One Big Media Company

🏠 GOHIGHLEVEL SNAPSHOT · ROOFING CONTRACTORS

Roofing Agency Sales Kit

Pitch, outreach, pricing and onboarding to land and keep clients in this niche.

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THE OPPORTUNITY

Selling to roofing

Your buyer: A residential roofing company with 1-5 crews doing replacements, repairs and insurance restoration work. The owner or a sales rep runs inspections, writes estimates and walks homeowners through the insurance claim process, and nobody has time to chase every lead after a storm.

Why they buy:

- Storm leads pile up faster than the office can call them back, and the roofer who calls first usually gets the inspection.
- Estimates go out and then nothing happens, because nobody owns the follow-up while the owner is on roofs.
- Missed calls during installs turn into homeowners calling the next roofer on Google.
- Insurance jobs stall for weeks waiting on adjusters, and homeowners go quiet in the meantime.
- Happy customers rarely leave Google reviews unless someone asks at the right moment.

Suggested resale pricing

Setup fee	Monthly
$500-$1,500	$297-$797

Charge more when you also run the ads and launch storm campaigns for them. Roofing jobs are high-ticket, so one extra closed replacement usually covers months of fees.

Sell it as the 'speed-to-lead and storm-response system' on top of your ad management, so the roofer sees inspections booked, not just leads delivered. The Storm Damage Response campaign gives you a reason to call every client after every storm, which is the moment roofers value you most and the easiest time to justify a retainer.

CLOSE

Pitch script

Hey, quick question: when a hailstorm rolls through and fifty people fill out your form in two days, how many of them do you actually get on the phone the same day? Most roofers I talk to say not nearly enough, and the ones they miss end up booking with whoever called first. We set up a system that texts and emails every lead within seconds, books the inspection right on your calendar, and sends reminders so you're not driving out to empty driveways. After the inspection, it follows up on your estimate for you, and when the job's done it asks for a Google review and a neighbor referral. The part roofers like most: when a storm hits, we can text every past customer and lead in that area the same morning with a free inspection offer. You keep doing roofs, the system keeps chasing. Can I show you what it looks like on a 15-minute screen share this week?

Cold email

Subject: storm leads going cold?

Hi {first name},

When a storm hits your area, how many inspection requests come in that nobody calls back the same day?

We set up an automated system for roofers that texts every new lead within seconds, books inspections on your calendar, follows up on estimates and asks happy customers for Google reviews. It also includes a storm-response campaign you can launch to a whole neighborhood the morning after hail.

No new software for your crew to learn. It runs in the background.

Worth a 15-minute look this week?

{your name}

Cold SMS

Hi {first name}, {your name} here. I help roofers book more inspections after storms with instant lead follow-up and automated estimate reminders. Open to a quick 10-min call this week?

Social DM

Hey {first name}, saw your recent roof install posts, great work. Quick question: what happens to your leads when a storm hits and the phone won't stop? I set up a system that texts them back instantly and books inspections. Want to see it?

DELIVER

Offers & onboarding

Offer ideas for the client

- Free roof inspection with a photo report the homeowner keeps
- Free post-storm damage inspection for a specific neighborhood or zip code
- Pre-winter roof and gutter tune-up at a flat price
- Financing options on full replacements, from the roofer's lending partner
- Annual roof maintenance plan for past customers

Client onboarding checklist

- Collect: logo, brand colors, business hours, service area, Google review link
- Get access: domain/DNS, Google Business Profile manager, Facebook/Instagram admin
- Phone: buy or port a number, register A2P 10DLC, set up call forwarding
- Import the customer list (CSV) and tag it for the reactivation campaign
- Fill in the 20 custom values and publish the workflows
- Run a live test: submit the form, miss a call, book an appointment
- Book a 30-day results review with the client

KPIs to report monthly

- **Speed to lead**: First contact within 5 minutes of every new lead
- **Lead to inspection rate**: Steadily increase the share of leads that book an inspection month over month
- **Inspection show rate**: Aim for 85% or more of booked inspections completed
- **Estimate close rate**: Track every month and push to improve it with consistent follow-up
- **New Google reviews**: At least one new review for every few completed jobs
- **Stale deals**: Zero deals sitting more than 7 days without a next step

General guidance only. This is not legal, tax, medical or financial advice. Results depend on your offer, market and execution.