

How Red Roofing & Gutters Built a Sales System Any New Hire Can Run

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—CHRISTIAN KUHNS
CEO, RED ROOFING & GUTTERS LLC

Key Impact

- 4.5x jump in referral revenue in the last 6 months, compared to previous two years
- 6x growth in headcount while keeping the same standardized process intact
- 88% revenue growth in the first two years as a company

ABOUT RED ROOFING & GUTTERS

Red Roofing and Gutters started in Jason Hicks' basement in January 2024 with just four employees and moved into their first office five months later. Fast-forward two and half years, the Georgia-based company has grown to 28 people and a strong presence in the Atlanta market with Jason and Co-Founder Christian Kuhns splitting responsibility down the middle between sales and operations.

Challenge

Every new hire added a new way for things to fall through the cracks. With a handful of employees, Jason and Christian could carry the whole business in their heads. At 28 people across multiple teams, that quickly became unrealistic. Even with great tools in place, a weak process meant scaling would inevitably cause more headaches down the road.

In 2025, Red Roofing began building a referral network that would become one of its biggest growth levers. A handful of high-volume local partnerships started sending referrals right away, and the volume pressure-tested the business from day one. In just the first six months of 2026, those partnerships sent in 4.5x more referral jobs than they had closed in the previous two years combined. Scaling at that pace meant any rep or admin needed to be able to step into a job and know exactly where it stood. Keeping job statuses in someone's head wasn't a bottleneck anymore — it was a risk the business couldn't afford.

Solution

Jason rebuilt the business around Job Boards with a status for every stage a job could be in, so the system, not a person, tells everyone what happens next.

Once a job is approved, it pushes automatically to the next step in the workflow. Nobody has to ask their manager what to do, and nobody has to remember to hand a job off, because the handoff is already built into the status. "The overall sales operation built on JobNimbus was the backbone of how we started to execute," Jason said.

Christian saw the same shift play out with his own teams. "The automations definitely took a little getting used to, but once you learn how to use them correctly, they take your follow-up game to the next level," he said. "They help our reps stay organized, handle much larger workloads, and keep leads from slipping through the cracks without feeling overwhelmed."

That same structure extended to who could run through it. Jason set up Custom Fields with a cost, a discount max, and a sell price built into every product,



so a new sales rep never has to guess. "All I have to do is teach someone how to measure roofs and punch a square count," Jason said. "We already have our cost and our discount max, so it's just, here's what you can sell it for, here's as low as you can go."

Christian saw the same payoff from his side: as he put it, the system "makes the entire sales process more consistent and efficient."

With those guardrails built in, Jason hired his first inside sales rep this year and handed them the exact playbook everyone else runs on.

Results

Red Roofing has grown its team 6x, from 4 employees to 28 spread across supervisors, inspectors, salespeople, office staff, and inside sales reps, without losing the visibility Jason and Christian had when they could see everything themselves.

That same discipline shows up on the production side. "Work Orders are a breeze for our reps to schedule," Christian said. "It saves production scheduling from being all on me. I can track progress throughout every project with statuses and updates." Material Order Templates keep every line item accounted for, and supplier integrations turn ordering, production, and invoicing into what he calls "a one-stop shop through the system" rather than a scramble across separate tools and paperwork.

Jobs move from sales to production to the office automatically, and pricing guardrails mean a brand-new rep can quote confidently on day one. "This is not even micromanaging," Jason said. "This truly helps you keep up with your funnel."



The business results followed the operational ones. Red Roofing had a multi-million-dollar year one, and were able to grow an extra 47% on top of that in year two. Another 28% in year three, totaling an 88% climb from where the company started.

The duo have established a mix of about 70% retail, a strong ratio relative to other companies of similar age.

Jason credits the structure, not extra headcount, for making that growth manageable instead of chaotic. "Part of that comes through understanding of the proper workflows," he said.

Christian, who ran his process on paper before co-founding Red Roofing, sees the shift the same way. "Don't be afraid of change. It actually makes your life much easier," he said. "This has taken my abilities to the next level and been a huge asset for the growth we've had these last few years. I'm a huge advocate for JobNimbus — it's the best construction CRM I've ever used, by far."

Scale your team without losing control

Give every role a clear next step,
standardize handoffs, and grow
headcount without growing chaos.

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