

The Homeowner Perspective

A 2026 REPORT

What real homeowners have to say about finding, choosing, and reviewing roofers, so you learn how to win more jobs.

A Message from Roofr Marketing

At Roofr, our goal is to help you capture more leads, close them quickly, and run smooth installations.

A big key in achieving that?

Helping you win over homeowners.

That's why we conducted this survey; to give you a better understanding of what really matters to today's homeowner. This way, you can make informed decisions that will help you grow your business.

The big takeaways? Homeowners care about easy-to-read quotes, simplified communications, and good vibes. And they're willing to pay more for that feel-good service.

In this report, you'll find stats on what they prioritize when finding and comparing

roofers, judging if a job is "successful", and what it takes to get them to leave a 5-star review. You'll walk away with key data points that will help you understand what homeowners want, and be empowered to stand out from the competition.

These stats come straight from homeowners themselves, so you can trust when they tell you what they're looking for in a roofer. With this report, you get all the tools to win more jobs and have your best year yet. And we're honored to be a part of your journey.

Jennifer Cleland, Director, Content Marketing

Richy Nelson, CEO

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Executive Summary: What You Need To Know

There's a lot of information in this report. These 6 are the top takeaways you need to know.

Vibes matter.

47% ranked a personal connection/comfort with a roofer among their top trust drivers, putting it right alongside credentials and reviews. Homeowners also value the experience you create, which includes responsiveness and communication; **74%** said this was more important than price.

Price as a selling feature is officially old news.

In fact, only **11%** of homeowners ranked "lowest price" as their No. 1 consideration when hiring a roofer. Instead, professional proposals, warranties, and availability were more important.

Homeowners will pay more for tech convenience.

More than **50%** of homeowners surveyed said they'd be willing to pay more for a tech savvy roofer. **3/5** reported that using tech increases their trust in a roofer, with **67%** saying they're more likely to recommend a roofer who is using digital tools.

Technology can help you win.

64% said technology improved their experience with a roofer, and **65%** said it's very or extremely important their roofer uses software. They're more likely to trust, refer, and pay more for roofers who leverage software and technology.

Different generations like to be sold to differently.

Baby Boomers are more likely to prefer it "old school", wanting to know warranties and caring less about your social media presence. Meanwhile, Millennials and Gen Z care about speed, response time, and project availability.

Asking for reviews will get you reviews.

86% of homeowners will leave a review if asked, but only **39%** will if left to their own devices. Online reviews are the second highest factor when trusting a roofer, so they make a big impact. Ask for reviews, get more reviews, land more jobs.

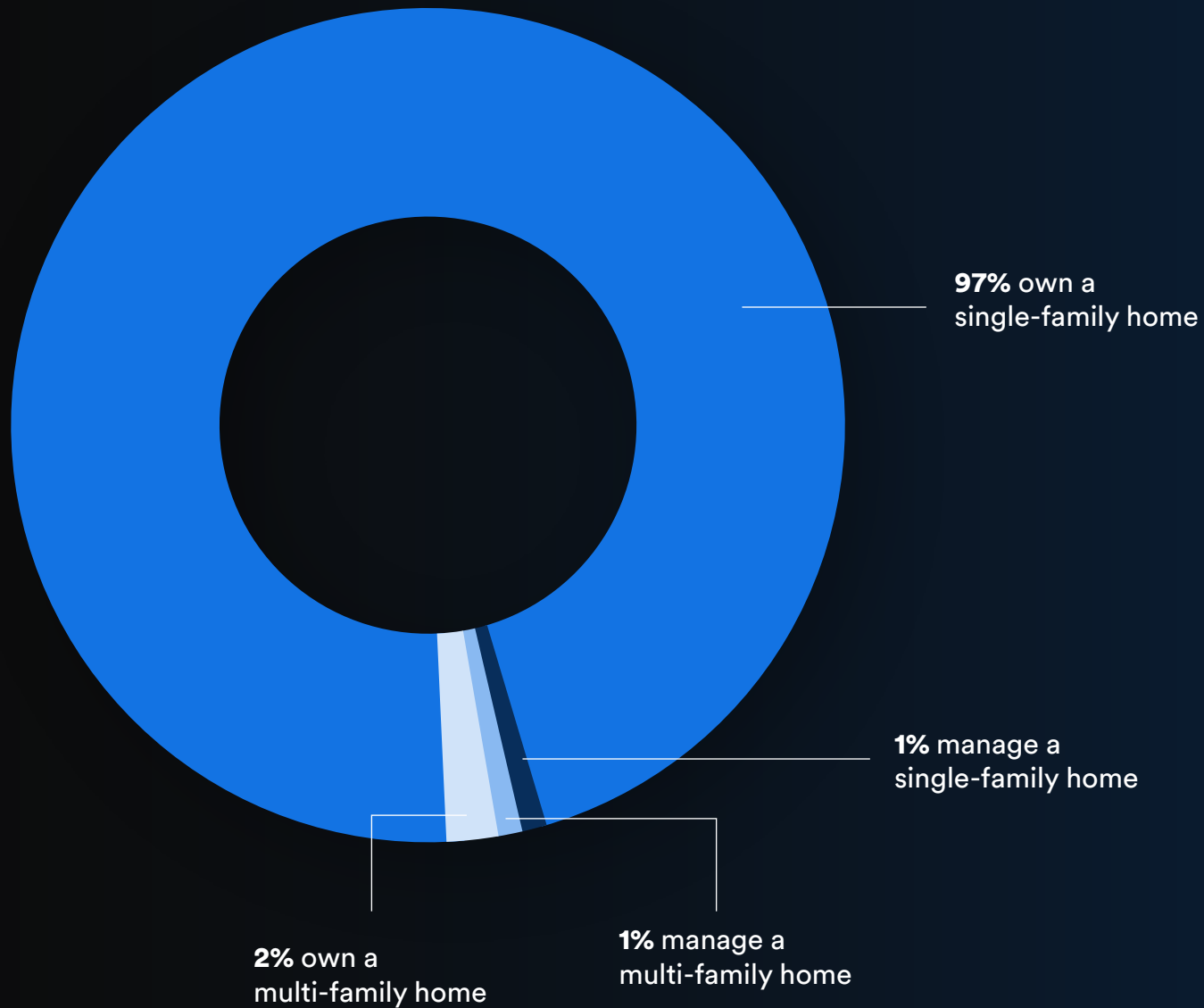
The Homeowners in Question

We surveyed **292 people** who hired a roofer from all over the US, from a range of home sizes, household income, and home value.



Residence type

INSIGHTS FROM 292 HOMEOWNERS



100%

of people participating in the survey had a roofing project completed in the past 2 years.

63%

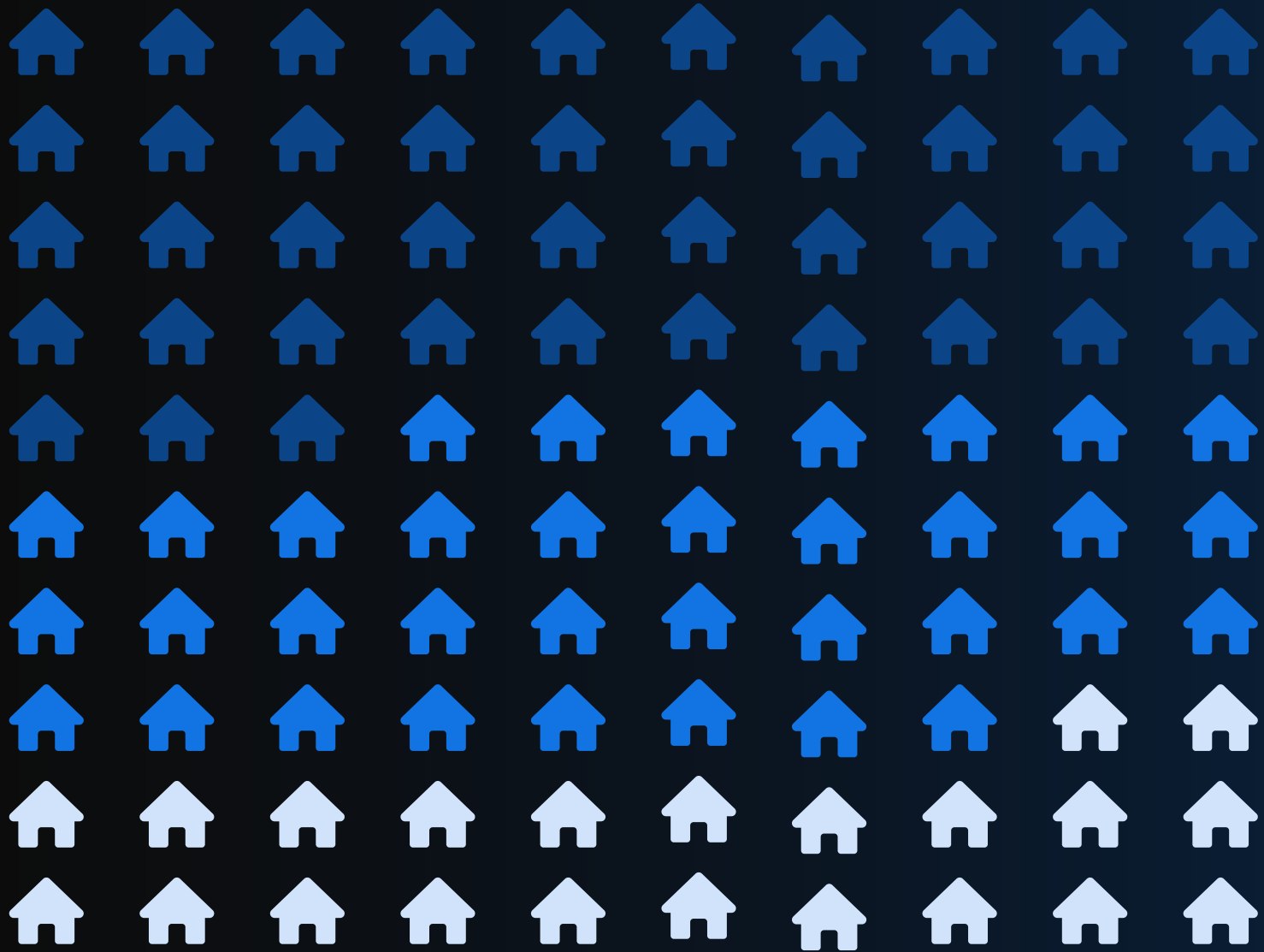
were hiring a roofer for the first time.

38%

of jobs hired were part of an insurance claim.

Type of roofing project

INSIGHTS FROM 292 HOMEOWNERS



43%

needed a full roof replacement

35%

needed major repair

22%

needed minor repair

How Homeowners Find a Roofer

This is where all roofing jobs start. Homeowners need a roofer, so they start looking for one.

The question is: are you where they're looking?



Where they're finding you

Major search engines are still the go-to place for homeowners to find a roofer (especially among Baby Boomers), but there are up-and-comers.

Top sources

- 56% Search engine
- 42% Referral from family/friends
- 35% Social media
- 34% Local business listings
- 30% AI tools
- 21% Local ads
- 13% Door knocking
- 9% Direct mail
- 7% Lawn signs
- 5% Prior roofer experience

56%
Search engine

42%
Referral

BONUS TIP

Is your neighbourhood full of millennials? They were the most likely to use local business listings compared to Baby Boomers or Gen X. Make sure to leverage sites like Yelp or Angi to connect with this generation.

Best ways to be findable

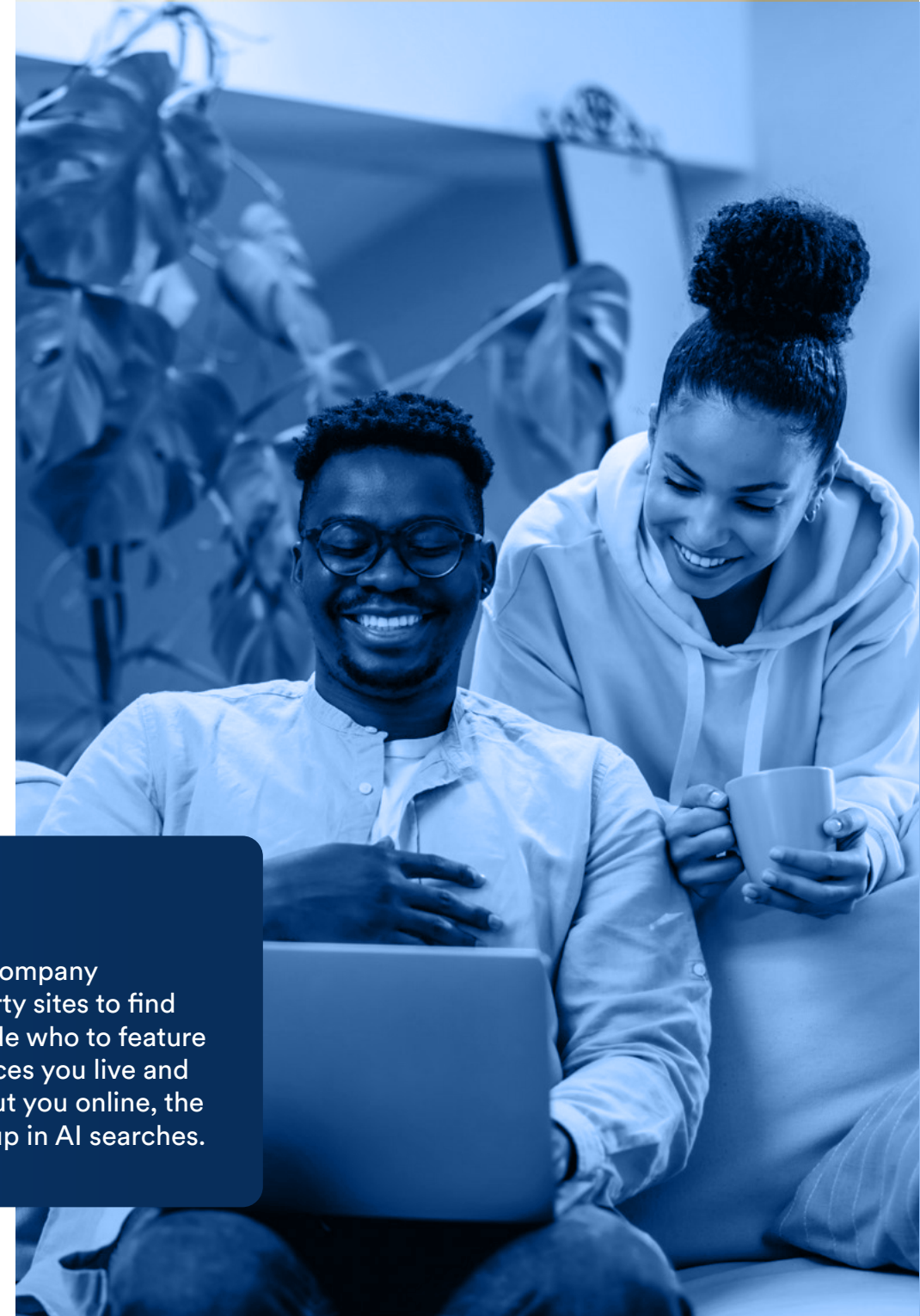
When homeowners go looking for a roofer, make sure they can find you. These tips are great ways to get started.

- ✓ Get your website set up to be findable through search engines
- ✓ Set up your Google Business to improve local SEO
- ✓ Leverage automations to set up a referral program
- ✓ List your business on local business directories
- ✓ Ask for reviews
- ✓ Use local business listings to seem more legitimate
- ✓ Social media is great to share reviews and before/after photos
- ✓ Set up a referral program to past customers keep you top of mind
- ✓ Optimize your website for search



BONUS TIP

AI bots crawl social media, company websites, and other third-party sites to find quality businesses, and decide who to feature in their results. The more places you live and the more people talking about you online, the more likely you are to show up in AI searches.



Reviews matter

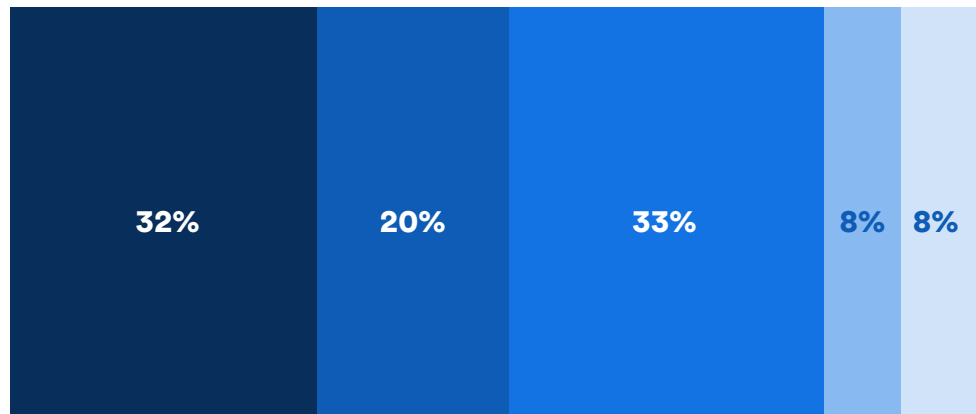
64%

of respondents agree that online reviews are more important than personal referrals when hiring a roofer.

82%

of homeowners checked online reviews before hiring a roofer, mainly via a search engine.

Where they stood on online reviews being important



Strongly agree Neutral Agree Disagree Strongly disagree

THE GREAT NEWS

86%

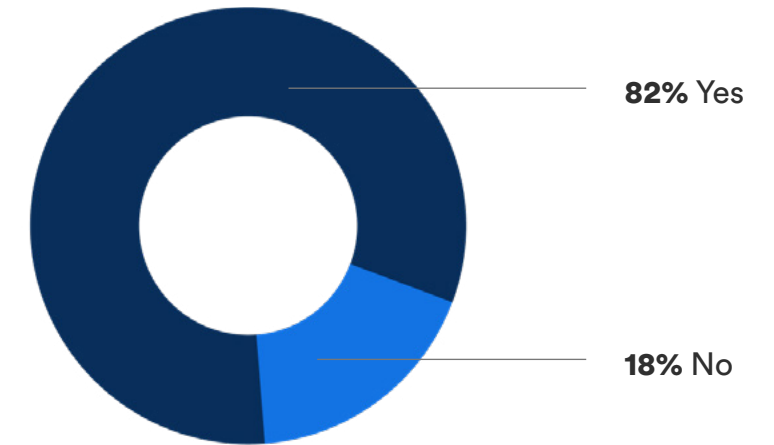
of homeowners will leave a review if explicitly asked.

BUT, if left to their own devices, only 39% will bother. That's a major reputation leak, especially with how valuable reviews are for homeowners looking for a roofer.

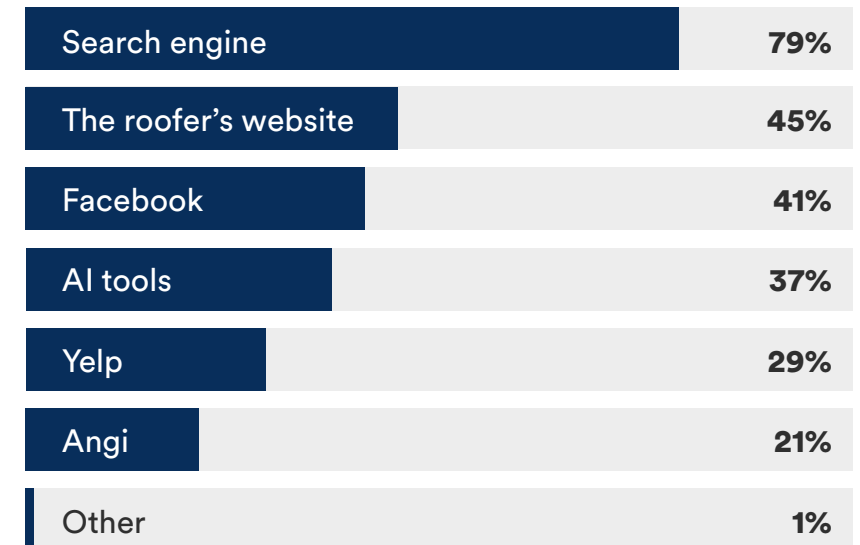
Make sure you ask!

Even a simple automated email after the job is done with a link to your Google profile can make a major difference.

Did they check online reviews before choosing a roofer?



Where they look for reviews



Door to door: handle with care

Overall, homeowners found door knocking to be a helpful way to learn about roofing. But... It's a fine line.

67%

of homeowners surveyed had a roofer knock on their door.

72%

said they felt positive about the experience when a roofer came to their door.

76%

agree door-to-door roofers can be helpful if they need roofing work.

72%

agree door-to-door is a convenient way to learn about options.

HOWEVER:

50%

said that roofers who go door-to-door can be pushy or intrusive. So the stigma is there.

39%

Very positive

Welcomed the interaction

33%

Positive

Kept the information for later

MOST LIKELY AMONG BABY BOOMERS

13%

Neutral

Indifferent

15%

Negative

Intrusive

How to fight the stigma

Door knocking works best when it feels like help, not pressure. Half of homeowners already carry the “pushy” perception, so the tone and approach matter a lot.

Door knocking should be a way to share info, not push sales.

Offer to do an inspection or provide a link to an Instant Estimator. Don’t push a sale that day.

Give homeowners their power back.

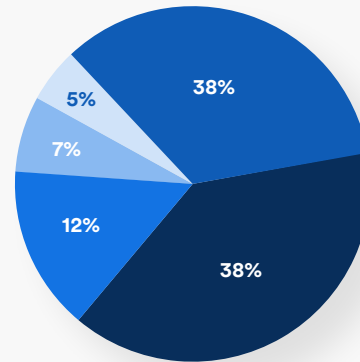
Leave them with a way to contact you. Don’t try to take their info. That will help make the interaction feel helpful and more focused on their needs than you selling.

Leverage technology to build trust from the doorstep.

We know from this survey that tech use improves trust and portrays a higher level of skill. Instant Estimators, or example proposals are a great way to help get homeowners interested.

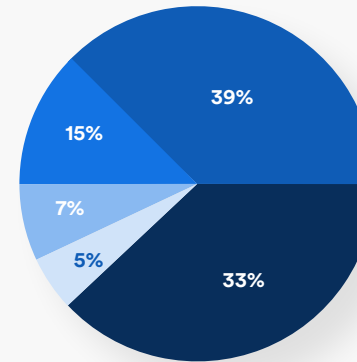
A breakdown of perceptions around door knocking

They can be helpful



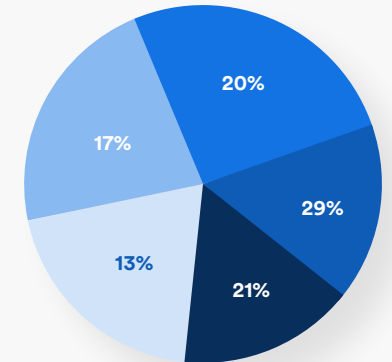
NET: Agree 76%
Least likely among Baby Boomers

They are convenient



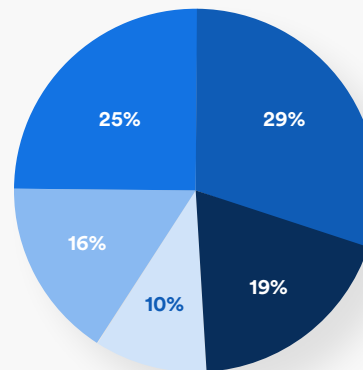
NET: Agree 72%
Least likely among Baby Boomers

They are intrusive



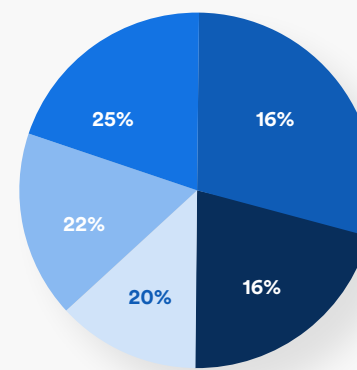
NET: Agree 50%

They feel old-fashioned



NET: Agree 48%

They are not trustworthy



NET: Agree 33%



How Homeowners Compare and Choose

The comparison game is still strong, but it's not about being the only roofer they talk to; it's about being the one they give their business to.

When you know you're being compared, you can **focus on standing out.**

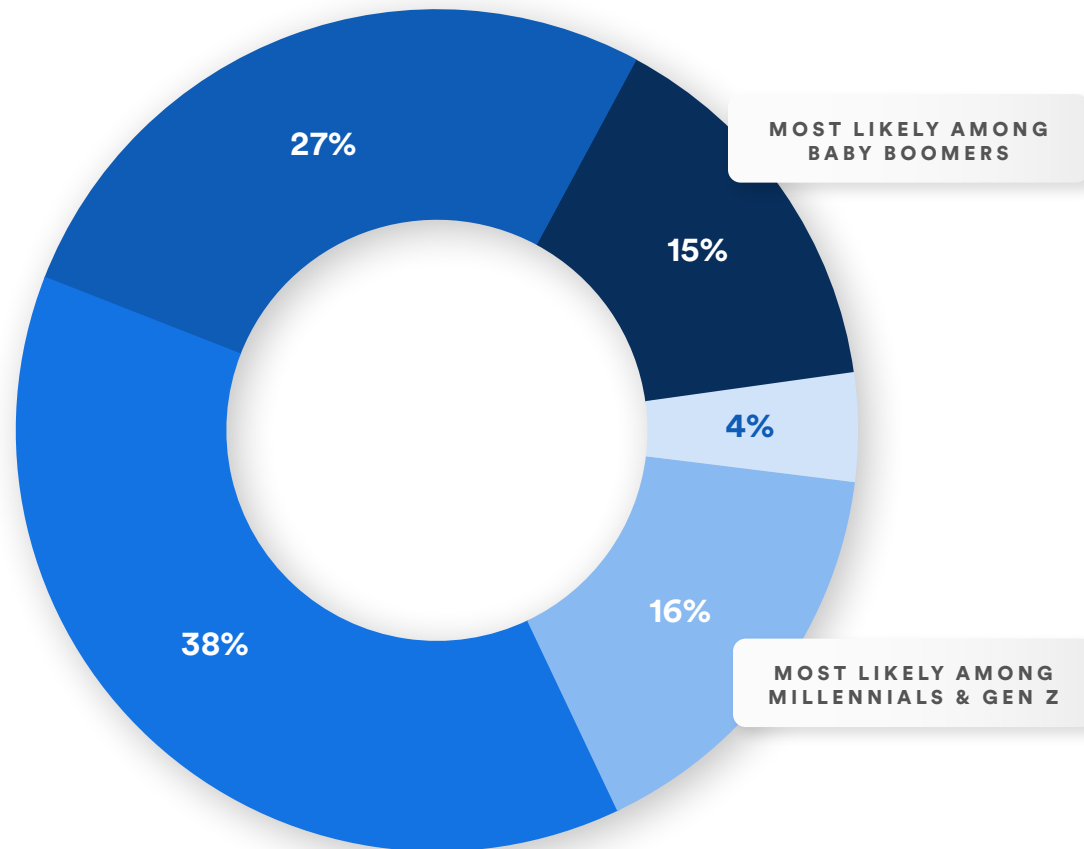


How they're comparing you

Homeowners get **3** roofing quotes on average.
Millennials and Gen Z are more likely to look at **4-5** contractors.

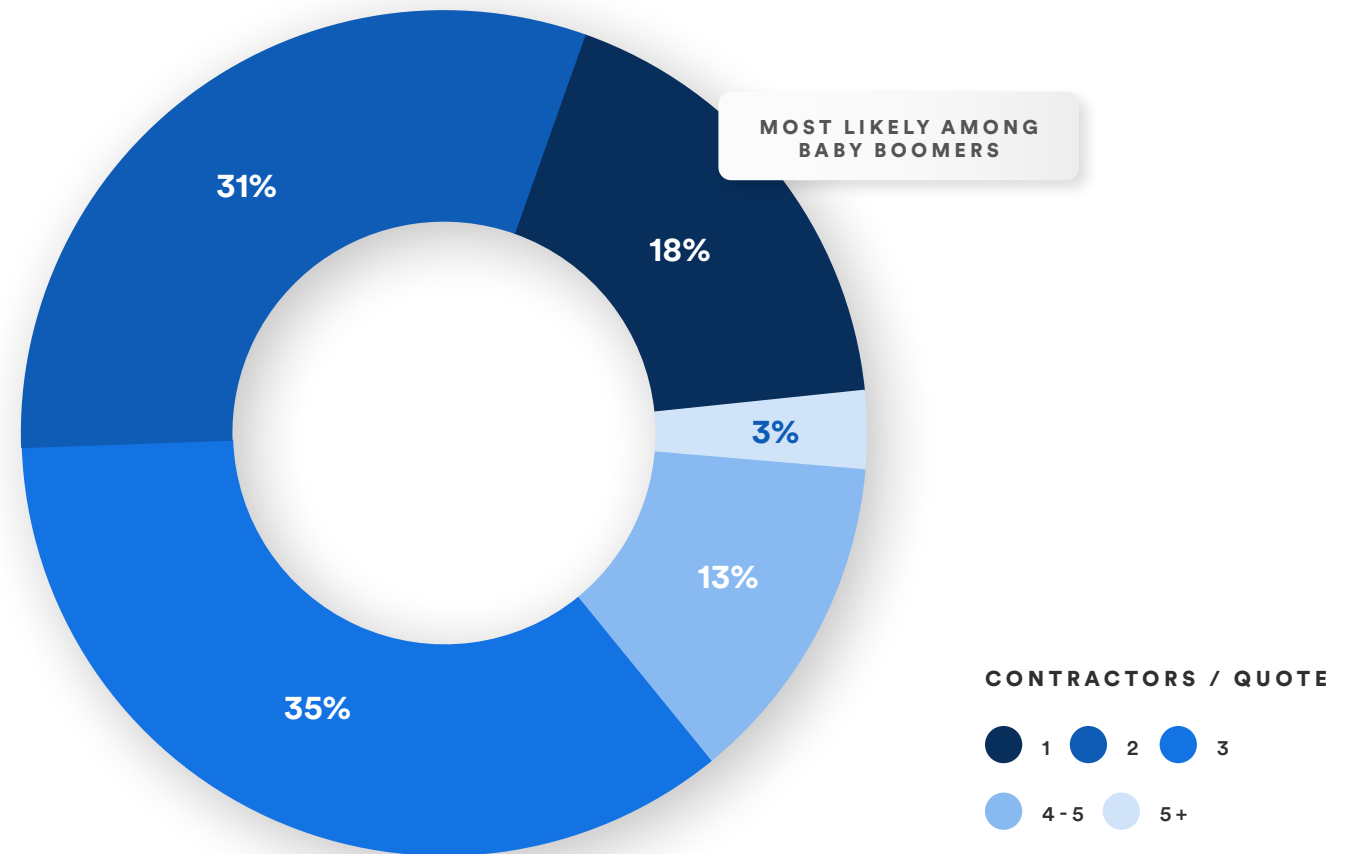
How many roofers they contacted

MEAN: 3 CONTRACTORS



How many quotes they'll compare

MEAN: 3 QUOTES



What they're looking for when they reach out

74% said they would not sign a contract without an inspection.

What this means: Send quotes and provide a price, but don't try to close until you get eyes on the roof. Communicate that you'll do an inspection as part of your quote to give homeowners that reassurance.

59% ranked quality proposals as a top outreach factor, and 66% said a professional proposal is a major trust driver.

What this means: Stand out from the competition immediately with high quality proposals. Include reviews, photos, their name and address, and upgrade options to personalize the quote.

82% checked online reviews before hiring, and 64% agree that online reviews are more important than personal referrals.

What this means: You need to have reviews, and you need to showcase those reviews. Leverage them in your social posts, on your website, and in your proposals.

How homeowners prefer their proposals



Building trust: what homeowners actually care about

Homeowners say trust comes from proof + professionalism + comfort. Get these right, and you're on the path to a closed deal.

Professional proposal/estimate

66% of homeowners ranked it in their top three trust factors.

Online reviews

48% of homeowners ranked it in their top three trust factors.

License/certifications ☆ MOST TRUSTED

47% of homeowners ranked in their top three trust factors.

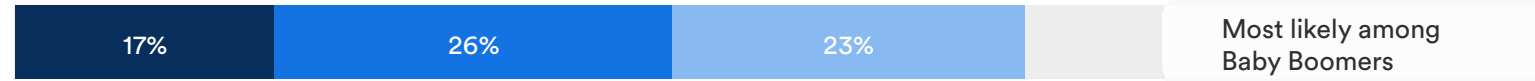
Personal connection/comfort

47% of homeowners ranked in their top three trust factors.

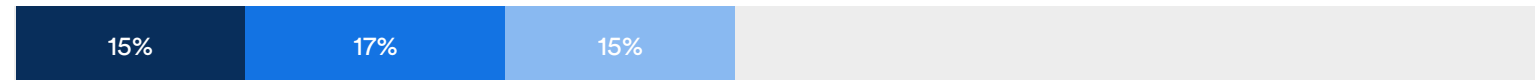
Most influential factors in trusting a roofer

■ RANKED 1ST ■ RANKED 2ND ■ RANKED 3RD

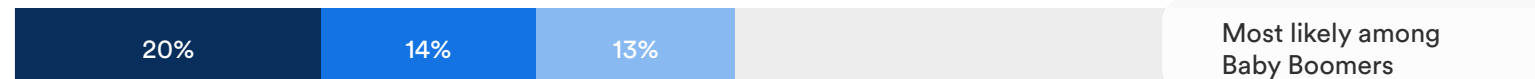
Professional proposal/estimate



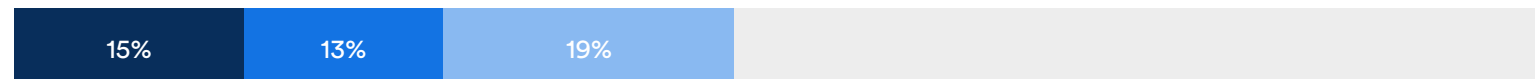
Online reviews



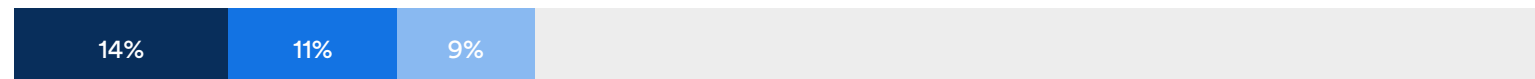
License/certifications



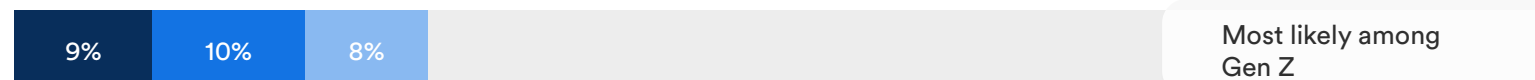
Overall personal connection/comfort with contractor



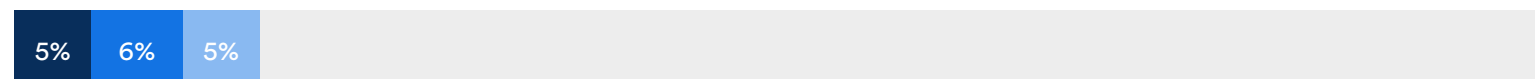
Personal referrals



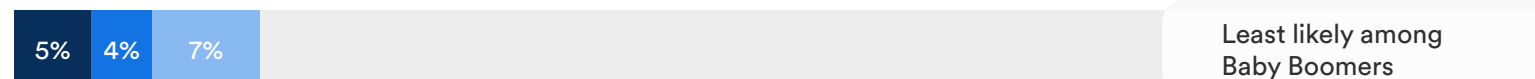
Insurance



Website/professional email



Social media presence



☆ License / certifications was the top "ranked first" trust factor (20%).

What makes them confident in you as their roofer

Responsiveness, personal connection, and technology are what translate trust into confidence.

74%

agree responsiveness and communication matter more than price.

THIS MEANS...

- ✓ Responsiveness and communication translate into revenue
- ✓ Be quick to respond to questions
- ✓ Be proactive in offering updates and reminders
- ✓ Prioritize speed to lead

65%

agree they'd pay more when they felt a stronger connection with the roofer.

THIS MEANS...

- ✓ Personal connection matters
- ✓ Take time to get to know the homeowner
- ✓ Proactively share your company story on your website, social media, etc
- ✓ Stop focusing on price over experience

69%

said that they had increased trust in a roofer if they used digital tools compared to those who did not.

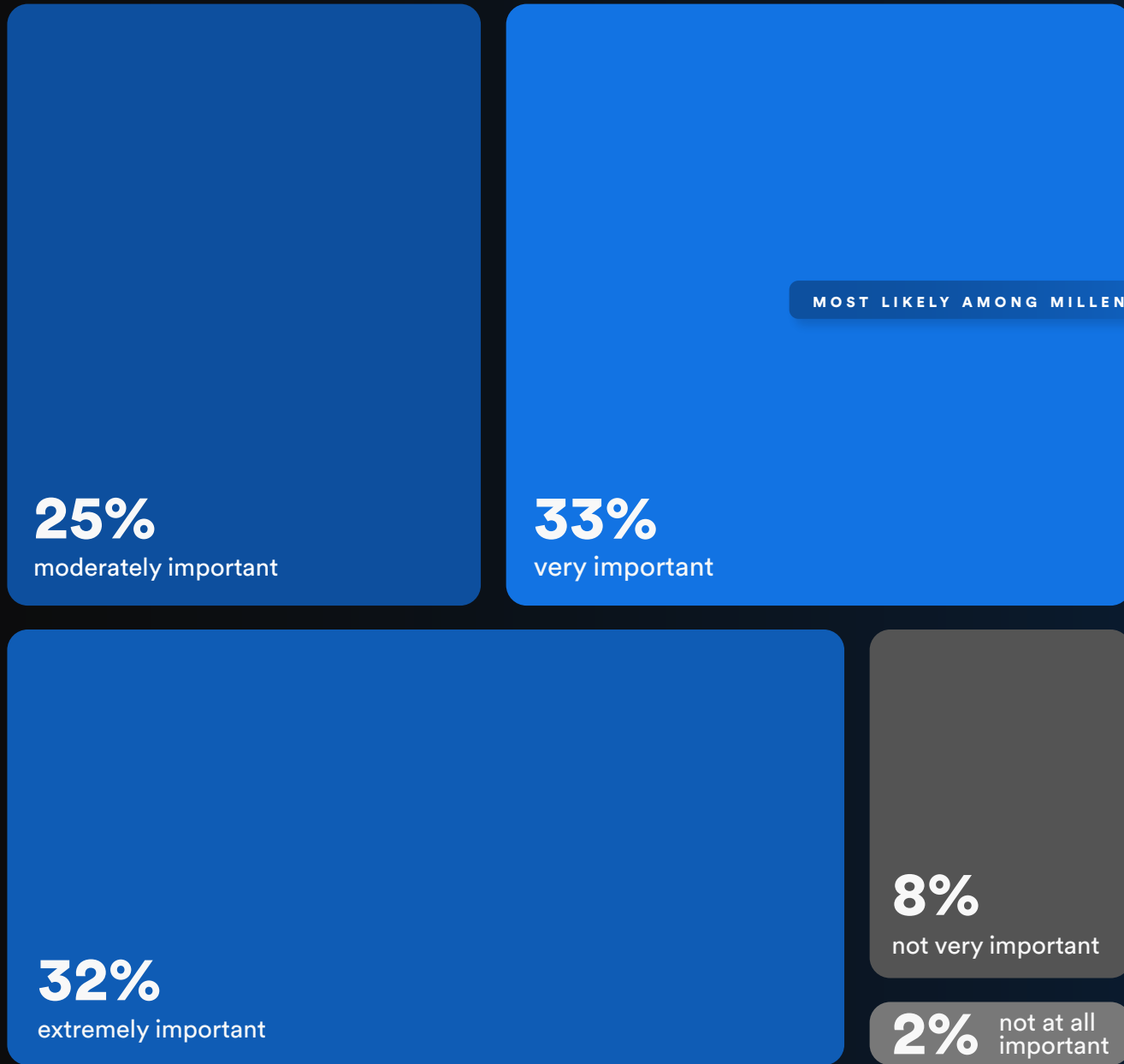
THIS MEANS...

- ✓ Using digital tools is for you AND the homeowner
- ✓ Look for tech that solves your pain-points so your team will use it
- ✓ Take advantage of tech onboarding to really learn your software
- ✓ Leverage texting, online quotes, e-signatures, and online payments for better homeowner experience

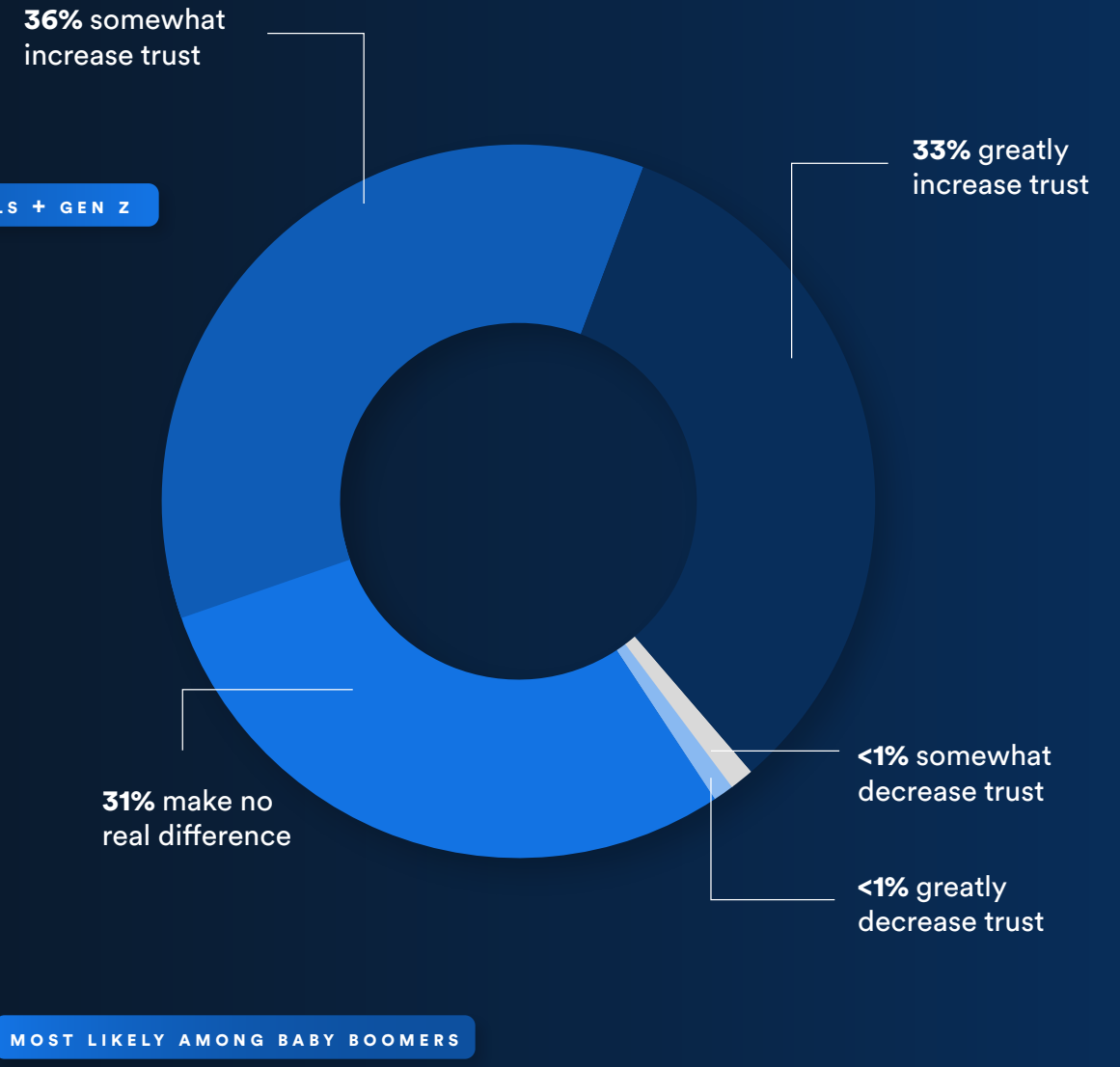
64%

feel the digital tools that their roofer used improved their experience with the project.

How important is it that a roofer uses modern software?



How much does digital tool usage impact trust?



Reviews and referrals matter

Review behavior supports the “reviews build trust” story: **82%** checked online reviews before selecting a roofer.

75%

said they’d be more willing to refer a roofer to their friends and family if they used modern digital tools. With referrals being the second highest reported way that homeowners find roofers, you could be losing jobs by not using tech.

42%

ask for referrals from friends and family when looking for a roofer.

2/3

agree that online reviews are more important than personal referrals when choosing a roofer.

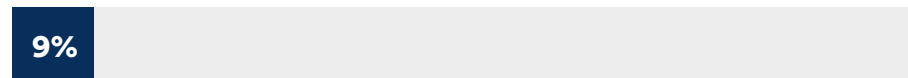


Willingness to pay for quality

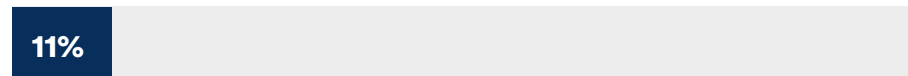
The next generation of homeowners (and roof buyers) is shifting to Millennials and Gen Z. The good news? They're less price sensitive compared to Baby Boomers, and are actually willing to pay more for digital-forward roofers.

Willing to pay more digital conveniences

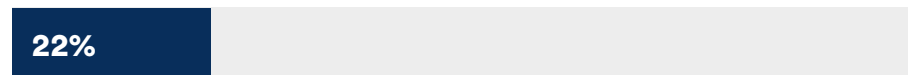
Much more (more than 10%)



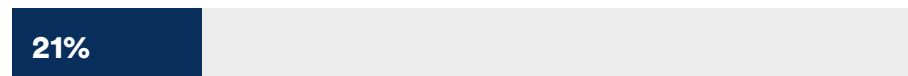
Significantly more (7-10% more)



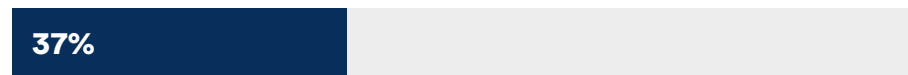
Somewhat more (4-6%)



A little more (up to 3% more)

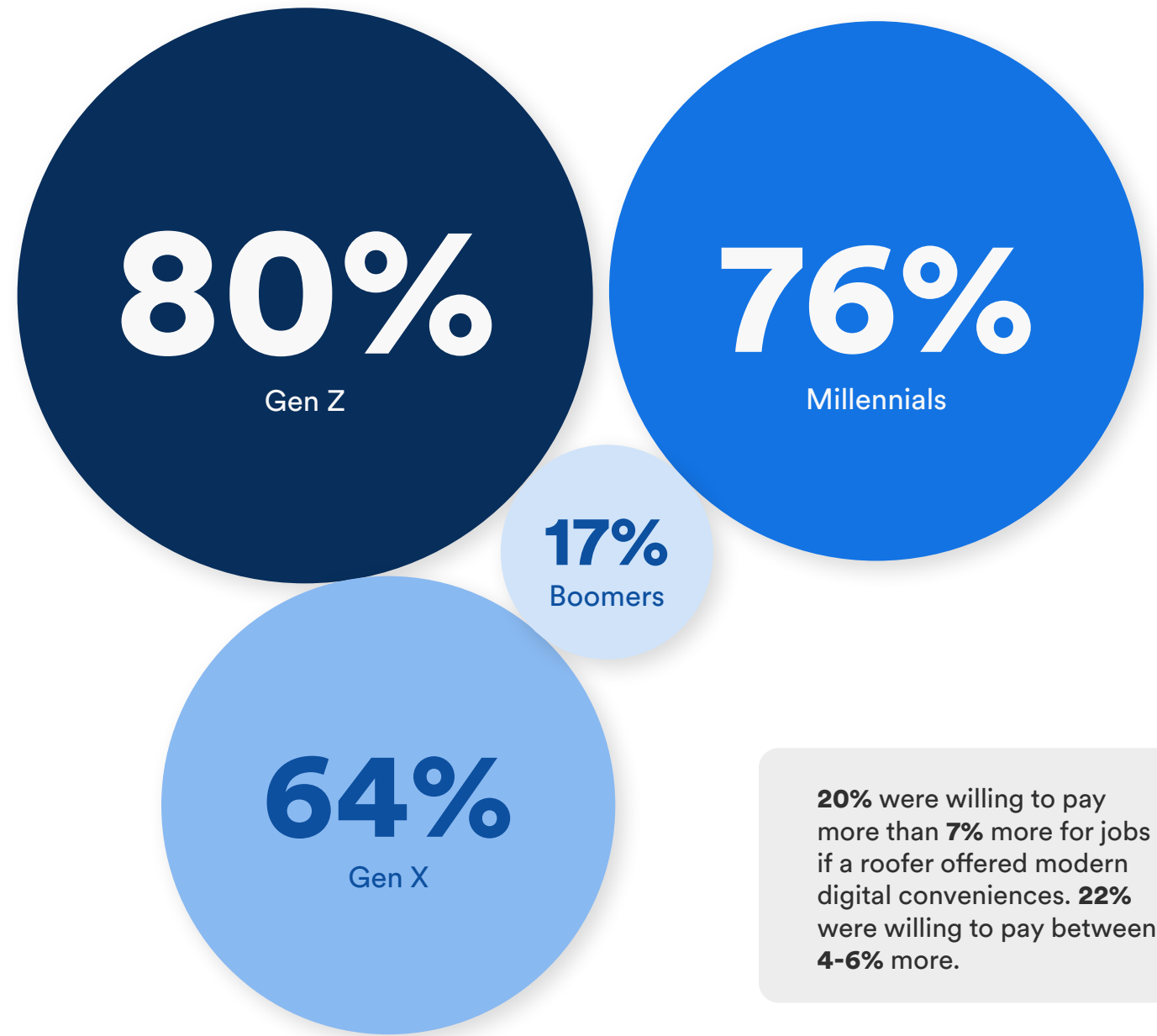


Nothing more



This is why you need to know your market. If you are selling mainly to millennials or Gen Z-ers, talk about the modern tools you use; leverage that to promote your value, and increase your sale price at the same time.

How likely are they to pay more for digital convenience, based on generation?



How Homeowners Judge the Job

While job-won may be the end goal for you, homeowners care more about how the job is complete.

What success looks like to homeowners

Success is about more than the job getting done. Having a job be successful in the eyes of the homeowner matters because that means better reviews. And we know that reviews make a world of difference in landing the next job that comes your way.

72%

say they care most about the job being done as promised.

60%

say clean-up after the job is done makes the biggest impact.

53%

say communication throughout the entire project matters.

74%

value responsiveness & communication over price.

How to improve

- Use a itemized and detailed quote for clear expectations
- Outline what will happen on the day of the install
- Clearly outline warranties and timelines
- Do a final walkthrough and recap before you leave

How to improve

- Create a standard clean-up checklist
- Do a second magnet sweep
- Follow up after high winds or rain
- Walk the property with the homeowner before leaving

How to improve

- Send reminders leading up to install day
- Be clear about day-of plan, including arrival window, who their point of contact is, etc
- Ask if they have questions leading up to install day

How to improve

- Use automations to respond timely
- Set internal standard response times (24 hours or less)
- Communicate via text or email for a quick reply
- Be proactive in reaching out to homeowners

Digital tools can make or break a project

Homeowners said digital tools help make things faster and easier, improve communication, and create more transparency and clarity around their roof installation.

64%

said the digital tools their roofer used improved their experience.

68%

said it increased their trust in a roofer if they used digital tools.

3/5

homeowners would pay more for a roofer who used digital tools.

Tips to level up your digital tools

- ✓ **Upgrade your inspection tech to include a tablet or iPad.** This makes it easier to show off digital proposals and highlight that you're a tech-forward roofer.
- ✓ **Ask about email and texting communication.** Make it clear that you can email them their quote and text them updates; no phone calls necessary.
- ✓ **Be picky about your software and CRM.** Choose a tool that works for your business and makes your life easier. It'll pay for itself after you close that extra job.



Communication expectations

While texting and email has a place for small reminders and as a preference option for homeowners, phone calls are still the top choice.

82% communicated with their roofer via phone call during the project, and about half used text (**50%**) and/or email (**49%**).

98% said communication was easy overall.
Way to go, roofers!

82%

phone call

50%

text message

49%

email

After the Job is Done

Homeowners don't judge their experience only by the day of the install. The "after" is where you lock in referrals, reviews, and repeat business.

It's also where many roofers are leaving money on the table.

What homeowners said matters most after the job

Remember, referrals were one of the top 4 ways that homeowners choose a roofer, and reviews are the #2 biggest influencers in trusting a roofer. Think about the post-install experience as a way to really WOW them.

How to become their forever roofer

Follow up after the job **MOST MENTIONED**

Provide aftercare/maintenance tips **50% WANT THIS**

Check in after any storms **KEEP BUILDING TRUST**

Offer a referral bonus **WIN-WIN**

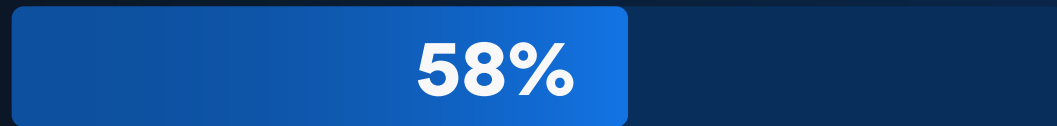
Do a 1-year check-in **STAY TOP OF MIND**

Payment convenience is part of the experience.

So... Offering digital payment methods is an easy way to not only win over customers, but to turn a good homeowner experience into a great one.



of people are more likely to hire a roofer who offers online payment options



said that being able to pay digitally was a deciding factor when choosing a roofer.



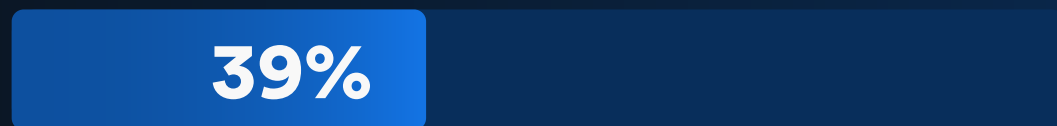
said online payments would have made the biggest difference

Increase your reviews and referrals

Knowing how big of a role reviews play when homeowners are looking for a roofer means that you should take asking for reviews a lot more seriously.



will leave a review if explicitly asked through a digital channel.



will leave a review if left to their own devices

Summary

Homeowners aren't shopping for the cheapest roofer—
they're choosing the roofer who makes them feel **confident**.





Data Sources

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

Price alone rarely wins, but **trust** does, and it's built through a professional, credible buying experience.

Once the job is won, the same rule applies: the way you communicate, run the site, and wrap up the project is what turns a one-time customer into a repeatable growth engine through reviews and referrals.

The great news? Tech can help you do all of this. Not only does it directly increase trust from homeowners, but when leveraged right, it improves your speed to lead, ease communication, and help you stand out from the competition; all the things homeowners are looking for when hiring a roofer.

The biggest opportunity isn't flashy marketing—it's tightening the experience: setting expectations early, keeping the homeowner informed, finishing clean, and closing the loop with follow-up and convenient payment.

If you want to win more jobs this year, focus on what homeowners care about most: show up fast, build trust early, leverage tech where you can, run a clean and predictable job site, then close the loop after install with follow-up, online payments, and a request for a review. You'll not only win more jobs, but get better reviews and more referrals, all which translate into more jobs down the line.

That's how you grow.

3 Ways to Build Credibility

- ☆ Clear proposals
- ☆ Comfort with contractor
- ☆ Reviews & credentials

The Complete CRM for Growing Roofing Companies

Whether it's improving trust with beautiful proposals or leveraging automations to capture reviews, Roofr's CRM has all the tools you need to **capture, close, and run jobs**. From digital measurements and online proposals to material ordering, work orders, and online payments, you can run your entire business in one software.

See the difference Roofr can make in your ability to win jobs and close customers.

Roofr.com

