

From College Teammates to a \$3M Roofing Business

"We were spending about 200 hours per year per salesperson minimum picking up paper checks."

—DYLAN FAIRCLOTH
CO-FOUNDER, EMBER ROOFING

Key Impact

- Eliminated 200+ hours per rep of annual drive time spent collecting checks
- Increased referral rate from 37% to 64%
- Grew revenue more than 50% YOY
- Increased average deal size by 37.5% in one year

ABOUT EMBER ROOFING

Ember Roofing is a Mansfield, Texas-based roofing company founded by former college baseball teammates Justin Visitacion and Dylan Faircloth. After building successful roofing careers, the duo launched Ember Roofing with a simple goal: create a customer experience that homeowners would actually want to tell their friends about.

Challenge

From day one, Justin and Dylan believed that communication and customer experience would be the foundation of their growth.

To support that vision, Ember Roofing implemented a CRM early on. While their original system provided a basic structure, it still left a major operational problem unsolved: getting paid.

Like many contractors, the company relied heavily on paper checks. Sales reps either waited for payments to arrive in the mail or spent valuable time driving across town to collect from homeowners. Then Dylan ran the numbers.

For a salesperson closing approximately 40 roofing projects per year, "we were spending about 200 hours per year per salesperson minimum picking up paper checks," Dylan estimated.

"That is 200 hours that a high-performing salesperson could have spent doing revenue-generating activities," Justin said. For a company built around relationships, referrals, and customer experience, that realization was hard to ignore.



Each of those hours could've been spent furthering the company's mission, but were lost on the road.

Solution

The team wasn't actively looking to replace their CRM. But when JobNimbus acquired SumoQuote, it caught Justin and Dylan's attention. What immediately stood out was JobNimbus Payments.

"When we saw JobNimbus had its own built-in payments system, that was a huge driver for us," Justin said.

By implementing JobNimbus Payments, Ember Roofing eliminated the need for sales reps to spend hours each week chasing checks across town.

Payments moved directly through the platform, helping the company improve cash flow while giving their sales team valuable time back.

The team also adopted JobNimbus's estimating tool to elevate the customer experience. Rather than presenting a basic line-item proposal, Ember Roofing built customized estimate templates that walk customers through the project, showcase upgrade options with visuals, and help homeowners make more informed decisions.

"The user interface on JobNimbus allowed us to turn a standard estimate into a full sales experience," Justin said. "The tool does the work, and it has drastically driven up our average ticket size." In fact, Ember Roofing's average deal size jumped from \$24,000 to \$33,000 in just one year, a 37.5% increase.

To support the business's communication-first approach, the team also implemented JobNimbus Boards and automated customer updates. Homeowners receive consistent communication throughout the job, while the Ember Roofing team has a clear view of every job's status and next steps.

Together, these tools helped Ember Roofing spend less time managing transactions and administrative work and more time creating the customer experience that drives referrals and growth.

Results

The first impact was immediate: Ember Roofing eliminated more than 200 hours of payment-collection drive time per salesperson each year.

Instead of spending their days chasing checks, sales reps could focus on building relationships, serving homeowners, and generating new business.



That shift helped fuel the referral-driven growth that Justin and Dylan envisioned when they founded the company. In Ember Roofing's first year, referrals accounted for 37% of business. By year two, that number jumped to 64%.

"I attribute a massive portion of that growth directly to our referral rate on JobNimbus," Justin said. But the impact extended beyond referrals. Ember Roofing finished its first year with approximately \$900,000 in revenue. The following year, the company surpassed \$1 million by July and finished between \$1.6 and \$1.7 million—a year-over-year increase of more than 50%.

Today, Ember Roofing is on pace to reach an annual revenue of \$3–\$3.5 million while continuing to expand their team.

For Justin and Dylan, the value of JobNimbus isn't simply faster payments. It's giving their team more time to focus on the relationships and customer experience that continue to drive Ember Roofing's growth.

Turn More Customer Relationships into Revenue

See how JobNimbus helps contractors streamline payments, automate customer communication, and spend less time chasing checks.

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