

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. As little as 5K a month in software = big jumps in job volume and growth. RUNG 8- Top earners are using CRMs, proposal \$10M+ Investing software, and project management tools. for Growth All in one software can give you the biggest bang for your buck. Roofers using digital tools are 50% more likely to report bigger boosts in revenue. RUNG 7 -\$7M-\$10M 52.2% of roofers say lead capture tools Advanced Tech = significantly increase profitability. **Advanced Profits** Measurement tools like Roofr Reports drive a **47.2%** profitability boost. Emailing customers after jobs = 25.5% more RUNG 6likely to land repeat work. **Boosting Repeat** Asking for reviews gives roofers 500+ jobs/ year - 5X more than the competition. **Business and** Using a CRM with built-in automation tools Credibility makes collecting reviews easy. Speed to lead = how much you win. • 40% of customers choose the first roofer RUNG 5 who responds. Tech can help. **Speed Wins** \$4M-\$7M • High-tech roofers close jobs in 8.3 days, vs. **10 days** for low-tech companies. the Race Roofers using CRMs close deals 2.9 days faster. AKA \$\$\$\$. RUNG 4- Roofers using a CRM save 5–10 hours per week. That's a whole extra day! **Saving Time and** High-tech businesses complete jobs **Working Smarter** 16.4% faster. RUNG 3 -• 73% of roofers use a CRM or other type of job tracking software. **Embracing Key** Half say that their CRM is one of their top 3 **Digital Tools** most valuable tools. RUNG 2- A simple website helps roofers close 2X the jobs than those without one. **Basic Online** \$1M-\$3M Roofers with websites have more **Presence** consistent lead pipelines.

RUNG 1-

The Starting Point

• **28%** of roofing businesses use spreadsheets or manual tools to run their businesses.

Roofers without a website average only 275

• 22% have no formal tracking system.

jobs per year.