roofr

The Digital Ladder of Growth for Roofers

Insights taken from Roofr's
Roofing By The Numbers report →

Pssst. You're gonna wanna start the climb from the bottom of the ladder.

$10M+

RUNG 8 –
Investing for Growth

- As little as **5K a month** in software = big jumps in job volume and growth.
- Top earners are using CRMs, proposal software, and project management tools.
- All in one software can give you the biggest bang for your buck.

$7M-$10M

RUNG 7 –
Advanced Tech = Advanced Profits

- Roofers using digital tools are **50%** more likely to report bigger boosts in revenue.
- **52.2%** of roofers say lead capture tools significantly increase profitability.
- Measurement tools like Roofr Reports drive a **47.2%** profitability boost.

RUNG 6 –
Boosting Repeat Business and Credibility

- Emiling customers after jobs = **25.5%** more likely to land repeat work.
- Asking for reviews gives roofers **500+ jobs/ year – 5X more** than the competition.
- Using a **CRM with built-in automation tools** makes collecting reviews easy.

$4M-$7M

RUNG 5 –
Speed Wins the Race

- Speed to lead = how much you win.
- **40%** of customers choose the first roofer who responds. Tech can help.
- High-tech roofers close jobs in **8.3 days**, vs. **10 days** for low-tech companies.
- Roofers using CRMs close deals **2.9 days** faster. AKA $$$$.

RUNG 4 –
Saving Time and Working Smarter

- Roofers using a CRM save **5–10 hours** per week. That's a whole extra day!
- High-tech businesses complete jobs **16.4% faster.**

RUNG 3 –
Embracing Key Digital Tools

- **73%** of roofers use a CRM or other type of job tracking software.
- Half say that their CRM is one of their **top 3 most valuable** tools.

$1M-$3M

RUNG 2 –
Basic Online Presence

- A simple website helps roofers close **2X** the jobs than those without one.
- Roofers with websites have **more consistent lead pipelines.**

RUNG 1 –
The Starting Point

- **28%** of roofing businesses use spreadsheets or manual tools to run their businesses.
- **22%** have no formal tracking system.
- Roofers without a website average only **275 jobs** per year.