

How Joyland Roofing Increased Average Deal Size by 71% with Financing

"Financing makes things so much simpler for us. Before, it was five or ten extra steps....Now, financing becomes part of the conversation instead of 'hold on, let me get logged in.'"

—KURT O'CONNELL
SALES MANAGER, JOYLAND

Key Impact

- 5-10 fewer steps when presenting financing to customers
- 71% higher deal size when financed
- 20% year-over-year revenue growth

ABOUT JOYLAND ROOFING

Joyland Roofing is a roofing and home exterior company based in Eastern Pennsylvania that has served homeowners for about 30 years. Its 30+ person team handles roofing, siding, windows, doors, and gutters. Under second-generation leadership, they have seen continued growth guided by one purpose: inspire joy through a remarkable experience.

Challenge

Like many, Joyland's work is broad, spanning the majority of home exterior work. As a result, no two jobs are the same, and their process needed to be flexible enough to accommodate the variety of trades and pricing combinations.

Traditionally, any time reps wanted to provide financing options for customers, they would leave the estimate entirely, log into a new website, enter verification codes, re-enter customer info, submit the application, then hope everything got approved quickly. Each step pulled the homeowner away from the conversation a little more, putting extra pressure on the rep on every visit.

The handoff after the sale had gaps too. Details of loan applications and payments lived outside the job. If a rep forgot to note them, the office could send an invoice to a customer who had already financed. For a company that measures itself on customer experience, that stung.

Solution

Joyland started using Financing as soon as it was built into the JobNimbus estimate. Now a rep finishes the quote, opens the Financing tab, and sends the



application by text or email without leaving the job. Within seconds the details land right in front of the homeowner. "It's almost too easy," said Sales Consultant Wilhelm Fochtberger, "Literally one click."

Joyland Sales Manager, Kurt O'Connell coaches his team to use that moment on purpose. Reps ask which service and pricing options the homeowner leans toward, then run the application on that number on the spot.

Financing becomes part of choosing the job, not a detour from it.

After the sale, financing status stays on the job. A tracker shows where each application stands, and the office can see which jobs were financed before anyone sends an invoice.

Financing jobs isn't just about cutting time, it is also about giving homeowners flexibility to opt for more of the services they need while not worrying about having to front the entire cost of the project upfront.

Results

The first win is speed. Built-in Financing cuts five to ten steps from every application. And because financing status lives on the job, office admins have one place to check before invoicing. "Financing makes things so much simpler for us," Kurt said. "Before, it was five or ten extra steps: logging into a separate app, entering a verification code, starting a new loan application. Now it's all right there in JobNimbus, so our reps stay connected to the homeowner. Financing becomes part of the conversation instead of 'hold on, let me get logged in.'"

The bigger win is the quality of the conversation. Reps don't have to turn away to log in, so they stay with the homeowner when it matters most. Sales Rep Brandon Cutler noted, "I can continue my conversation where it's natural, normal, and not herky-jerky."



It shows up in the numbers, too. Financed deals at Joyland average 71% more than those invoiced without financing. The company has grown about 20% a year and is on track to surpass \$15M this year. In a time when many in the industry are facing strong headwinds, small process improvements can make impactful differences. With financing built into the estimate, every rep at Joyland is better-equipped to give homeowners the best possible experience every single time.

Close bigger jobs when financing is built right in

Apply, track, and manage homeowner loans without ever leaving JobNimbus.

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