



## BLOG

# 4 Steps to Turn Summer Leads into Year-Round Customers





## Referrals and word-of-mouth

71%

of roofers rely on **referrals from past customers** as their **top source of new leads**.



# Qualities of a great referral program

- **Easy to use**  
(for everyone — including your sales team)
- **Nobody has to “work for it”**  
(respect their time)
- **Worthwhile for everyone**  
(make it a good deal)



## Reviews

On average, roofers who ask for reviews book more than

**5X**

**more jobs per year** than roofers who don't

## Asking for reviews

- Have a set script or email
- Ask confidently, but don't be pushy
- Mention that it makes a real difference

“Hey, no pressure, but if you’re happy with the work and you have a sec later, **leave us a 5-star review on Google?** It really helps us.”



## Customer follow-ups

Roofers who **follow up by email** after a job are

**25.5%**

more likely to **land repeat work**



Use emails to ask for referrals, reviews, and **keep your business top-of-mind**



## Refer a Friend, Get a \$50 Gift Card

Hey Paul,

Got friends or family that need roof work done this season? Send them our way. They'll get top-quality work, peace of mind, and an **instant \$50 off**.

AND you'll get a **\$50 digital gift card**, on us.

We're serious about our customers, and we want to show it. From the whole team at Brella, thanks for your continued support!

[Refer a friend now](#)



### Roof Maintenance 101

Follow these easy tips to keep your



## Tech tools

Roofers using CRMs and digital tools close deals

2.9

days faster on average, AND **save 5–10 hours every week**





# Getting your tech **set up**

- **Use tools like Roofr and GTR**  
(future-proof your growing business)
- **Automate follow-ups**  
(Set 'em and forget 'em)
- **Get your whole team on board**  
(set processes that work while you're away)



## Key takeaways

- Customer referrals are a great source of new leads
- Ask for reviews after every job
- Follow up with past customers by email
- Automate it all with tech
- Move away from paid leads