

Tech Tools Hierarchy Pyramid

You should build your foundation first, before adding in the fancy stuff. This tech tool hierarchy shows you how to build your foundation, and work your way to the top.

Profit Drivers

You’ve reached the peak of the pyramid. These tech tools will take you from a successful business to a thriving and growing one.

Lead Generation & Capture

With the basics figured out, it’s time to advance to the next level: Welcome to CRM for roofers. Capture leads, close jobs, collect payment, all in one place.

Proposals & Estimation

Professional proposals help you show off your skills and differentiate your company from the competition. Digital proposals improve your speed to lead, and win you jobs.

Lead Generation & Capture

It’s not about capturing leads: It’s about capturing high quality leads. Tech tools can make this so much easier. All of this means one key thing: more profit for you.

Online Presence & Credibility

Without a website or digital footprint, you can’t capture leads or build trust. Even the simplest online presence leads to more jobs. For any roofing business, being findable is the very first step.

Online Presence & Credibility

1



Statistics

- 60% of roofers have a business website
- Roofers who ask for reviews average 500+ jobs/year vs. 100 for those who don’t



Tactics & Tools

- Have a basic website with contact info and form
- Sign up for social media
- Ask for reviews and use them on your social media

Lead Generation & Capture

2



Statistics

- Only 30% of roofers use dedicated lead capture tools
- 21% of roofers use free instant estimating tools for lead gen



Tactics & Tools

- Instant Estimator tools to capture leads
- Keep new leads organized
- Prioritize speed to lead

Proposals & Estimation

3



Statistics

- 76% say proposal generation is their top software need
- Roofers who send digital proposals save time, improve speed to lead, and close faster



Tactics & Tools

- Roof measurement reports
- Proposal software with digital signatures
- Proposal and estimate templates for consistency

CRM & Job Management

4



Statistics

- CRM users close deals 2.9 days faster than non-users
- Roofers save 5–10 hours/week on average with a CRM



Tactics & Tools

- Roofr CRM
- Integrated tools to improve speed-to-lead
- Automation workflows

Profit Drivers

5



Statistics

- High-tech roofers close jobs 16.4% faster.
- 52% of roofers say lead capture tools impacted profit the most



Tactics & Tools

- Invest in tech that helps you work faster and smarter
- Integrated software have more impact than one-stop solutions