



2025 ROOFING INDUSTRY REPORT

Roofing by the Numbers

Gain insights into the latest technology, sales, and marketing trends from real U.S. roofing companies.



Message from Roofr Marketing

At Roofr, everything we do starts with one simple belief: **roofers come first.**

We built Roofr to support roofing businesses like yours—folks who hustle every day, care about their customers, and want to grow something they're proud of. We know that success in roofing today takes more than skill on the roof—it takes the right tools, technology, and insights to stay ahead.

That's why we created this free *Roofing by the Numbers Report*—not to sell you something, but to give back. We pulled back the curtain on what's actually working across the industry and put it all in one place—for you.

Inside, you'll find:

- **Tech + Software Trends:** Learn which tools drive the biggest impact on profits and what the top-earning roofing businesses are using to grow.
- **Marketing Breakdown:** See which communication and marketing channels generate the most leads and responses from customers in today's digital world.
- **Sales Journey Insights:** From first click to contract, find out how long it takes competitors to close jobs, how often they follow up, and what's bringing in repeat work.

Whether you're a one-truck crew or building out a growing team, this report gives you real-world data and strategies to help you compete smarter—not harder.

Because your success is our mission.

Marc Hansen & Kate Robertson

Marc Hansen,
VP of Marketing @Roofr

Kate Robertson,
Director of Brand
Marketing @Roofr



Roofers We Surveyed

We talked to a range of roofing business owners and decision makers from all over the USA.

Top Locations

California

Georgia

Florida

Median Annual Revenue

\$5M

Average Years in Roofing

15.16

Average Age

49



Executive Summary

ROOFING BY THE NUMBERS

Tech = Time, Speed, and Profit

Roofers using a CRM save an average of 5–10 hours per week and close deals 2.9 days faster than those without one. High-tech businesses also complete jobs 16.4% faster overall—and are far more likely to report a significant boost in profitability.

Job Tracking Tools Are the Unsung Hero

Non-CRM users think proposals and estimates will be the most valuable feature... until they actually use a CRM. Then they realize job tracking and project management are the real MVP.

Simple Websites Bring in Serious Work

Roofers with a one-page website close more jobs (500+ per year on average) than those with complex sites or no site at all. Even basic online presence with contact info, lead capture, and reviews makes a huge difference.

Emails and Reviews Drive Repeat Business

Follow-up matters: roofers who email customers after a job are 25.5% more likely to land repeat work. Those who ask for reviews average 500+ jobs per year, compared to just 100 for those who don't.

Most Roofers Think They're On Track—But Few Are All-In

Over half of roofing businesses say their tech adoption is moderate, and 75% believe their marketing is working. But only 24% report having advanced tech adoption—and that's where the biggest ROI is happening. The opportunity? Step up your stack and pull ahead.

Contents

Executive Summary	04
Technology	06
Sales Process and Customer Journey	28
Marketing	38
Why Roofr?	46
Data Sources	47

Technology

"Technology frees us from repetitive tasks so we can **focus on the work that truly matters.**"



Executive Summary

Tech Makes You More Efficient

Roofers across the USA shared that the top benefits they have received from adopting technology into their operations include increased efficiency in daily operations and job tracking (53%), enhanced accuracy in proposals and estimation (44%), increased profitability (43%), and reduced manual paperwork (43%).

Save at Least 5 Hours a Week

92% of roofers who have adopted technology agreed they save at least 5 hours each week. 30% of those surveyed saved less than 5 hours per week, 34% saved 5–10 hours per week, and 28% saved more than 10 hours per week.

Tech Adoption = Huge Profitability Impact

Roofers can agree that adopting technology has had an impact on their company's profitability. 36% of roofers said technology had a significant impact on their profitability.

CRM, Spreadsheets, or Nothing at All?

47% of roofing businesses use a CRM to store customer data, track the customer sales journey, and organize processes. 28% of roofing businesses use spreadsheets or manual tools to run their business, and 22% have no formal tracking system in place.

The Real Reasons Roofers Resist Tech

The top reasons roofing businesses are hesitant to adopt technology are high onboarding costs (36%), compatibility issues with existing tools (32%), and difficulty learning new technology tools (29%).



Tip: Roofr offers flexible subscription plans that offer dynamic tools that everyone can afford.

Annual Technology Spend

Let's talk tech budgets.

About 40% of roofers keep their annual spend on tools and software under \$10K—keeping things lean and mean. Another one-third invest a bit more, dropping \$10K–\$50K into tech to help them scale smarter. And then there's the 18% going all in, investing over \$50K a year to stay ahead of the game.

74%

of roofers spent a minimum of \$5k a year on technology for their business.

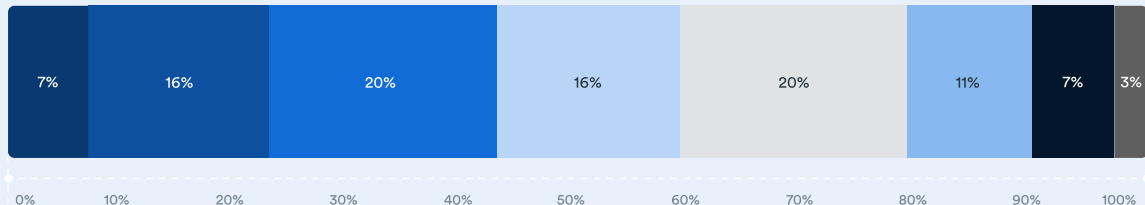
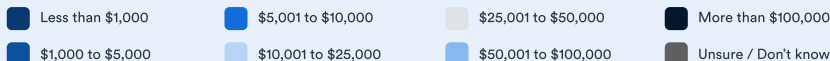
56%

of roofers spend between \$5k–\$50k a year on technology for their business.

18%

of roofers spend \$50k+ a year on technology for their business.

Annual Technology Tools / Software Business Spend





Tip: Roofr offers all these tools, plus many more, on our user-friendly software.

Current Technology Usage

Roofers are getting digital—well, mostly. Nearly 75% are already using CRM or job tracking software to keep things running smoothly. Even more are leaning into payments, invoicing, and proposal tools to speed up the paperwork and get paid faster. Project management software is also holding strong. But when it comes to lead capture and customer review tools? That's where things slow down. These powerful (and often overlooked) tools aren't seeing the same love—yet.

82%

of respondents use payment and invoicing software.

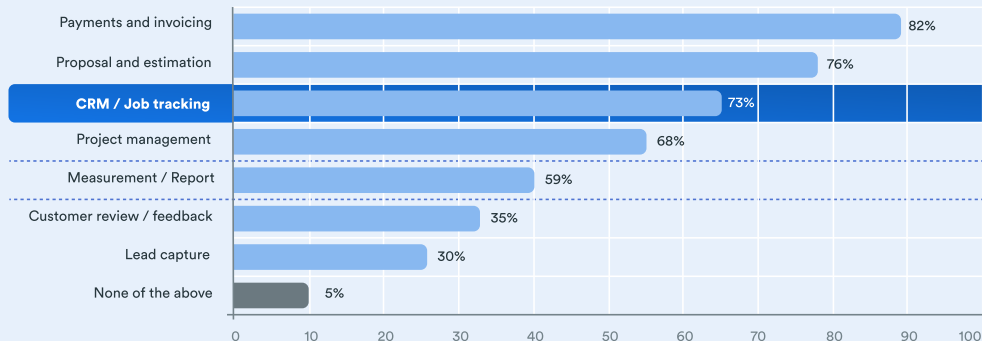
35%

75% ask for them, but only 35% use a tool to collect or manage feedback. That's a big opportunity left untapped. [View more on page 35.](#)

73%

of respondents use a CRM or job tracking software, and 42% ranked this as one of their top three most valuable features. [View more on page 13.](#)

Current Technology Tools / Software Usage



..... Differences considered significant between response options using a 90% confidence interval are indicated by

Source: myCLEARopinion Insights Hub, proprietary data commissioned by Roofr, Jan 2025

Age vs Technology Spend

Gen X is all-in on tech—and it's paying off.

Among roofing pros, Generation X is the most bullish on technology, seeing it as a major driver of growth (*bottom graph*). Millennials are right behind them, viewing tech as a strong contributor to profitability—and they're also the generation spending the most on it (*top graph*).

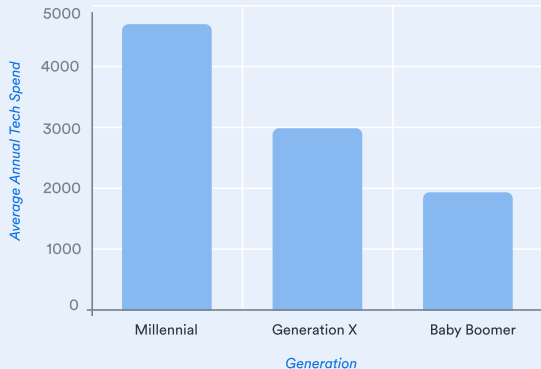
Baby Boomers? They're a bit more reserved, but still acknowledge tech's benefits.

The big picture? No matter your age group, there's near-universal agreement: tech has a real impact on the bottom line.

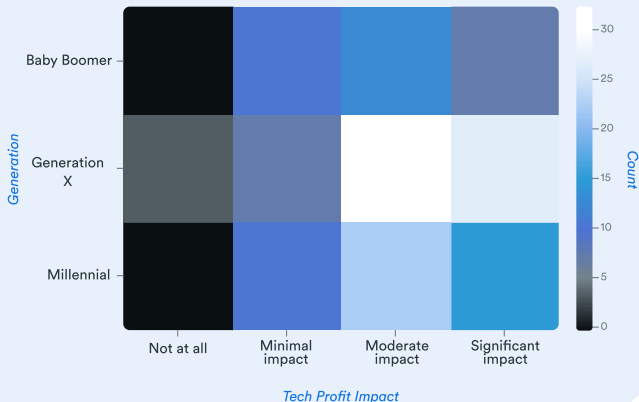
Tip: Millennials should focus on using affordable softwares that offer the most features, are user-friendly, and drive the most results.



Average Technology Spend by Generation



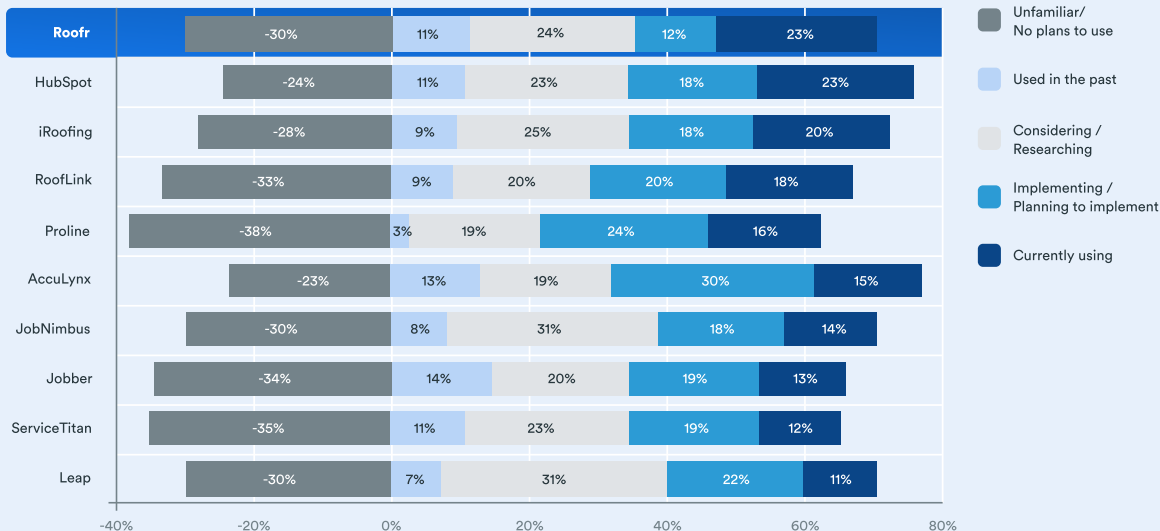
Heatmap: Tech Profit Impact by Generation



Roofing CRMs Experience

Roofr and HubSpot are leading the CRM pack. Among roofing businesses using a CRM, nearly 1 in 4 are already working with Roofr. While 31% of users are researching options like JobNimbus and Leap, Roofr is among the most commonly used. The momentum's building—and Roofr's right at the center of it.

CRM Software Solutions Experience





Tip: Respondents who use Roofr save an average of 8+ hours per week.

Top Used CRM Features

What do roofers actually use their CRM for? The top go-to features are all about keeping jobs moving and cash flowing: job tracking and project management, proposal and estimate generation, and invoicing & billing lead the pack. In short—CRMs aren't just fancy contact lists. They're running the show behind the scenes.



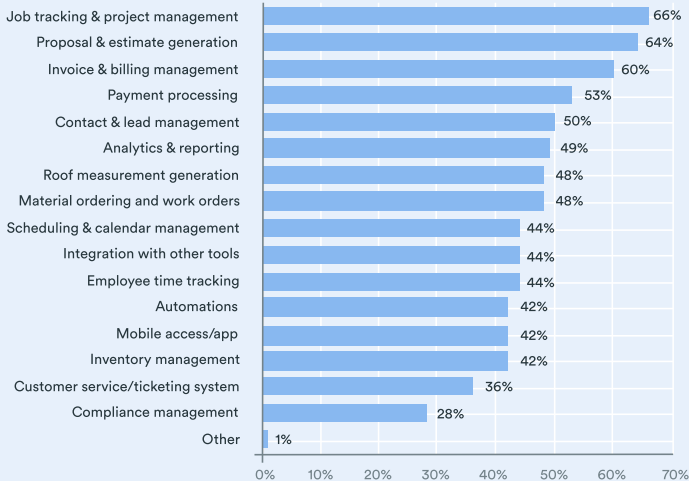
The top 5 most-used tools all fall under **job tracking, quoting, and invoicing and payments.**

That's a strong signal: roofing pros rely on end-to-end job management features to keep their businesses running smoothly. Efficiency isn't a nice-to-have—it's a must.

**Time has a cost, right?
You have to weigh
which opportunities are
worth your time, versus
when it's better to just
spend the money.**

Juan Rodriguez,
SALUS EXTERIORS

CRM Features Currently Used



CRM Features Used vs Most Loved

Roofers know what matters most in a CRM. When it comes to value, users point to the big three: job tracking and project management, proposal and estimate generation, and invoicing and billing. These aren't just "nice features"—they're the ones keeping jobs organized, quotes out the door, and money coming in.

What roofers value in a CRM doesn't always match what they use.

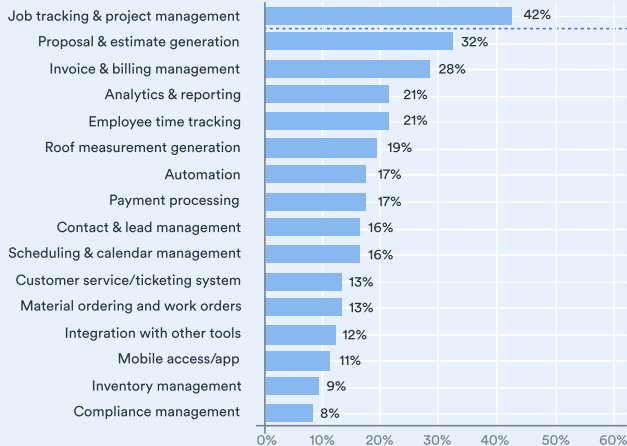
Analytics ranked 6th in usage but 4th in value. Time tracking was only the 9th most used, but ranked 5th in value.

Across the board, job tracking and project management came out as the most valuable.

And top earners? They're all about integrations, job tracking, and customer service tools.

Most Valuable CRM Features

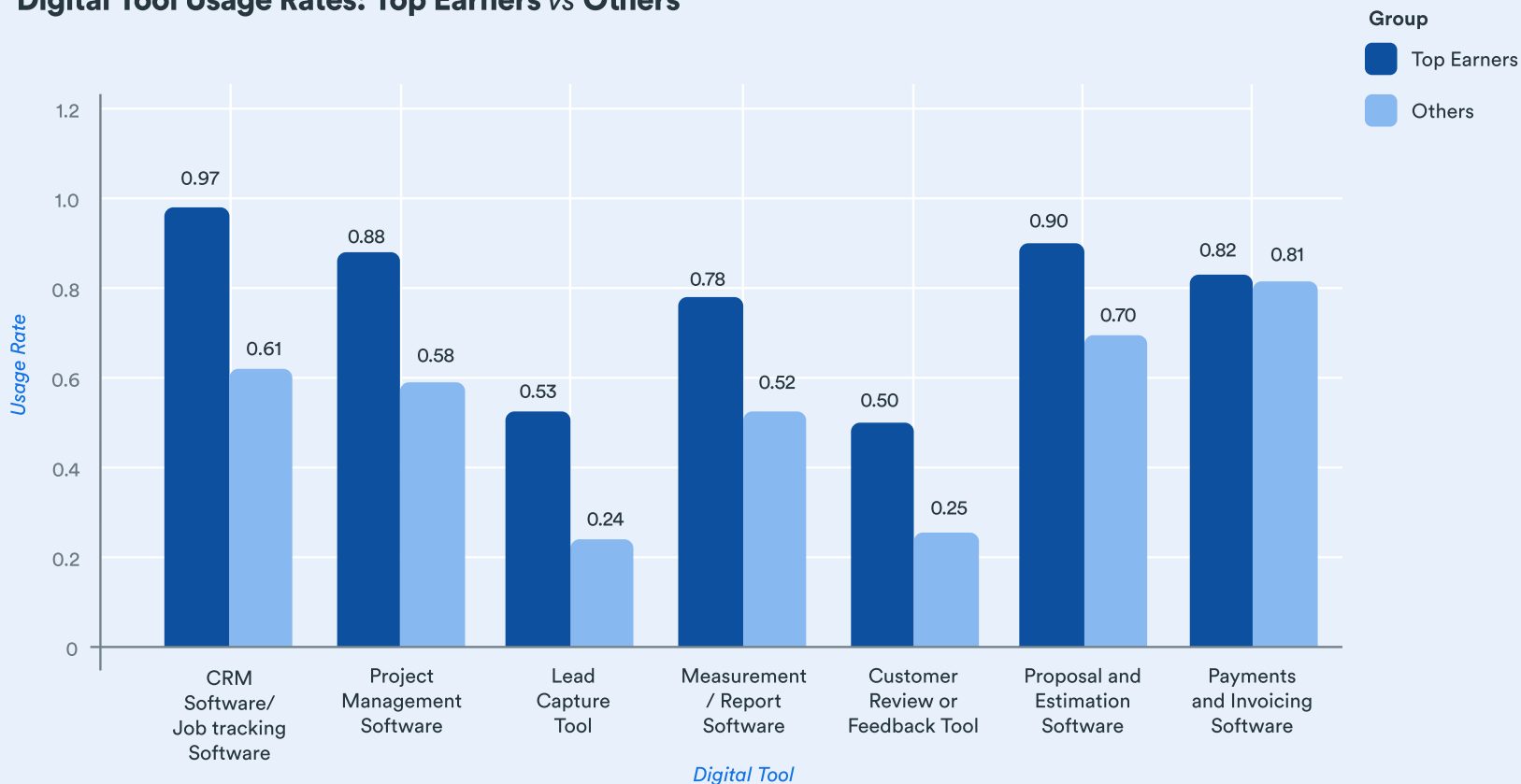
(Ranked in Top 3)



Digital Tools Used by Top Earners

Top roofing business earners were most likely to use a CRM or job tracking software, followed by proposal and estimator software, and then project management software.

Digital Tool Usage Rates: Top Earners vs Others



Roofr Usage vs Time Saved

Roofr users are winning back their time—big time.

Most roofing businesses using Roofr report saving at least 5–10 hours a week, with many saving 10+ hours. On average? That's 8+ hours back—every single week.

That's basically a whole extra work day. Imagine what you could do for your business with one more day to sell, build, or scale.

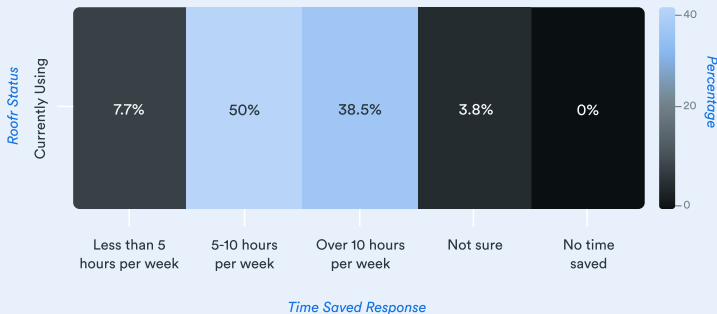
Roofr has given me back 10-12 hours a week, without question. I now have my entire team completely trained so they send their own proposals.

*Hannah Smith,
SMITHROCK ROOFING*



Pro Tip: Roofr's automation tool automatically sends emails and texts to customers based on proposal status or what job stage they are in.

Heatmap: Time Saved Responses for 'Currently Using' Roofr



Bottom line: smart tools don't just save time—they seriously grow revenue.

Tool Usage vs Profitability

More tools = more profit. The more tech roofers adopt, the more likely they are to report a significant boost in profitability.

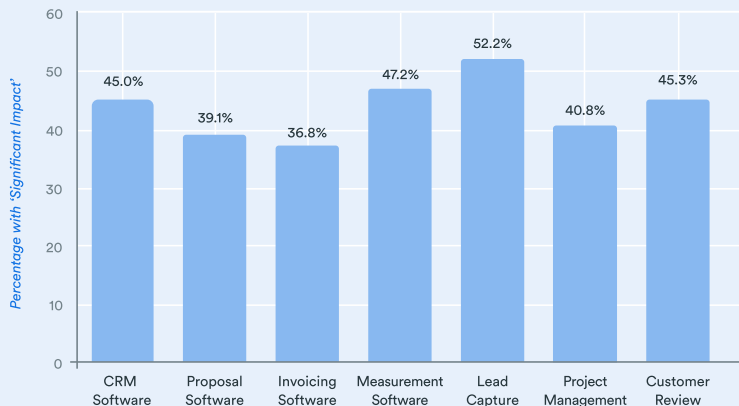
Leading the charge?



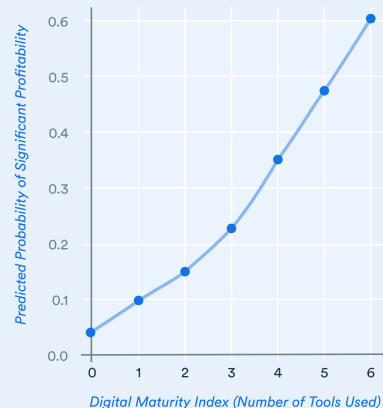
- Lead capture tools like Roofr's Instant Estimator – 52.2% said it made a big impact.
- Measurement software, like Roofr Reports – 47.2% saw strong results.
- Customer review tools came in close behind at 45.3%.

Tool Usage vs Profitability

(Percentage reporting significant impact)



Probability of Profitability by Digital Maturity



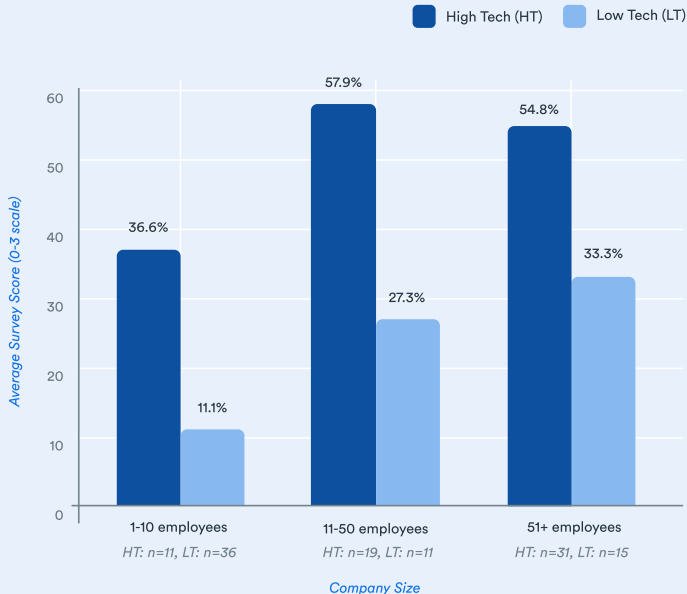
Annual ROI from Tech Adoption by Company Size

**More tech, more profit—
especially as you grow.**

Medium (11–50 employees) and large (51+ employees) high tech roofing companies were over 40% more likely to say tech adoption had a significant impact on profitability (at 57.9% and 54.8%, respectively) compared to smaller high tech teams (1–10 employees).

But here's the kicker: across all company sizes, businesses that embraced tech were at least 50% more likely to report a strong boost to profitability than those that didn't.

**In short? The more you lean
into tech, the more your
bottom line thanks you.**

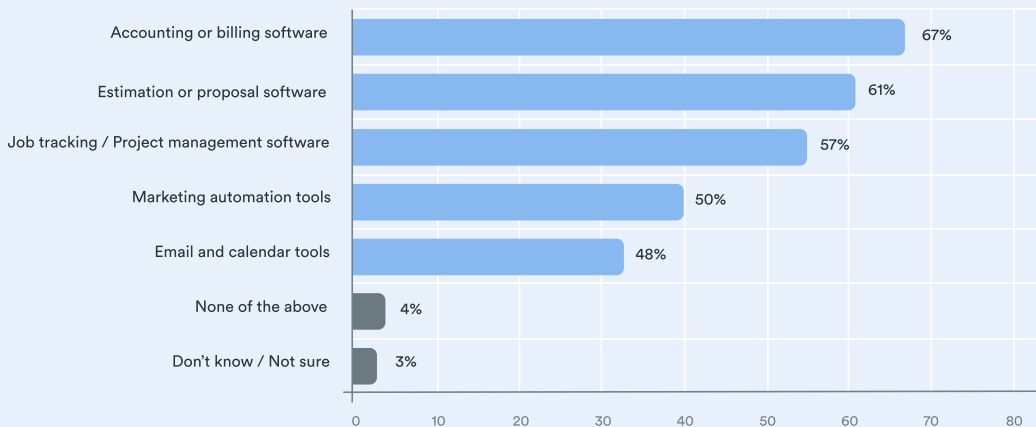


Top Software Integrations

Integrations matter—and most roofers are connecting the dots.

Two-thirds of CRM users say their software integrates with accounting or billing tools, while over 60% have it hooked up to estimation or proposal software. That means fewer headaches, less double entry, and far more efficiency.

CRM Software Integrations

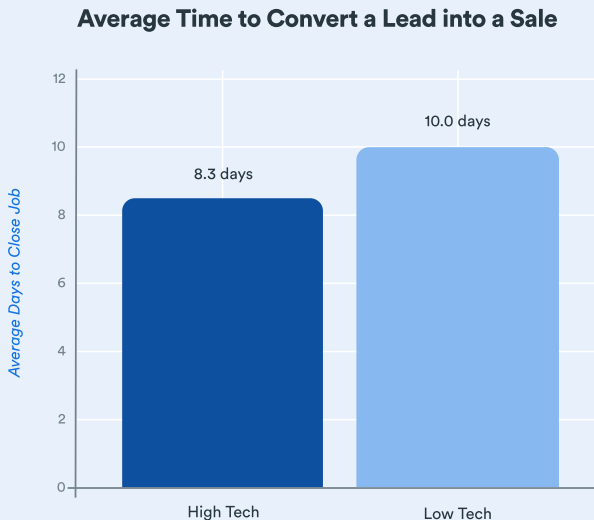


Speed to Lead Wins for High Tech Roofing Companies

High-tech businesses close jobs 16.4% faster than low-tech ones. On average, it takes 10 days for low-tech teams to close a job, while tech-forward companies do it in just 8.3 days. And speed matters—over 40% of leads go to the first vendor to respond. So if you're not moving fast, someone else is sealing the deal.

**High Tech companies
close jobs 16.4% faster
than Low Tech companies**

**High-tech roofers close
faster—plain and simple.**



Non-CRM Users Features of Interest

Thinking about a CRM? You're not alone—and most roofers want the same things. Among roofing businesses not yet using a CRM, the most in-demand features are clear: proposal and estimate generation, job tracking and project management, and invoicing and billing management.

When it comes down to it, roofers want tools that simplify the busy work and help them run the whole job from one place.

29%

of respondents listed analytics and reporting as a feature of interest, but over 49% of CRM users currently use this feature. [View more on page 13.](#)

76%

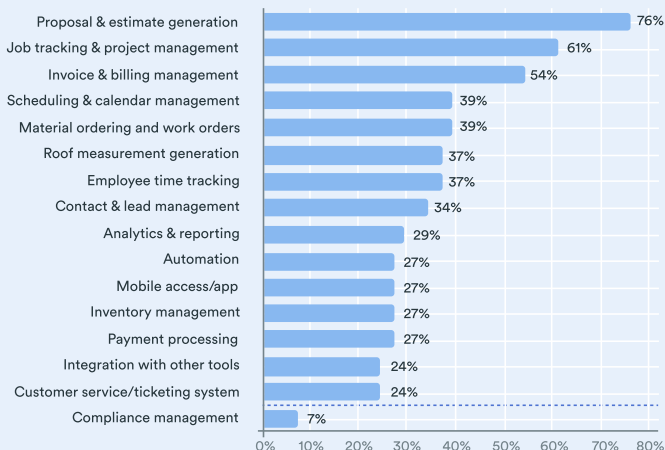
of respondents agreed that proposal and estimate generation is a feature of interest, highlighting the potential frustration with excel, pen & paper, or email methods.

Tip: Roofr offers stunning, fully customizable proposals that can be sent directly from our platform to your customers to collect e-signatures in minutes.



CRM Features of Interest

(n=41)



Non-CRM Users Features of Expected Value

What roofers want in a CRM shifts once they use one. Non-users rank proposal and estimate generation as most valuable, with job tracking second. But CRM users flip that—job tracking becomes the top feature once it's part of their workflow, and proposal generation becomes second. It's a classic case of “you don't know what you're missing until you start using it.”

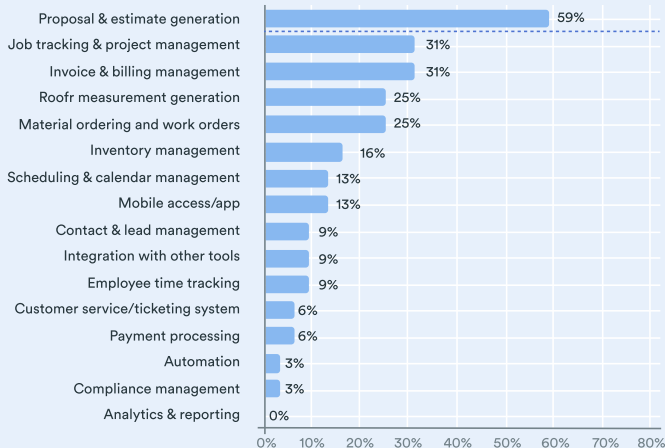
0%

Zero of non-users picked analytics as a valuable feature, but 21% of CRM users ranked it a top-4 feature. [View more on page 13.](#)

**Roofers often underestimate
job tracking and analytic tools
—until they use them.**

Most Expected Value from CRM Features

(Ranked in Top 3, n=32)



Average Time to Close Roofing Jobs

High-tech roofers don't just work smarter—they work faster.

65.8% of high-tech roofing businesses close jobs in under a week, and 27.6% close them up in less than 3 days. Meanwhile, 72.2% of low-tech teams take a week or more, and 12.5% stretch past an entire month to close a job. In a fast-moving industry, speed = satisfaction—and tech gives roofers a serious edge.

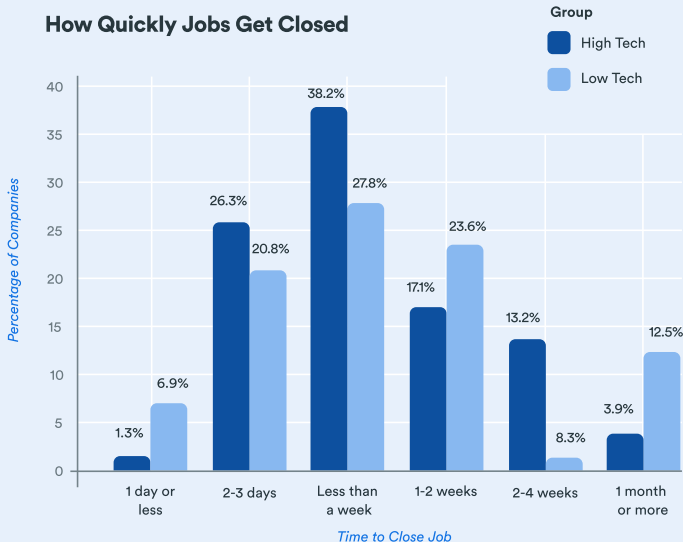
38.2%

of high tech adopted roofers close a job in less than week, compared to 27.8% of low tech adopted roofers.

12.5%

of low tech adopted roofers take over a month to close a job, compared to only 3.9% of high tech adopted roofers.

How Quickly Jobs Get Closed



Technology Experience and Time Saved

Most roofers are dipping their toes into tech—and already seeing results.

Over half say their company's tech adoption is at a moderate level, but even that's paying off: nearly two-thirds report saving 5+ hours per week, and the majority say it's had a moderate to significant impact on their profitability. Imagine what full adoption could do.

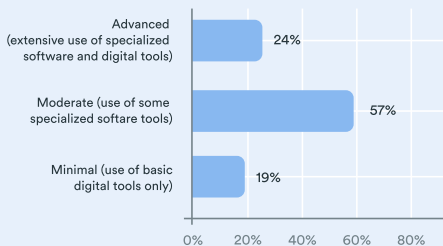
24%

More tech = more ROI, yet only 24% of roofers report advanced tech adoption.

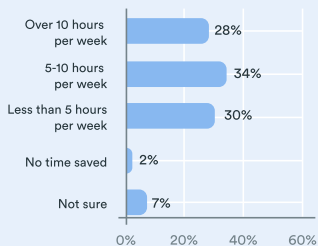
82%

of respondents believe that technology has a moderate to significant impact on profitability.

**Company's Level of Digital Tools/
Software Technology Adoption**

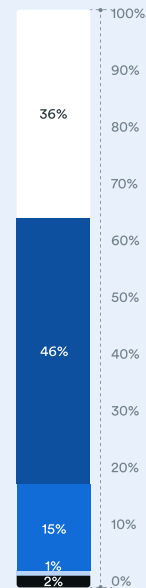


**Time Saved by Digital Tools/
Software Technology**



Impact of Digital Tools/ Software Technology to Company's Profitability

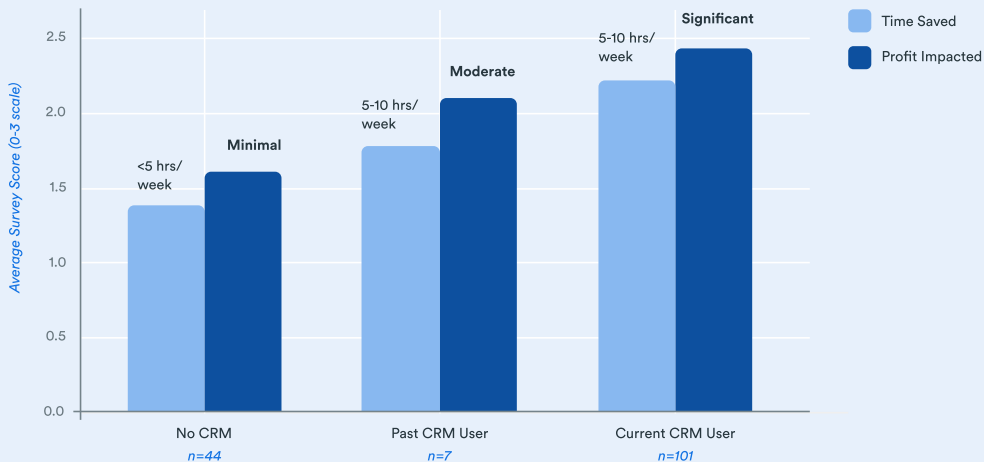
- Significant impact
- Moderate impact
- Minimal impact
- Not at all
- Not sure



CRM Adoption vs Time Saved + Impact

Roofers using (or who've used) a CRM save 5–10 hours a week on average—that's a full extra workday. Current users are also far more likely to say their CRM has a significant impact on profitability compared to past users or non-users.

CRM Adoption Correlates with More Time Saved and Higher Profit Impact



Top Barriers for Adopting Technology

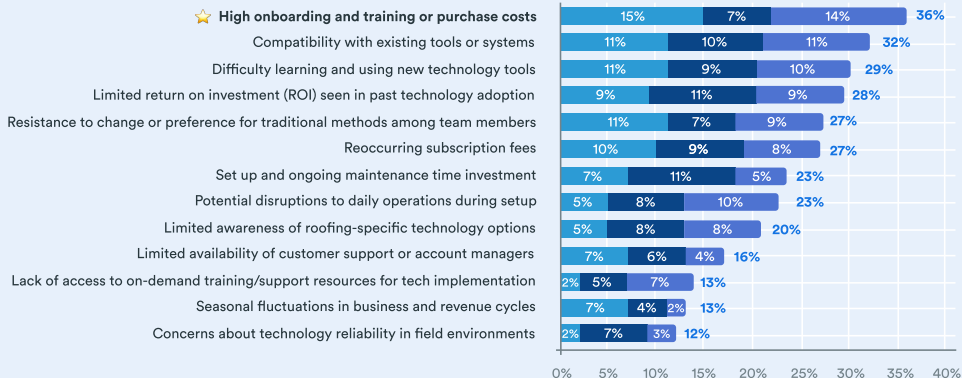
High ROI, but high hurdles. Many roofers see the value in tech, but onboarding costs and steep learning curves are big blockers. And it's no wonder—with pricey contracts and owner-operators juggling a dozen roles.

The fix? Choose easy-to-use tools with free training and little to no implementation costs—like **Roofr**.



★ Roofr gives you unlimited onboarding, training, and access to Roofr Academy—for **FREE**.
No limits, just results.

Top Barriers to Adopting Digital Tools



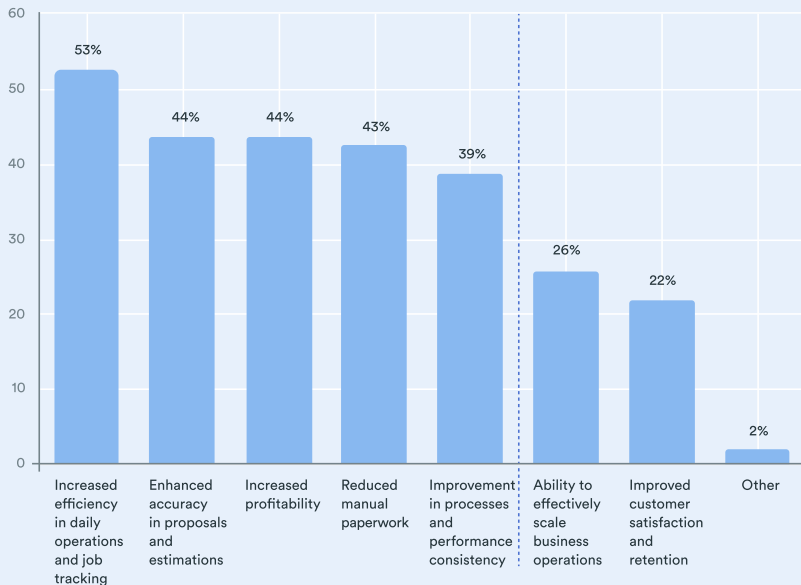
Main Benefits of Adopting Technology

Efficiency is the name of the game—especially for smaller teams.

Over half of roofers say the top benefit of adopting new tech is increased efficiency in daily operations and job tracking. Large businesses point to tech's ability to scale operations, while small businesses value the day-to-day time savings most. Different sizes, different goals—but the same solution.

Switching to Roofr transformed our business. The automations and efficiency it brought allowed us to streamline processes, save money, and serve our customers better.

Todd Hauser, Native Sons Roofing

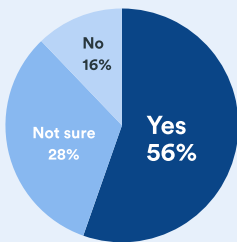


Future Digital Tools and Software Technology Plans

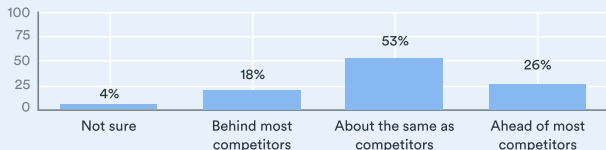
Tech adoption is on the rise—but cautiously.

Over half of roofing businesses plan to adopt new tech in the next 12 months, and just as many expect a slight increase in usage over the next two years. Still, most believe they're about on par with competitors when it comes to current tech adoption—suggesting there's room to leap ahead.

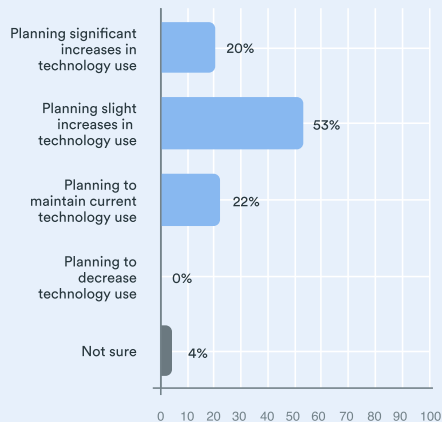
Company Has Plans to Adopt New Technology/Digital Tools in Next 12 Months



Company's Position of Digital Tools/Software Technology vs. Competitors'



Anticipated Changes in Digital Tools/Software Technology Use or Sales Processes in Next 2 Years



Sales Process and Customer Journey



Executive Summary

Leads and Deals Giving You Trouble? You're in Good Company.

Struggling to find solid leads—or seal the deal once you do? You're not the only one. Over one-third of roofers say lead generation is their biggest headache. And for 16%, the hardest part is actually closing the sale. Getting the phone to ring is tough. Getting a “yes” is even tougher.

Speed Wins. CRMs Help You Get There First.

Roofers using a CRM close deals an average of 2.9 days faster than those flying without one. And when it comes to winning jobs? Homeowners often pick the first quote they get. A CRM doesn't just help you stay organized—it helps you beat the competition to the punch.

Want More Repeat Work? Hit Send.

Roofers who follow up with an email after a job are 25.5% more likely to land repeat business. That simple “thanks” or check-in? It works. Sometimes, a follow-up email is all it takes to turn one job into many.

Ask for Reviews, Book More Jobs. It's That Simple.

Roofers who ask for customer reviews crush it—averaging 500+ jobs per year. Those who don't? Around 100. Asking for feedback builds trust with future customers and turns happy clients into your best marketing tool.

Top-Earning Roofers Always Ask for the Review.

Roofing businesses earning \$1–\$3M annually are the most likely to ask for customer reviews—way more than those making under \$1M. It's not a coincidence: asking for feedback helps build credibility, attract new leads, and drive growth.

Most Challenging Stages of Your Sales Process

The toughest parts of sales? **You're not alone.**

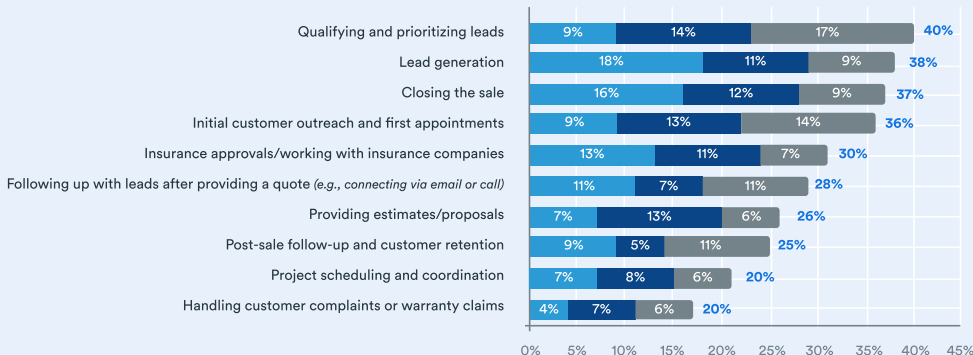
Over a third of roofers say the biggest challenges are qualifying and prioritizing leads, generating leads, closing the sale, and that crucial first customer touchpoint. From first contact to final close, these early stages are where many teams feel the most pressure.

Top 3 Most Challenging Issues

- #1** Qualifying & prioritizing leads
- #2** Lead generation
- #3** Closing the sale

Most Challenging Stages in the Sales Process

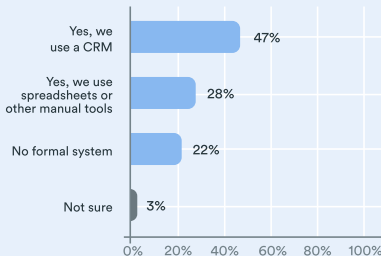
■ Most challenging
 ■ 2
 ■ 3
 ■ Ranked in top 3



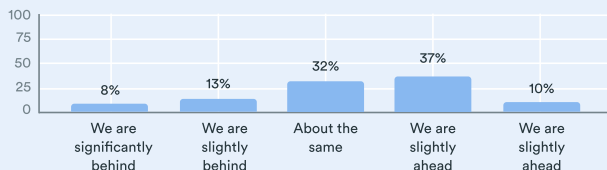
Sales Process and Converting Leads

Roofers are finding their rhythm in the sales process—some faster than others. Nearly half of respondents use a CRM to manage customer interactions, while over a quarter still rely on spreadsheets or manual tools. On average, 60% say they close a lead in under a week. And when it comes to performance, nearly half believe their sales process is ahead of the competition, while one-third say they're about on par.

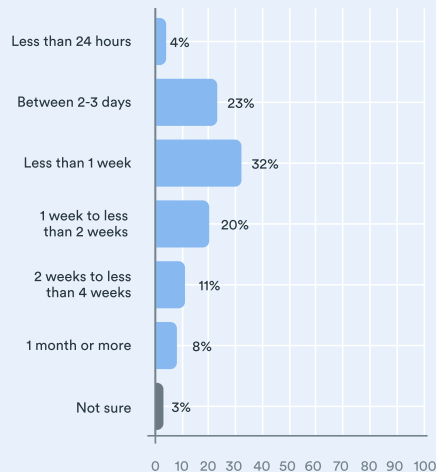
Business Has a Customer Interaction Tracking System in the Sales Process



Business's Sales Process vs. Competitors'



Average Time to Convert a Lead into a Closed Sale



Time to Convert Leads CRM vs Non-CRM Users

CRMs make a real difference—**especially in speed to close.**

Roofing businesses using a CRM convert leads 2.9 days faster than those without one (8.5 vs. 11.4 days). Even among tech adopters, the gap is clear: high-tech businesses close in 8.3 days, while low-tech take 10.

[View more on page 19.](#)

But here's the kicker—roofers without a CRM feel the pain the most, even if they're using other tools. CRMs aren't just helpful—they're a difference-maker.



Job tracking has been voted as one of the top benefits of using a CRM.



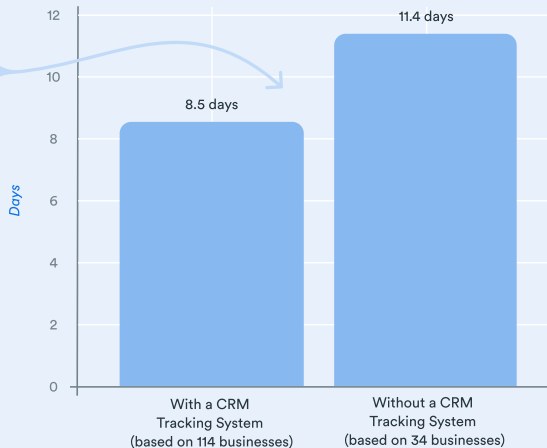
Speed to lead matters, as 40% of customers go with the first roofer they hear back from.



CRMs offer operational organization, and the ability to quote customers faster.

Leads convert
2.9 days faster with a CRM tracking system

Average Time to Convert a Lead into a Sale



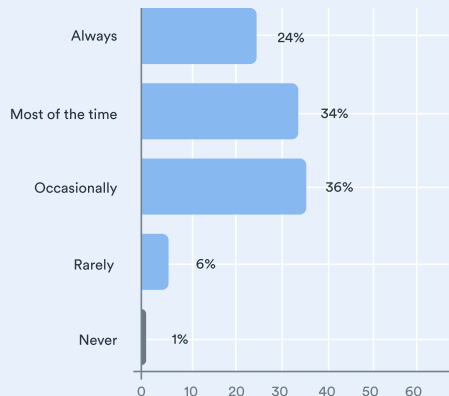
After Job Completion Follow-Ups

Follow-up is standard practice for most roofers.

Nearly all respondents say they follow up with customers at least occasionally, and most do it regularly—if not always. The go-to methods? Email and phone calls lead the way.

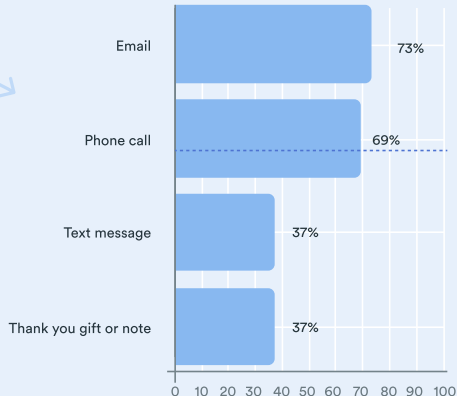
Frequency of Follow-Ups After Job Completion

(n=152)



Follow-Up Communication Methods

(n=151)



Best Communication Channels for Repeat Business

Want repeat business? **Hit send.**

25.5% of roofers who email customers after a job say it leads to repeat business—nearly double the rate of those who call (13.6%), and way ahead of those who text (4.1%).

Turns out, a well-timed email goes a long way.

”

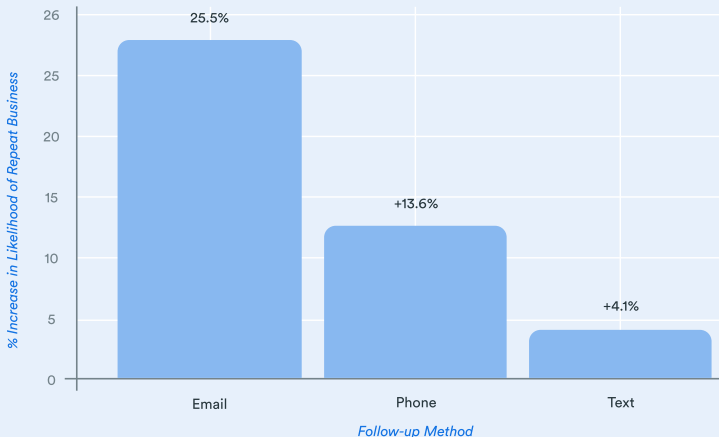
Some homeowners will only text or email. You can't connect with today's homeowner without tech.

*Jeremy Simpson,
Simpson Roofing LLC*



Tip: Roofr offers automated email and SMS, so you can follow up with your customers automatically.

Increased Likelihood of Repeat Business by Follow-up Method



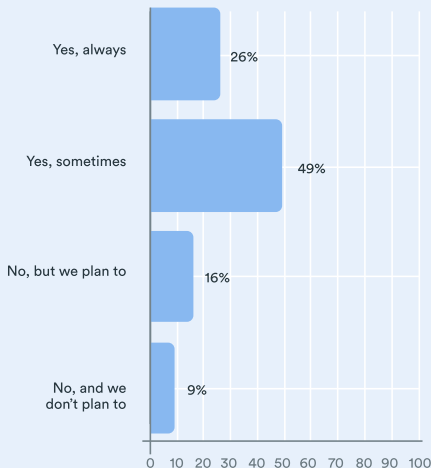
After Job Completion Feedback Request

Most roofers ask for reviews—but not always.

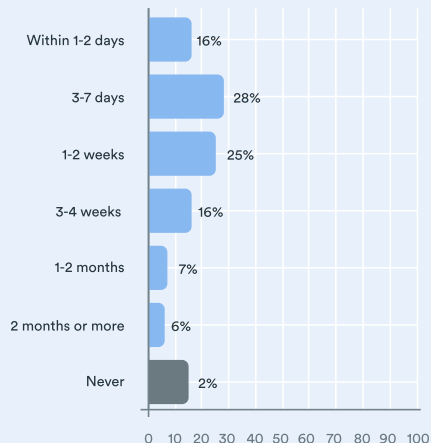
75% of respondents request customer reviews or feedback, though only 25% do it every time.

Most follow up within two weeks, keeping the request fresh while the job's still top of mind.

Requesting Customer Reviews or Feedback



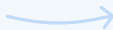
Typical Follow-Up Time After Job Completion



You Should Request Feedback and Reviews

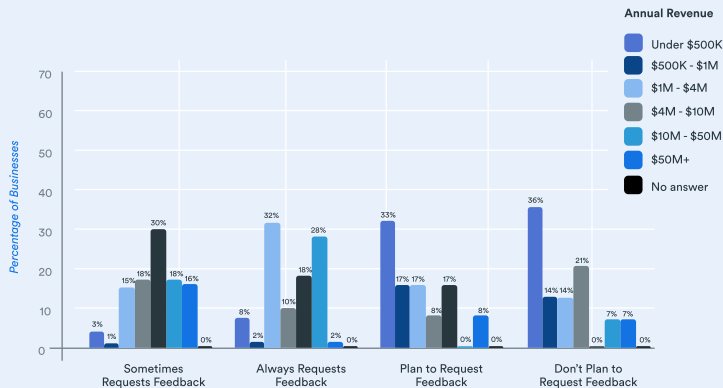
Top-earning roofers know the power of a review. Roofing businesses earning \$1M–\$3M+ annually are far more likely to request customer feedback than those under \$1M. The difference is clear:

- Roofers who ask for reviews average 500+ jobs per year
- Those who don't? Just 100 jobs per year



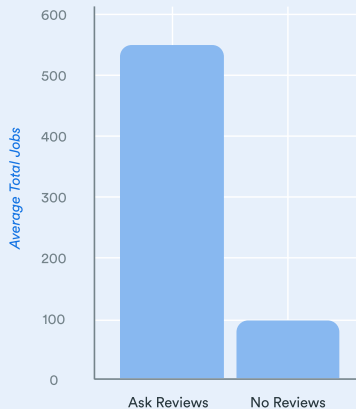
Asking for reviews doesn't just build trust—it may just build your pipeline.

Requesting Customer Feedback and Business Revenue



Feedback Request Practice

Total Jobs by Review Request

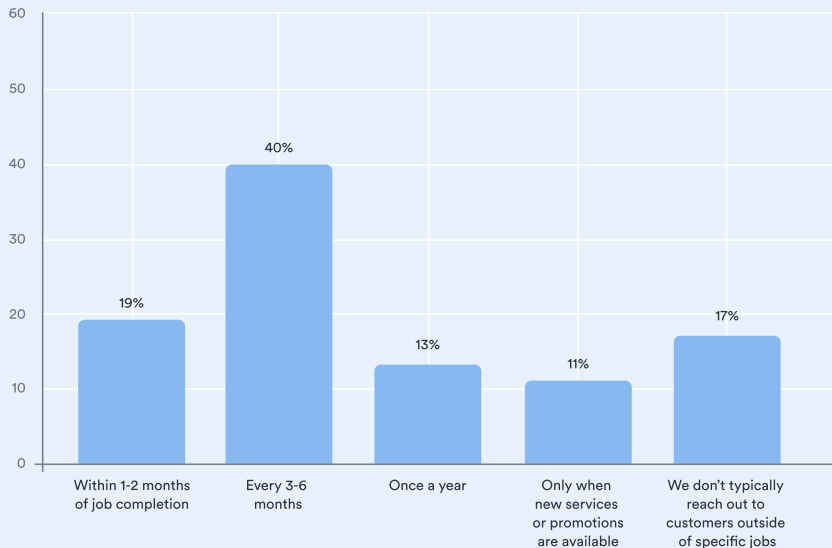


Frequency of Customer Outreach

Most roofers ask for reviews—but not consistently.

75% of respondents request customer reviews or feedback, but only 1 in 4 do it every time. The majority follow up within two weeks, striking while the experience is still fresh.

Frequency of Customer Outreach for Relationship Maintenance



Marketing Tactics



Executive Summary

Simple Sites, Big Results

Roofers with even a basic one-page website closed the most jobs—beating out those with complex multi-page sites or ad-only landing pages. 500+ jobs per year with a simple homepage vs. 275 without a site. Keep it clean, clear, and conversion-ready.

Facebook Still Dominates for Leads

When it comes to social media, Facebook is the top platform roofers use for lead generation, followed by Instagram, LinkedIn, and Twitter/X. If you're choosing just one place to market—Facebook is still where the customers are.

Word of Mouth is Your Best Friend

Referrals from past customers remain the #1 way roofers attract new business. About half also rely on social media and partner referrals, but word of mouth is the most effective tactic across the board.

Most Roofers Think Their Marketing Is Working

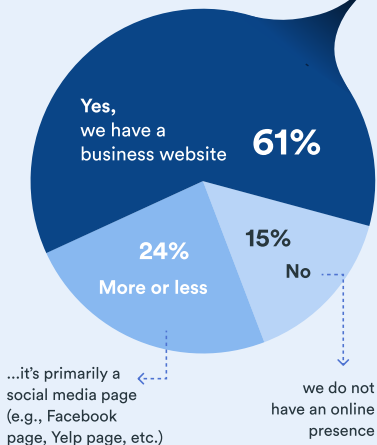
75% of respondents say their marketing is very or somewhat effective, and it's usually run by owners/operators or marketing managers. Top goals? Customer loyalty, lead generation, and standing out from the competition.

How's Your Online Presence?

Most roofers are online—but not all in the same way.

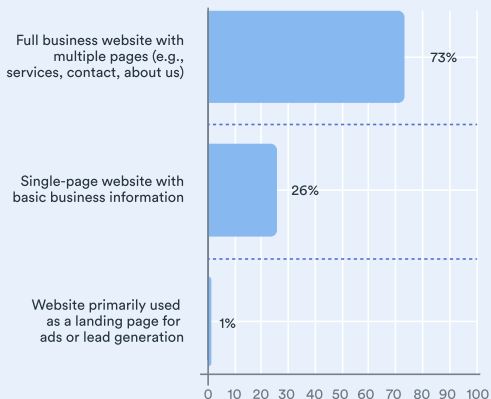
60% of respondents have a business website, while 25% rely solely on social media pages. Of those with a site, nearly 75% have a full multi-page website, while one-quarter keep it simple with a single-page setup.

Business Has an Online Presence



Type of Business Website

(Among those that have a business website, n=92)

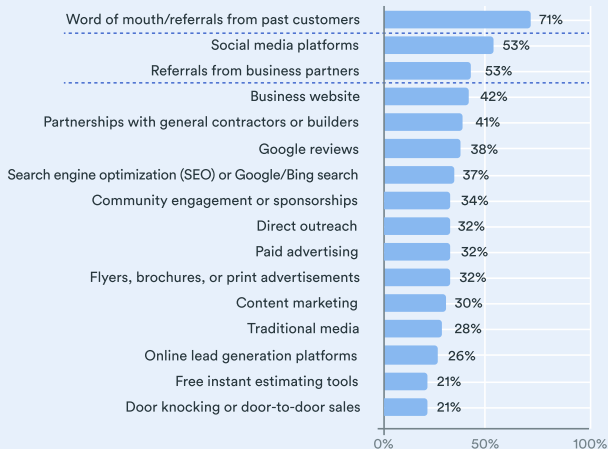


Methods Used to Generate Leads or Attract New Customers

When it comes to lead generation, word of mouth still rules. The majority of roofers rely on referrals from past customers to bring in new business. About half also use social media and partner referrals.

And what's the most effective marketing tactic? **Word of mouth, hands down.**

Methods Used to Generate Leads or Attract New Customers (n=152)



Most Effective Methods Used to Generate Leads or Attract New Customers (n=152)



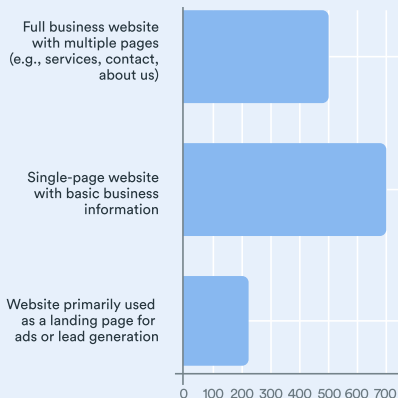
Website and Total Jobs Won

Want more jobs? **Get a website**—just don't overthink it.

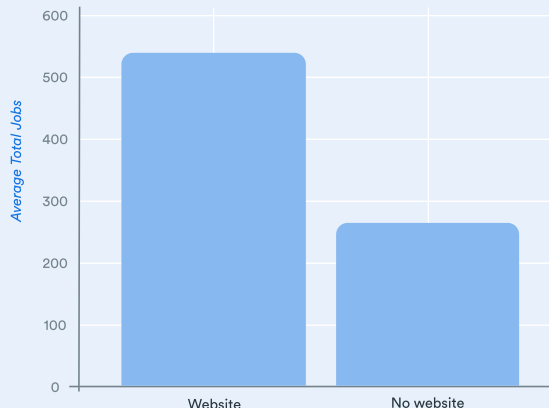
Roofers with a website close 500+ jobs per year, compared to just 275 for those without one. But here's the twist: simple wins. Roofers with a single homepage featuring basic info actually close the most jobs—beating out those with complex, multi-page sites or ad-only landing pages.

The takeaway? Keep it clean and clear. A solid website with contact info, lead capture, reviews, and relevant business details is all you need to convert.

Average Total Jobs



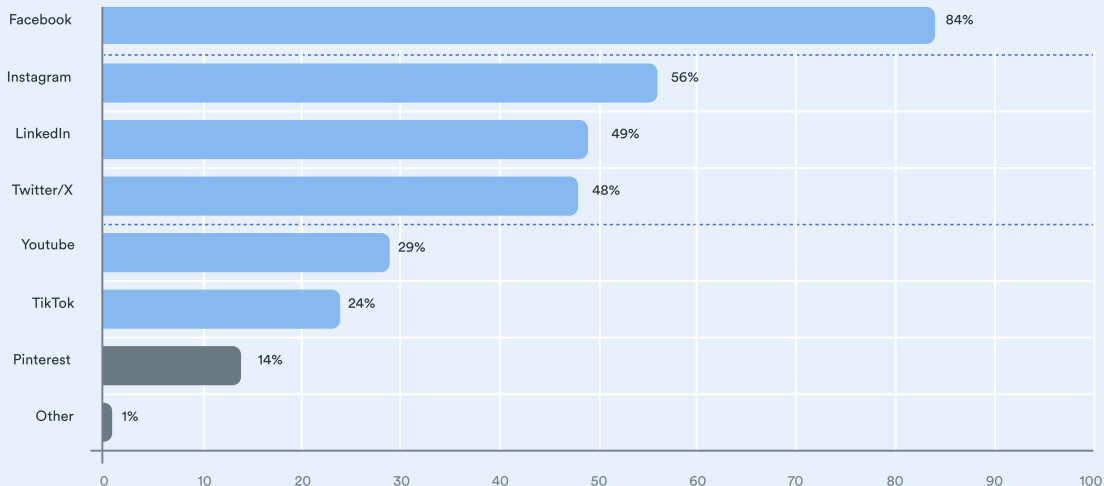
Do Businesses with Websites Close More Deals?



Social Media Platforms Used for Lead Generation

Facebook leads the pack for social media lead gen. Among roofers using social media for business, Facebook is the top platform for generating leads—followed by Instagram, LinkedIn, and Twitter/X.

It's clear: if you're online, Facebook is still where the customers are.

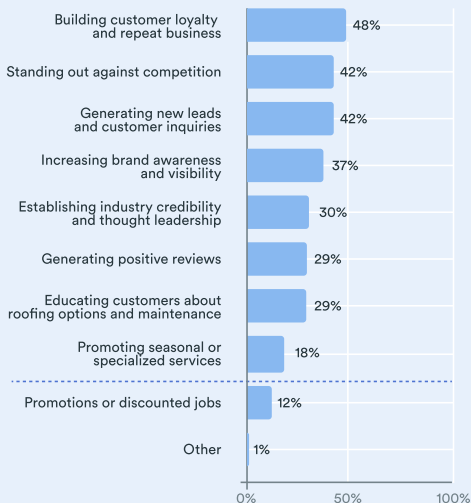


Marketing Efforts

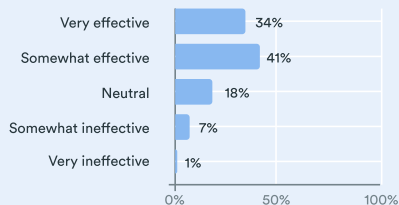
Roofers are marketing with **purpose**—and seeing results.

Top goals include building customer loyalty, standing out from the competition, and generating new leads. And it's working—75% say their marketing is very or somewhat effective. Most of the heavy lifting is handled by owners/operators or marketing managers/coordinators.

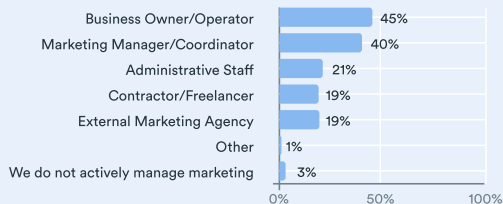
Top 3 Marketing Effort Goals



Effectiveness of Marketing Efforts



Roles Responsible for Managing Marketing Efforts



Summary

Here's what we learned

Technology is no longer optional—it's a competitive edge.

Across the board, roofing businesses are turning to digital tools to save time, close jobs faster, and grow smarter.

CRM = Time Saved, Profit Gained

- Roofers using a CRM save an average of 5–10 hours per week—that's a whole extra workday.
- CRM users close jobs 2.9 days faster than non-users, and are more likely to say it significantly boosts profitability.
- The most valued CRM features? Job tracking and project management, proposals and estimates, and invoicing and billing.

Sales & Marketing: Simpler Tools, Bigger Results

- Email follow-ups after a job are the most effective at generating repeat business, beating out calls and texts.
- Word of mouth is still the top marketing driver, followed by social media—especially Facebook.
- Roofers with even a simple one-page website closed more jobs than those with complex or ad-only pages.

High-Tech Roofers Are Winning

- High-tech businesses close jobs 16.4% faster than low-tech ones and are more likely to close deals in under a week.
- Those investing in tools like lead capture, measurement software, and customer review platforms report the strongest profitability gains.
- Top earners are leading the way in tech adoption—and seeing the biggest returns.

Adoption Is Growing— but There's Room to Leap Ahead

- Most roofers rate their tech adoption as moderate, but plan to ramp up within the next 12–24 months.
- Common barriers? High onboarding costs and steep learning curves. The solution: tools that are easy to use, affordable, and come with free training.
- Only 24% report having advanced tech adoption—meaning there's still a huge opportunity to stand out.

Why Roofers Choose *Roofr*

Roofr gives you everything you need to run your roofing business—without the headaches. From job tracking and proposals to email, calendar, and material ordering, it's all in one easy-to-use platform designed to help you move faster and scale smarter.

With free, unlimited training for paid users, plus a library of on-demand courses and webinars, your team gets up to speed fast—and stays sharp. And if you ever need help? Our world-class support team responds in minutes.

Roofr is top-rated by roofers for a reason:
it's **simple** to use, and it **grows** with your business.

[Get Started with Roofr](#)

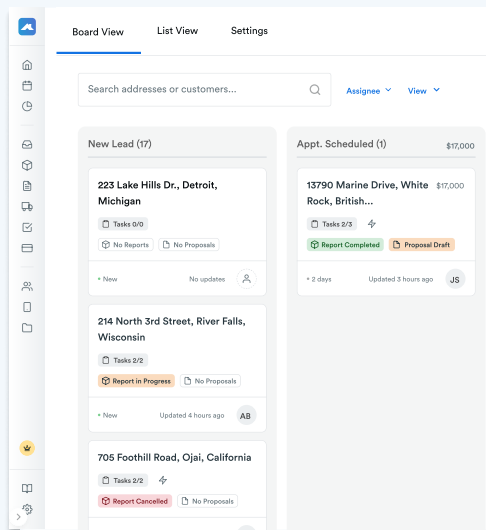
[Register Now](#)

[Explore our Plans](#)

[Compare Plans](#)

[Talk to Sales](#)

[Book a Call](#)



Data Sources

This report is based on proprietary market research commissioned by Roofr from myCLEARopinion Insights Hub in January 2025. The dataset includes survey responses and market analysis specific to the U.S. roofing industry. The data is not publicly available.

