a roof on won't need another one for years. But they have neighbors, friends, a gutter that clogs and a storm coming next spring. If you stay in touch, you're the roofer they think of first.

Email is cheap to send. Litmus's survey of marketers found an average return of $36 for every $1 spent on email (Litmus, litmus.com). That's a self-reported average across many industries, so treat it as a sign that email is worth doing, not a promise for your company.

Example. A made-up roofer sends four emails a year, one each season. Each has one useful tip, one recent job photo, and one line at the bottom: "Know someone with a roof problem? Send them our way."

Do it in 24 hours

- [ ] Export every past customer's email from your invoices or job software.
- [ ] Put them in one list in a simple email tool.
- [ ] Only email people who've worked with you or asked to hear from you, and include an unsubscribe link.
- [ ] Write a short "Hi from your roofer" email for this season and send it.

15 Send something useful each season

The idea. A newsletter that only sells gets deleted. One that helps people take care of their home gets opened. Match each email to what's happening to roofs that time of year.

Example. A made-up roofer's year of emails:

> **Spring:**
> **"Storm season is coming. Here's a 5-minute check you can do from the ground."**
>
> **Summer:**
> **"After a hail storm, here's what to look for, and when to call."**
>
> **Fall:**
> **"Clean gutters before the leaves pile up. Here's why it protects your roof."**
>
> **Winter:**
> **"Ice dams and attic leaks: the signs to watch for."**

Do it in 24 hours

- [ ] Pick your four seasonal topics and write them in your calendar.
- [ ] Write the next one now, under 150 words.
- [ ] Add one photo of a real job from that season.
- [ ] End each email with a single ask: reply, call or forward to a neighbor.

16 Build three referral partners who send you jobs

The idea. Some people hear about roof problems before you do. Real estate agents need roofs checked before a sale. Home inspectors flag old roofs every week. Insurance agents field storm calls. One good partner can send you jobs all year.

Example. A made-up roofer stops by three local real estate offices with a one-page sheet: "Need a roof checked before closing? We'll inspect within two business days and send a photo report you can share with the buyer." Agents keep it because it solves their problem.

Do it in 24 hours

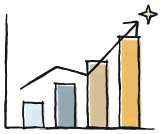
- [ ] Write down five agents, inspectors or insurance agents you already know.
- [ ] Call or text two of them and ask what they need from a roofer.
- [ ] Make a simple one-page sheet: what you inspect, how fast, and how to reach you.
- [ ] Thank anyone who has already referred you, in writing.

or we can do it for you

Free sample: Your first newsletter, written

Email newsletter is $50 a month, with a 7-day full refund.

Email newsletter: growthatlocal.com/services/email-newsletter



Part 7

SEO: showing up on Google

17 Name the searches you want to win

The idea. You can't rank for everything. Pick the searches that bring the jobs you want, in the towns you want. For most roofers that's a short list: roof repair, roof replacement, roofer, roofing contractor, storm or hail damage, roof inspection, each with a town name or "near me."

Then check where you show up for each one today, from a phone, in that town.

Example. A made-up roofer's target list:

> **roof repair (town) · roof replacement (town) · roofer near me · hail damage roof inspection · metal roofing (town) · emergency roof tarp**

They search each one on their phone while parked in that town and write down whether they show in the map, in the regular results, or not at all.

Do it in 24 hours

- [ ] Write your list of eight to ten searches.
- [ ] Search each one on your phone from inside your main town. Write down where you appear.
- [ ] Note which competitors show up most often.
- [ ] Make sure each search has a matching page on your site (see section 4).

18 Fix the five listings homeowners check before they let you on the roof

The idea. Before someone lets a roofer on their house, they check you out, and not only on Google. They look up your license, the Better Business Bureau, Nextdoor, and sites like Angi or Yelp. If you're certified by a shingle maker, they may find you through its contractor search, like GAF's (gaf.com). ChatGPT and Google's answer boxes also draw on public listings like these when someone asks for "a good roofer near me."

A wrong phone number on any of them is a lost call. Names that don't match also make it harder for Google to be sure the listings are all you.

Example. A made-up roofer does a 30-minute listing sweep. Their BBB page still has an old phone number. Their state license is under a slightly different name than their Google profile. Their shingle maker's listing links to a dead website. That's three places a homeowner would have hit a dead end, fixed in one sitting.

Do it in 24 hours: the 30-minute listing sweep

- [ ] Write your exact business name, phone number and website on one line. That's your master copy.
- [ ] Check these five against it: your Google profile, your state or city license lookup (if your area licenses roofers), BBB, Nextdoor, and Angi or Yelp. Fix every mismatch you can log into today.
- [ ] If you're certified with a shingle maker, find yourself in its contractor search and fix that listing too.
- [ ] Search your old phone number in quotes on Google to catch listings you forgot about.
- [ ] Ask ChatGPT "Who's a good roofer in (your town)?" Note who it names and which sites it mentions. Those are the next listings to fix.

or we can do it for you

Free sample: A ranking check and 10 fixes

SEO is $400 a month, with a 7-day full refund.

SEO: growthatlocal.com/services/seo



Part 8

Win-back texts and fast follow-up

19 Answer in minutes, and text back every missed call

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

GTL estimate: aim to reply within five minutes during work hours. Our reasoning: a homeowner with a leak often calls two or three roofers in a row, and the first real reply usually books the inspection.

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

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

Do it in 24 hours

- [ ] Turn on a missed-call text-back on your business line (most phone systems and apps offer it).
- [ ] Record a short voicemail greeting that asks callers to text a photo.
- [ ] Decide who in your office or crew checks messages, and how often.
- [ ] Look at last week's missed calls and call every one back today.

20 Follow up on every quote that went quiet

The idea. Most roofers send a quote and wait. But a lot of "no answer" means "not yet." The homeowner is waiting on insurance, comparing prices, or just busy. A polite follow-up brings many of them back.

GTL estimate: three follow-ups over a month is a good default. Our reasoning: big purchases take time, and one message is easy to miss, while more than three starts to feel pushy.

Example. A made-up roofer's follow-up texts:

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

Do it in 24 hours

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

21 Use roof age as your calendar for old customers

The idea. You know the age of every roof you've touched. That's a calendar of future work. Asphalt shingles are expected to last about 20 years for three-tab and about 30 for architectural, according to InterNACHI's life-expectancy chart (InterNACHI, nachi.org). Weather and installation change that a lot, but it gives you a clear reason to check in.

Customers you repaired five years ago, homes where you inspected an old roof, and customers due for a gutter cleaning are all worth a text.

Example. A text to a customer whose roof you repaired a few years back:

> **Hi, it's your roofer. We patched your roof a few years ago and wanted to check in before storm season. Want us to take a free look while we're in your area next week?**

Do it in 24 hours

- [ ] Sort your old jobs by year.
- [ ] Pick the 25 customers whose roofs you repaired or inspected three or more years ago.
- [ ] Make sure you have their permission to text. Federal rules require consent for marketing texts, and you must stop when someone replies STOP (FCC, fcc.gov). If unsure, ask a lawyer.
- [ ] Send the check-in text above to those who've agreed to hear from you.

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 9

On the street: postcards, yard signs and door knocking

22 Mail the streets around every job you finish

The idea. When neighbors see your crew on one roof, they start thinking about their own. A postcard to the homes around a finished job turns that attention into calls. These homes are often about the same age and took the same storms.

GTL estimate: expect only a few calls per thousand cards from a single mailing. Our reasoning: a roof is a rare purchase, so only the handful of homes with a problem that month will act. Mailing the same streets more than once, and right after a storm, does better than one-off blasts.

Example. A made-up roofer's postcard front:

> **We just put a new roof on a home on your street.**
>
> **If the last storm hit yours too, we'll take a free look.**
>
> **(Photo of the finished job) (Phone number, large)**

Do it in 24 hours

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

23 Make your yard sign and truck do the talking

The idea. Your crew spends days on one street. A yard sign and a clean truck with a readable phone number are advertising every neighbor sees. Most roofers already have them but make them hard to read.

A good sign has your name, "Roofing," a phone number big enough to read from a moving car, and nothing else.

Example. A made-up roofer's yard sign:

> **NEW ROOF BY (Your Name) ROOFING**
>
> **(phone number, as big as the name)**

They ask the homeowner if the sign can stay up for two weeks after the job, and they come back to collect it.

Do it in 24 hours

- [ ] Stand across the street from your truck and sign. Can you read the phone number?
- [ ] Ask every current customer if you can place a sign during and after the job.
- [ ] Check your town's and the HOA's rules on yard signs.
- [ ] Add a short web address or QR code that goes to your "free inspection" page.

24 Knock doors without looking like a storm chaser

The idea. After a storm, homeowners are wary of strangers at the door. The FTC warns that unlicensed contractors and scammers often show up after bad weather (FTC, consumer.ftc.gov). If you knock doors, you have to look like the opposite of that.

Wear a company shirt, park your marked truck where they can see it, carry a printed card with your license number, and never pressure anyone to sign on the spot. Federal law also gives buyers three business days to cancel many sales of $25 or more made at their home (FTC Cooling-Off Rule, ftc.gov), so be upfront about it.

Example. A made-up roofer's door script:

> **Hi, I'm with (Your Name) Roofing. We're working on a roof down the street after last week's hail. We're offering free inspections to neighbors. Here's my card with our license number. Want me to come back at a time that suits you?**

Do it in 24 hours

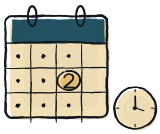
- [ ] Check whether your town requires a permit to go door to door.
- [ ] Print a leave-behind card with your license number, photo of your truck and your phone number.
- [ ] Train your crew on the script above, and on taking no for an answer.
- [ ] Write down your cancellation policy and put it in every contract.

or we can do it for you

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

Neighborhood postcard is $400 a month, with a 7-day full refund.

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



Part 10

The roofing moments: storms, claims, inspections, financing and seasons

25 Get ready before storm season, not after

The idea. Storms are the biggest source of roofing work, and they're getting more costly. 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. Hail can make up as much as 80% of those claims in a given year, 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).

The roofers who win storm work set up before the storm: pages, photos, scripts and a plan.

Example. A made-up roofer's storm kit, ready by March:

> **A storm damage page on the site · A postcard design ready to print · A "we're in your area" text · Tarps and crew schedule planned · A list of past customers by neighborhood**

Do it in 24 hours

- [ ] Make sure your site has a storm and hail damage page (section 4).
- [ ] Write your "we're in your area after the storm" text and save it.
- [ ] Sort your past customers by neighborhood so you can reach the right ones fast.
- [ ] Bookmark the National Weather Service Storm Prediction Center's daily storm reports (spc.noaa.gov) to see where hail hit.

26 The first 72 hours after a hail storm

The idea. After a storm, calls come in fast and then fade. GTL estimate: most of the storm calls you'll get come in the first two weeks. Our reasoning: news coverage, neighbors talking and door knockers are all at their peak right after the storm, and homeowners act while the damage is on their mind.

Your job in those first days: be reachable, be fast and be the calm, honest one.

Example. A made-up roofer's first 72 hours:

> **Day 1:**
> **Post on Google and Facebook: "Hail hit the east side last night. We're booking free inspections. Text us a photo." Text past customers in the hit area.**
>
> **Day 2:**
> **Mail postcards to the hardest-hit streets. Put up yard signs on every job.**
>
> **Day 3:**
> **Follow up every inspection with a photo report, the same day.**

Do it in 24 hours (after your next storm)

- [ ] Post one update on Google and Facebook saying you're booking inspections.
- [ ] Text past customers in the hit area, if they've agreed to texts.
- [ ] Extend your phone hours for the week, or turn on missed-call text-back (section 19).
- [ ] Book inspections in tight route clusters so you can see more roofs a day.

27 Be the roofer who explains insurance in plain words

The idea. Insurance confuses most homeowners. A roofer who explains the steps clearly, and stays honest, earns trust fast. Be careful about what you promise. Some states make it illegal for roofers to offer to waive or pay a customer's deductible, including Texas (Texas Department of Insurance, tdi.texas.gov) and Colorado (C.R.S. 6-22-105, colorado.public.law). Rules vary by state, so check yours.

Never promise that insurance will pay. Explain the steps and let the adjuster decide.

Example. A made-up roofer's plain-words claim guide, given to every storm customer:

> **1. We inspect your roof and take photos.**
> **2. If we find storm damage, you call your insurance company to open a claim.**
> **3. An adjuster comes out. We can be there to show them what we found.**
> **4. The insurer decides what they'll cover. You pay your deductible.**
> **5. We do the work and send you a final photo report.**

Do it in 24 hours

- [ ] Write your own five-step claim guide in plain words.
- [ ] Put it on your storm damage page and print copies for the truck.
- [ ] Check your state's rules on deductibles and on talking to insurers for customers.
- [ ] Remove any wording from your site or ads that promises insurance will pay.

28 Turn free inspections into a reason to trust you

The idea. "Free inspection" is on every roofer's site, and homeowners know it can be a sales pitch. Make yours different by giving something useful every time: a photo report of what you found, good and bad, whether they hire you or not.

Example. A made-up roofer's inspection report, sent by text the same day:

> **12 photos of the roof, each with one plain line ("Lifted shingles on the north side," "Flashing around chimney is in good shape"), a short summary, and what they'd do first if it were their house.**

The homeowner can share it with their family, their insurer or a second roofer. Being that open is what makes them believe you.

Do it in 24 hours

- [ ] Make a simple inspection report template on your phone: photos plus one line each.
- [ ] Send one to the next homeowner you inspect, the same day.
- [ ] Add a sample report (with no customer details) to your website.
- [ ] Follow up two days later with one question: "Any questions about the report?"

29 Say "payment options" out loud

The idea. A new roof is a big bill that usually comes without warning. Two numbers show why payment options matter. An asphalt shingle replacement averaged about $31,871 in 2025 (JLC Cost vs Value, jlconline.com). And in the Federal Reserve's 2025 household survey, only 63% of adults said they'd cover a surprise $400 expense with cash or its equivalent (Federal Reserve, federalreserve.gov). If more than a third of adults would struggle with $400 in cash, a five-figure roof is out of reach for many callers without a plan.

Most won't ask. They say "not right now" and wait until the leak gets worse. If you offer financing, say so early, on the site, on the estimate and at the kitchen table.

Mind the ad rules. Under federal lending rules, an ad that names a monthly payment or a number of payments must also show the APR, the down payment and the repayment terms (CFPB, Regulation Z 1026.24, consumerfinance.gov). "Ask about payment options" is the safe line unless your lender gives you

approved wording.

Example. One line on a made-up roofer's estimate:

> **Prefer to pay over time? Ask us about monthly payment options.**

Do it in 24 hours

- [ ] If you offer financing, add one line about it to your homepage, your storm page and every estimate.
- [ ] If you don't, ask your supplier or bank which financing programs they work with.
- [ ] Ask your lender for approved ad wording before you show any payment amount.
- [ ] Train whoever does estimates to mention it at every kitchen-table talk.
- [ ] Note how many of your lost quotes mention money as the reason.

30 Plan your year around your busy and slow seasons

The idea. Roofing has a rhythm. Storm months bring a rush. Winter is slow in most places. Plan your marketing so the slow months stay full, and the busy months don't swamp you.

Hail timing depends on where you are. In the Midwest, June, July and August are the peak months for hail (USDA Midwest Climate Hub hail factsheet, 2024, cropwatch.unl.edu). Other regions peak earlier or later, and the Storm Prediction Center's history for your area will show you.

Example. A made-up roofer's year:

> **Jan to Feb:**
> **Email past customers, book spring inspections, fix the website.**
>
> **Mar to Apr:**
> **Storm kit ready. Postcards to older neighborhoods.**
>
> **May to Aug:**
> **Storm response. Reviews from every job.**
>
> **Sep to Oct:**
> **Gutters and "before winter" checks. Quote follow-ups.**
>
> **Nov to Dec:**
> **Ice dam and leak repairs. Referral partner thank-yous.**

Do it in 24 hours

- [ ] Look at your last two years of invoices by month. Mark your three slowest months.
- [ ] Pick one marketing action to start six weeks before each slow month.
- [ ] Add your storm kit deadline to your calendar.
- [ ] Share the plan with your office or crew so everyone knows what's coming.

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



Part 11

Tracking and your report card

31 Count calls and jobs, not likes, and check yourself against the top 3

The idea. You can't fix what you don't measure. Most roofers know how many jobs they sold, but not where the calls came from. Track a few numbers every week, and once a month see how you stack up against the roofers who show up above you.

Be exact with words. A tap on your call button isn't a call, and a call isn't a customer. Keep them separate so the numbers mean something.

Example (sample numbers). A made-up roofer's weekly sheet:

> **Calls answered: 18 · Inspections booked: 7 · Jobs sold: 2 · Where they came from: Google 9, referral 4, postcard 2, yard sign 1, other 2**

And once a month: their review count, their star score, and their spot in the map for "roofer near me," next to the top three roofers in town.

Do it in 24 hours

- [ ] Make a simple weekly sheet with the five lines above.
- [ ] Ask every new caller, "How did you hear about us?" and write it down.
- [ ] Check the Performance section of your Google profile for calls and website clicks.
- [ ] Write down the review count and star score of the top three roofers in your map results, so you have a starting point.

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



Your first 24 hours, in one list

If you only do eight things this week, do these:

- [ ] Find your phone number on your site, on your own phone, in under three seconds (section 2).
- [ ] Fix your Google business name and category (section 6).
- [ ] Upload ten job photos to your Google profile (section 7).
- [ ] Text a review request to every customer from the last 30 days (section 9).
- [ ] Reply to every unanswered review (section 10).
- [ ] Turn on missed-call text-back (section 19).
- [ ] Follow up every quiet quote from the last 90 days (section 20).
- [ ] Start your weekly numbers sheet (section 31).



If you'd rather hand it off

Every part of this playbook is something Grow That Local does for roofers. Each one starts with a free sample, so you see the work before you pay.

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.

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. JLC (Journal of Light Construction) Cost vs Value Report 2025: asphalt shingle roof replacement, national average job cost $31,871, about 67.5% of cost recouped at resale. jlconline.com (sections 1, 29)
2. Think with Google: 53% of mobile visits abandoned when a page takes longer than 3 seconds to load (2016 data). thinkwithgoogle.com (section 3)
3. BrightLocal Local Consumer Review Survey 2026 (1,002 US adults, published Feb 2026): 97% read reviews for local businesses. brightlocal.com (section 9)
4. Same survey: 74% look for reviews from the last three months. (section 9) (brightlocal.com)
5. Same survey: 89% expect owners to respond to reviews. (section 10) (brightlocal.com)
6. Same survey: 42% unlikely to use a business that ignores its reviews. (section 10) (brightlocal.com)
7. Same survey: 31% only use businesses with 4.5 stars or more, up from 17% in 2025. (section 11) (brightlocal.com)
8. Litmus: average $36 return for every $1 spent on email (self-reported marketer survey). litmus.com (section 14)
9. 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 19)
10. Same study: 23% of companies never responded to the lead. (section 19) (hbr.org)
11. InterNACHI Standard Estimated Life Expectancy Chart: three-tab asphalt shingles 20 years, architectural 30 years. nachi.org (section 21)
12. FTC Cooling-Off Rule: three business days to cancel many sales of $25 or more made at the buyer's home. ftc.gov (section 24)
13. 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 25)
14. Same source: hail can be as much as 80% of severe convective storm claims in a year. (section 25) (insurancebusinessmag.com)
15. Same source: roof damage is an estimated 70% to 90% of insured residential catastrophe losses. (section 25) (insurancebusinessmag.com)
16. USDA Midwest Climate Hub hail factsheet (2024): June, July and August are the Midwest's peak hail months. cropwatch.unl.edu (section 30)
17. Federal Reserve, Economic Well-Being of U.S. Households in 2025 (published 2026): 63% of adults would cover a $400 emergency expense with cash or its equivalent. federalreserve.gov (section 29)

Rules and guidance cited (not statistics):

- Google Business Profile guidelines (business name, service-area address, no P.O. boxes): support.google.com (sections 6, 8)
- FTC, home repair scams after storms: consumer.ftc.gov (section 24)
- FCC, unwanted robocalls and texts, consent and STOP: fcc.gov (section 21)
- Texas Department of Insurance, deductible waivers illegal: tdi.texas.gov (section 27)
- Colorado Revised Statutes 6-22-105, deductible waivers: colorado.public.law (section 27)

- CFPB, Regulation Z 1026.24, what credit ads must disclose: consumerfinance.gov (section 29)
- GAF contractor search, an example of a shingle maker's directory: gaf.com (section 18)

GTL estimates

These are our own judgment, not measured facts:

1. Aim for at least two new reviews a month (section 11). Reasoning: most shoppers look at the last three months, so you need several fresh ones in any three-month window.
2. Reply to new leads within five minutes in work hours (section 19). Reasoning: homeowners with a leak often call two or three roofers in a row, and the first real reply usually books the inspection.
3. Three follow-ups over a month on quiet quotes (section 20). Reasoning: one message is easy to miss, more than three starts to feel pushy.
4. A single postcard mailing brings only a few calls per thousand cards (section 22). 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 26). Reasoning: news, neighbors and door knockers peak right after a storm.

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