Grow That Local

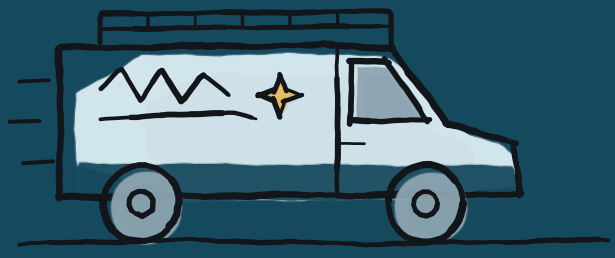
a free guide

The roofer storm and season playbook

What to post, text and mail before storm season, the morning after hail, and through the slow months.

For roofing business owners planning their busy and slow months.

- 10 short sections in 5 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

Roofing work follows the weather. A hail storm can fill your calendar in a night, and a quiet winter can empty it. This guide is a plan for both: what to do six weeks before storm season, during the rush, in the first day after hail or a windstorm, and in the slow months.

Every section covers one moment. It tells you what homeowners search for and worry about right then, gives you a post, a text and a postcard to copy, and ends with a checklist you can finish in 24 hours.

Three 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, roofs or results.
- Texts go only to customers who've agreed to hear from you by text. Say who it's from, and stop the moment someone replies STOP or asks you to. The FCC says consent is needed for automated texts to cell phones and can be taken back at any time, in any reasonable way (FCC, fcc.gov).

The search phrases in each section are examples of how homeowners word things. To see when your own area searches for roofers, look up "roof repair" for your state in Google Trends (trends.google.com). It shows interest on a 0 to 100 scale, compared with all searches in that place and time, not a count of searches (Google Trends Help, support.google.com).



Part 1

Six weeks before storm season

1 Find your storm months before you plan anything

The moment. Late winter, before your area's first usual hail month. You can't plan six weeks ahead until you know when "ahead" is.

Hail season depends on where you work. In the Midwest, June, July and August are the peak months (USDA Midwest Climate Hub hail factsheet, 2024, cropwatch.unl.edu). Other regions peak earlier or later. The National Weather Service's Storm Prediction Center keeps hail and wind records back to 1955, with maps and yearly reports you can download for free (NOAA Storm Prediction Center, spc.noaa.gov). Your own invoices are the other half of the picture: the months your phone rang hardest.

What homeowners search and worry about. Very little about storms yet. In late winter they're thinking about the leak they ignored in fall. Your past customers and older roofs are the people to reach now, before the storm searches start.

Example: what to post (made up).

> **Storm season usually starts here in May. If your roof made it through winter with a drip or a missing shingle, now's the calm time to get it checked, before every roofer in town is booked.**

Example: what to text (made up).

> **Hi [first name], it's [your name] at [business]. Your roof is [age] years old this spring. Want a free check before storm season? Reply YES and I'll send times. Reply STOP to opt out.**

Example: what to mail (made up). A postcard to streets with roofs 15 or more years old: "Storm season starts in [month]. Book a free roof check now and get a photo report the same day."

Do it in 24 hours

- [ ] Open the Storm Prediction Center's climatology page (spc.noaa.gov/wcm) and note your state's busiest hail months.
- [ ] Pull your last two years of invoices by month and mark your three busiest storm months.
- [ ] Count back six weeks from the first one. Put "storm kit ready" on that date in your calendar.
- [ ] Look up "roof repair" for your state in Google Trends and see if the busy months match yours.

2 Build your storm kit while it's quiet

The moment. Six weeks before your first storm month. Everything you'll need on the morning after hail should already exist, because that morning you won't have time to write it.

Storms are the biggest source of roofing work. Severe 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 is an estimated 70% to 90% of insured home losses from these events (Insurance Information Institute, as reported by Insurance Business (insurancebusinessmag.com), 2026).

What homeowners will search for later. "Hail damage roof," "roof leak repair near me," "roofer near me open today," "does insurance cover hail damage." Your storm page should answer each of those in plain words before the storm comes.

Example: the kit (made up).

> A storm damage page on the site, with your license number and a sample photo report · A "we're in your area" text, saved · A postcard design ready to print · Your past customers sorted by neighborhood · Tarps, ladders and a crew plan for a long week

Example: what to post (made up).

> We've set aside inspection slots for storm season. If hail hits our area, text us a photo of your roof or gutters and we'll tell you if it's worth a closer look.

Do it in 24 hours

- [ ] Check that your site has a storm and hail page with your license number on it. If not, write one tonight.
- [ ] Write your "we're in your area after the storm" text and save it on your phone.
- [ ] Sort your past customers by neighborhood or ZIP code in a simple spreadsheet.
- [ ] Ask your printer how fast they can turn around a postcard run, and save the design with them now.

or we can do it for you

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

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

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



Part 2

During storm season

3 Severe weather in the forecast: the day before

The moment. The forecast shows a chance of severe storms tomorrow. The Storm Prediction Center posts daily outlooks of where severe weather is likely, and your local NWS office will name your area (NOAA Storm Prediction Center, spc.noaa.gov).

What homeowners search and worry about. "Severe storm tonight," "how to protect my car from hail," "is my roof ready for a storm." They're not shopping for a roofer yet. They're worried about the next 24 hours.

Example: what to post (made up).

> **Storms likely tomorrow evening. Two things to do tonight: clear your gutters if you can reach them safely from the ground, and take a few photos of your roof from the yard. If anything changes after the storm, the before photos help you and your insurer.**

That post gives them something useful, and it plants the photo idea, which leads straight to you after the storm.

Example: what to text (made up), to past customers only.

> **[business] here. Storms are in tomorrow's forecast. If anything looks off on your roof afterward, text us a photo and we'll take a look. Reply STOP to opt out.**

Do it in 24 hours

- [ ] Post the "before photos" tip on Google and Facebook the day before forecast storms.
- [ ] Check that missed-call text-back is on and your voicemail says when you'll call back.
- [ ] Tell your crew the next two days may change. Keep one person free for calls.
- [ ] Bookmark the Storm Prediction Center's daily storm reports so you can see where hail landed.

4 When the rush is on: answer first, inspect in clusters

The moment. Storm season is here and the phone is busy. The roofer who answers first usually books the inspection.

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 (HBR, 2011, hbr.org). It's older and wasn't about roofing, but the lesson fits a homeowner with water on the ceiling.

What homeowners search and worry about. "Roofer near me," "emergency roof tarp," "how long does a roof inspection take." The worry is time: will anyone come this week?

Example: what to text (made up), sent when you miss a call.

> **Sorry we missed you, we're probably up on a roof. Is water coming in right now? Reply with a photo and your address and we'll get back to you within the hour.**

Example: what to post (made up).

> **Booking inspections this week on the north side and around [town]. Text a photo of your roof or ceiling and we'll tell you how soon we can get there.**

Do it in 24 hours

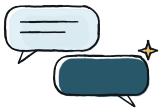
- [ ] Turn on missed-call text-back if it isn't already on.
- [ ] Book inspections in tight clusters by neighborhood so each crew sees more roofs a day.
- [ ] Ask every finished customer for a review that day. Storm season is when shoppers read them most.
- [ ] Put a yard sign up on every job, with the homeowner's OK.

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

After hail or a windstorm

5 The first 24 hours after hail

The moment. Hail hit last night. By morning, homeowners are walking their yards, looking at dented gutters and car hoods, and asking neighbors who to call.

What homeowners search and worry about. "Hail damage roof," "how do I know if my roof has hail damage," "roof inspection near me," "storm damage roofer." The worries come in a set: Is my roof damaged? Will insurance cover it? Who can I trust? The fastest way to answer all three is a calm, specific post and a free inspection with photos.

Check where the hail fell before you say anything. The Storm Prediction Center posts preliminary storm reports each day, and the NWS counts hail as severe at 1 inch and up (NOAA Storm Prediction Center, spc.noaa.gov). Name the area. Don't claim damage you haven't seen.

Example: what to post (made up).

> **Hail came through the east side of [town] last night. Not every roof that got hail has damage. If you'd like to know for sure, we're booking free inspections this week. You'll get photos of what we find, good or bad, the same day.**

Example: what to text (made up), to past customers in the hit area.

> **Hi [first name], it's [your name] at [business]. Hail hit your part of town last night. Want us to check the roof we put on? It's free, and we'll text you photos. Reply STOP to opt out.**

Example: what to mail (made up). Within three days, a postcard to the hardest-hit streets: "Hail on [street area] last week? Free roof check with a same-day photo report. Licensed in [state], license [number]. Local since [year]." Use only facts that are true for you.

Do it in 24 hours (after the storm)

- [ ] Check the Storm Prediction Center's reports for where hail actually fell.
- [ ] Post one calm update on Google and Facebook naming the area and offering inspections.
- [ ] Text past customers in that area, if they've agreed to texts.
- [ ] Extend your phone hours for the week, or have someone cover texts.
- [ ] Order a postcard run to the hardest-hit streets.

6 The honest way to work after a storm

The moment. Out-of-town crews are knocking on doors in the neighborhoods you've worked for years. Homeowners have heard the stories, and they're wary of everyone, you included.

The FTC warns that "unlicensed contractors and scammers often appear in recovery zones" after bad weather. It tells homeowners to be skeptical of anyone promising immediate repairs, to walk away from anyone who wants cash up front, and to treat a contractor who won't show a license, insurance or a written contract as a red flag (FTC, consumer.ftc.gov). Your job is to be the opposite of every item on that list, and to say so.

The rules to know, in general terms.

- Licensing and permits. Many states and towns license or register roofing contractors, and many towns require a permit to sell door to door. Check your state's contractor board and your city or county clerk before you knock.
- The three-day right to cancel. Under the FTC's Cooling-Off Rule, buyers can cancel many sales made at their home within three business days, and the seller must tell them so (FTC Cooling-Off Rule, ftc.gov). Put it in writing in every contract.
- Deductibles. Some states make it illegal to offer to pay, waive or rebate a homeowner's insurance deductible, including Texas (Texas Department of Insurance, tdi.texas.gov) and Colorado (C.R.S. 6-22-105, colorado.public.law).
- Claims. Some states don't let a roofer act as the homeowner's public adjuster, or advertise that they will. Texas spells this out (Texas Department of Insurance, tdi.texas.gov). You can show the adjuster what you found. Don't promise to "get you every dime" or speak for the homeowner on coverage.

Example: what to say at the door (made up).

> **Hi, I'm [your name] with [business]. We're replacing a roof down the street after last week's hail. Here's my card with our license number. We're offering free inspections to neighbors, with photos either way. Want me to come back at a time that suits you?**

Example: what to post (made up).

> **After a storm, here's how to check any roofer, including us: ask for a license number and proof of insurance, get a written contract, and don't pay in full up front. We'll show you all three before we touch your roof.**

Do it in 24 hours

- [ ] Check your state's licensing rules and your town's door-to-door permit rules, and write down what you need.
- [ ] Print leave-behind cards with your license number, your phone number and a photo of your marked truck.
- [ ] Add the three-day cancellation notice to your contract, if it isn't there already.
- [ ] Remove any wording from your site, ads or scripts that offers to cover a deductible or promises insurance will pay.

7 Weeks 2 to 6 after the storm: claims, adjusters and follow-ups

The moment. The first wave of calls has passed. Now homeowners are waiting on adjusters, comparing quotes and getting stuck in paperwork. This is where honest roofers win the jobs that took longer to decide.

GTL estimate: most storm calls come in the first two weeks, and most storm jobs are signed in the four weeks after that. Our reasoning: news, neighbors and door knockers peak right after the storm, then the claim process sets the pace.

What homeowners search and worry about. "How long does a hail claim take," "what does a roof adjuster look for," "insurance denied roof claim." They worry they'll be pushed, or that they'll miss something.

Example: what to text (made up), to inspections that haven't signed.

> **Day 7:**
> **"Hi [first name], has your adjuster been out yet? Happy to meet them at the house and show them our photos."**
>
> **Day 21:**
> **"Checking in on your roof claim. Any questions about the report or the insurer's letter? No pressure, just here if you need us."**

Example: what to mail (made up). A second postcard to the same streets, three to four weeks after the storm: "Still waiting on your roof claim? We'll explain the steps in plain words. Free, no pressure."

Do it in 24 hours

- [ ] List every inspection from the storm that hasn't signed, with the date you saw the roof.
- [ ] Send the day-7 text to each one who's agreed to texts.
- [ ] Write a five-step "how a roof claim works" sheet in plain words and put it on your storm page.
- [ ] Book the second postcard run for three weeks after the storm.

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 4

The slow months

8 Fall: the before-winter check

The moment. September and October. Storm season is fading, and homeowners are starting to think about leaves, gutters and the winter ahead.

What homeowners search and worry about. "Gutter cleaning," "roof inspection before winter," "small roof leak repair." The worry is the drip they noticed in a summer storm and put off.

Example: what to post (made up).

> **Before the leaves come down: a full gutter clean and a roof check, with photos of anything that needs fixing before winter. Booking October now.**

Example: what to text (made up), to customers with roofs over 15 years old.

> **Hi [first name], it's [your name] at [business]. We're doing before-winter roof checks in your area next week. Want us to add you? Reply YES for times, STOP to opt out.**

Example: what to mail (made up). A postcard to older neighborhoods: "Fix the small leak in October, not the big one in January."

Do it in 24 hours

- [ ] Pick two weeks in October for before-winter checks and block them in your calendar.
- [ ] Text past customers whose roofs are 15 or more years old.
- [ ] Follow up every storm quote from the summer that went quiet.
- [ ] Add a "gutters and before-winter checks" line to your Google profile services.

9 Winter: ice dams, leaks and booking spring

The moment. November to February. In cold places, ice dams and freeze-thaw leaks bring urgent calls, while big jobs wait for spring. In warm places, it's your quietest stretch.

What homeowners search and worry about. "Ice dam on roof," "roof leaking after snow," "can a roof be replaced in winter." They worry the leak will get worse before anyone can fix it.

Example: what to post (made up), for cold areas.

> **Icicles hanging off one part of your roof? That can be an ice dam, and it can push water under shingles. Text us a photo and we'll tell you if it needs a visit now or can wait.**

Example: what to text (made up), to last year's storm inspections that never signed.

> **Hi [first name], it's [business]. We're booking spring roof work now, before storm season fills the calendar. Want first pick of dates? Reply YES, or STOP to opt out.**

Example: what to mail (made up). In February, a postcard to older neighborhoods: "Spring dates open now. Book your roof before the first storm, not after."

Do it in 24 hours

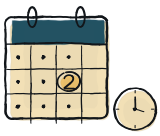
- [ ] If you work in snow country, write and save your ice dam post now.
- [ ] Text last year's unsigned storm inspections about spring dates.
- [ ] Ask every winter customer for a review. Spring shoppers look at the last three months.
- [ ] Book your website and Google profile fixes for this month, while you have time.

or we can do it for you

Free sample: Your first newsletter, written

Ready for the slow months. Email newsletter is $50 a month, with a 7-day full refund.

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



Part 5

Your year on one page

10 A roofer's month-by-month plan

The moment. Any slow afternoon. Put the whole year on one sheet so nothing in this guide depends on remembering it in the middle of a storm.

This one is for a made-up roofer in the Midwest, where hail peaks in summer. Shift it to match your own storm months from section 1.

Months	What's happening	Post	Text	Mail
Jan to Feb	Slow, ice dams up north	Ice dam tips	Spring dates to last year's unsigned inspections	Spring dates postcard
Mar to Apr	Six weeks before storms	"Get checked before storm season"	Roof age check-ins	Older-neighborhood postcard
May to Aug	Storm season	Day-before tips, day-after updates	Storm area texts, day-7 and day-21 follow-ups	Hit-street postcards, then a second run
Sep to Oct	Storms fade	Gutters and before-winter checks	Before-winter checks to older roofs	"Fix the small leak now" postcard
Nov to Dec	Slow, leaks and repairs	Winter leak tips	Thank-you texts to referral partners	Holiday card to past customers

Do it in 24 hours

- [ ] Copy the table and change the months to match your storm season.
- [ ] Put each row's first action on your calendar, six weeks before that row starts.
- [ ] Share it with your office or crew so everyone knows what's coming.
- [ ] Set a reminder to check it on the first of every month.



Your first 24 hours, in one list

If you do these today, you'll be ready for the next storm before it's in the forecast:

- [ ] Find your busiest storm months on the Storm Prediction Center's climatology page and in your invoices (section 1).
- [ ] Write and save your "we're in your area after the storm" text (section 2).
- [ ] Turn on missed-call text-back (section 4).
- [ ] Print cards with your license number for the truck (section 6).
- [ ] Copy the month-by-month table and fill in your months (section 10).



Where to go next

This guide comes from The Roofer Marketing Playbook, our free guide to the whole job of getting more roofing calls: your website, your Google profile, reviews, posts, follow-up, postcards and storm season.

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

To see the months people near you search for a roofer, read When Your Town Searches for a Roofer: Your Busy Season Calendar.



If you'd rather hand it off

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

Best fit for this guide: Neighborhood postcard. Free sample: your ad, designed and shown on the card. Neighborhood postcard is $400 a month, with a 7-day full refund.

Neighborhood postcard — **$400 a month · 7-day full refund**
Your ad in mailboxes across nice neighborhoods. Free sample: your ad, designed and shown on the card.

Websites — **from $1 a month · 7-day full refund**
A fast, good-looking site that turns visitors into calls. Free sample: a preview of your new site.

Google Business Profile — **$200 a month · 7-day full refund**
Show up in the map when neighbors search for what you do. Free sample: a profile check-up with 10+ fixes.

Review requests — **$100 a month · 7-day full refund**
More 5-star reviews, without the awkward asking. Free sample: your first 10 requests sent.

Social media posts — **$200 a month · 7-day full refund**
Fresh posts every week, made from your real job photos. Free sample: two weeks of posts, ready to go.

Email newsletter — **$50 a month · 7-day full refund**
Stay top of mind, so past customers call you first. Free sample: your first newsletter, written.

SEO — **$400 a month · 7-day full refund**
Climb Google for the searches that bring in jobs. Free sample: a ranking check and 10 fixes.

Win-back texts — **$100 a month · 7-day full refund**
Bring past customers back for their next job. Free sample: your first 25 customers texted.

Monthly report card — **free**
See how you stack up against local competitors. Free sample: your first report card, this month.

Text us at (423) 924-2014, or start at growthatlocal.com/start.

Sources

Every statistic above, with where to check it:

1. USDA Midwest Climate Hub hail factsheet (2024): June, July and August are the Midwest's peak hail months. cropwatch.unl.edu (sections 1, 10)
2. NOAA Storm Prediction Center, severe weather maps, graphics and data (page updated April 2026): hail and wind records from 1955; the NWS raised the severe hail size from 0.75 inch to 1 inch in 2010. spc.noaa.gov (sections 1, 5)
3. Insurance Information Institute (Triple-I), reported by Insurance Business (2026): about $51 billion in US insured severe convective storm losses in 2025, the third year above $50 billion. insurancebusinessmag.com (section 2)
4. Same source: roof damage is an estimated 70% to 90% of insured residential losses from these storms. (section 2) (insurancebusinessmag.com)
5. 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 4)

Rules, tools and guidance cited (not statistics):

- FCC, Stop Unwanted Robocalls and Texts (consent for automated texts to cell phones; consent can be revoked at any time in any reasonable way): fcc.gov (before you start)
- Google Trends Help, how Trends data is normalized (0 to 100, relative to all searches in that place and time): support.google.com (before you start)
- NOAA Storm Prediction Center, daily outlooks and storm reports: spc.noaa.gov (section 3)
- FTC, How To Avoid Scams After Weather Emergencies and Natural Disasters (September 2025): consumer.ftc.gov (section 6)
- FTC Cooling-Off Rule (three business days to cancel many sales made at the buyer's home): ftc.gov (section 6)
- Texas Department of Insurance, deductible waivers and rebates illegal: tdi.texas.gov (section 6)
- Colorado Revised Statutes 6-22-105, no advertising or promising to pay, waive or rebate a deductible: colorado.public.law (section 6)
- Texas Department of Insurance, Roofing and insurance: know the law (a roofer can't act as a public adjuster on a property it works on, or advertise that it will): tdi.texas.gov (section 6)

GTL estimates

These are our own judgment, not measured facts:

1. The search phrases in each section are examples of common wording, not measured search volumes (all sections). Reasoning: they're how homeowners describe these problems; Google Trends shows the real pattern for your area.
2. Start your storm kit six weeks before your first storm month (sections 1, 2). Reasoning: pages, postcards and texts take a few weeks to write, print and set up, and once storms start there's no time.
3. Reply to storm leads within the hour (section 4). Reasoning: a homeowner with a leak calls several roofers in a row, and the first real reply usually books the inspection.

4. Most storm calls come in the first two weeks, and most storm jobs are signed in the four weeks after that (section 7). Reasoning: news, neighbors and door knockers peak right after the storm, then the claim process sets the pace.
5. A second postcard three to four weeks after a storm (section 7). Reasoning: by then many homeowners are mid-claim and comparing roofers, and the first card has been forgotten.

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