The State of Roofing Marketing in 2026

Fewer jobs. Pricier leads. Smarter homeowners.

What the public data, 130 homeowner reviews, 35 Reddit threads, and one $11M roofer's channel-by-channel P&L say about how roofing companies will actually win work over the next three years.



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SOURCES
TEN SOURCE TYPES, LISTED AT THE END

What we found

The roofing marketing playbook most companies still run was built for a storm-and-insurance economy that is ending. Six findings support that, and they hold across every source we looked at.

/01

Fewer jobs, pricier leads

Shingle shipments fell 13% in Q3 2026. The largest distributor's residential roofing sales were down 14% in Q1. Roofing is the most expensive paid-search category in home services at about $228 a lead.

/02

The homeowner now pays for the roof

Six in ten policies at the top ten carriers settle roofs at depreciated value, up from one in ten a decade ago. The "free roof" pitch now carries real financial risk for the customer.

/03

They buy safety, not price

Across 130 reviews in four metros, communication, honesty, and no-pressure were the top three reasons to hire. Price came sixth. Almost every review names the rep.

/04

The industry measures the wrong number

Agencies sell leads; roofers buy leads. Cost per booked job tells a different story: referrals near zero, door knocking $2,000–3,000, billboards more.

/05

Door knocking is the scam signal

The most upvoted homeowner comment on the subject, across four threads, is some version of "never buy a roof from someone who knocked." Roofers who still canvass call it a declining asset.

/06

The best are compounding

Companies with 1,000+ reviews get the map pack, the AI answer, and the realtor referral. A roofer with 40 reviews and a brochure site loses ground every month, storms or not.

None of this means paid advertising is dead or that canvassing never works. A big storm year will reset the economics for 18 months. Over a full cycle, though, the roofers who grow will be the ones who learned to sell retail: respond in minutes, put price and payment on the table, run referral partners as a channel, build a review base, and judge marketing by booked jobs and gross profit rather than leads.

How this report was built

We pulled from ten kinds of sources and weighted them by sample size and by who paid for them. Most published roofing-marketing data comes from companies selling marketing, so the table says which numbers to trust.

SOURCE TYPE	WHAT WE USED	TRUST LEVEL
Industry surveys	Roofing Contractor 2026 State of the Industry and Homeowner Survey; NRCA Q2–Q3 2026 Market Index; JobNimbus Peak Performance 2026 (1,500+ roofers, 1,200 homeowners)	High for sentiment; JobNimbus is vendor-sponsored
Public filings and calls	Owens Corning, QXO/Beacon, ServiceTitan, Angi, 2025–2026	High; no reason to flatter roofers
Paid-search benchmarks	LocaliQ (3,211 home-services campaigns); SearchLight Digital Q1 2026 (15 contractors, 145 campaigns)	Medium; the only two with a stated sample size
Agency benchmarks	About 15 agency blog posts	Low; directional only
Customer reviews	About 130 Google reviews across 31 top-ranked roofers in Dallas, Tampa, Denver, Columbus	High for what homeowners value; biased to 5-star
Reddit	35 threads, about 90,000 words, from r/Roofing, r/RoofingSales, r/HomeImprovement, r/homeowners, r/Insurance	High for unfiltered sentiment; small n per claim
Company websites and ads	31 local roofers, 10 agencies, the national PE platforms	Medium; what people say about themselves
Insurance and fraud data	ZestyAI regulatory-filing analysis; NICB; state AG and BBB releases	High
Local-search data	Rio SEO 2026 (239k locations); Whitespark 2026; Pew AI Overviews study	High
Trade press	Roofing Contractor, The Roofing Brief, RoofersCoffeeShop	Medium

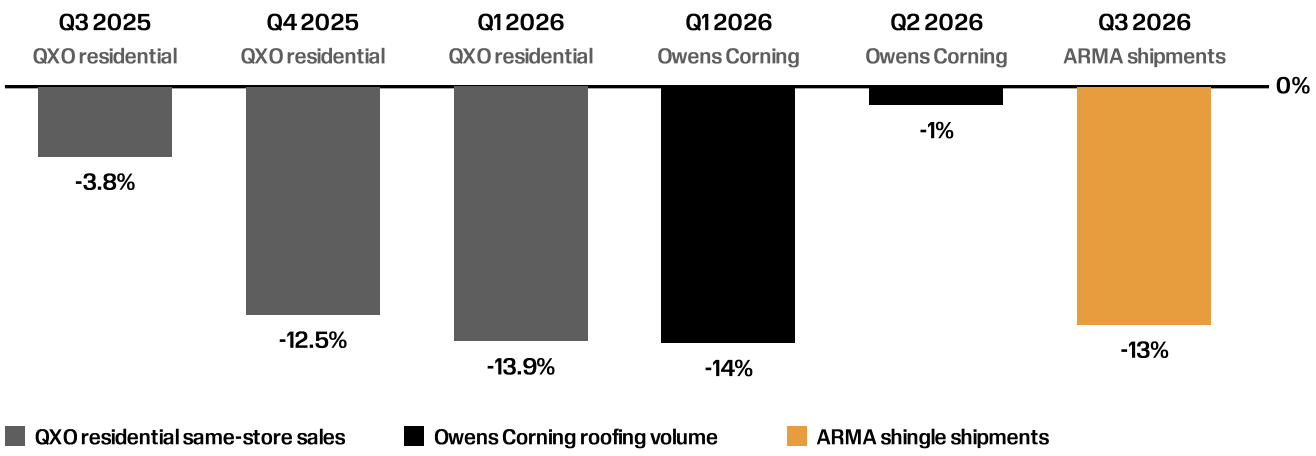
What this report does not have: a large proprietary dataset of roofing campaign results. Where we give a cost figure, we give the range and the source. Where sources disagree, we say so.

The market in 2026: fewer jobs, higher costs

Residential roofing demand has been soft since mid-2025, and every company with a public filing says the same thing.

Residential roofing demand fell year over year in five of the last six reported quarters

Year-over-year change, percent. Three independent indicators.



QXO same-store residential roofing sales; Owens Corning roofing segment volumes; ARMA shingle shipments via Roofing Contractor.

- **Owens Corning** reported roofing volumes down about 14% in Q1 2026 and guided Q3 down mid-to-high single digits. Its Q3 2025 call described a “uniquely quiet storm season,” the first in a decade with no named storm making U.S. landfall in the quarter. More than 80% of its roofing sales are repair and replacement, so this is a replacement-cycle problem, not a new-construction problem.
- **QXO (Beacon)**, the largest public roofing distributor, posted residential roofing same-store sales down 13.9% in Q1 2026, its worst segment. Analysts cut targets in October 2026 on channel checks showing demand stayed weak through Q3 and distributor inventories elevated into Q4.
- **Angi** told investors in both Q1 and Q2 2026 that homeowner demand had “moved away from larger jobs like roofing and HVAC toward smaller jobs,” and that pros cut lead budgets in anticipation.
- **NRCA’s Q3 2026 index:** 40% of contractors saw inquiries rise versus a year ago, 24% saw them fall, 35% flat. Backlogs split the same way: 27% had none, 15% had five-plus months.

The NRCA split is the important one. This is not a uniform downturn. Roughly a third of roofers are growing, a third are flat, and a third are hurting, and the difference is mostly whether a company built retail demand or waited for weather.

5.3

Employees at the average residential roofing establishment. There are about 31,500 establishments and 250,000 workers in the U.S.

BLS 2024 VIA THE ROOFING BRIEF

$228

Cost per lead for roofing and gutters on Google search, the highest in home services. The category average is $91.

LOCALIQ, 3,211 HOME-SERVICES CAMPAIGNS, 2024–25

56

PE-backed roofing platforms at the end of 2024, up from 17 in early 2023. 134 contractors were acquired in 2024 alone.

THE ROOFING BRIEF 2026 INDUSTRY REPORT

Replacement is more than 80% of volume. Owners' top stated challenges in the Roofing Contractor survey were the economy and inflation (49%), material costs (38%), and finding qualified workers (36%); labor costs rose an average of 14%. SearchLight's Q1 2026 data from 15 contractors put non-branded search at a median of $125 per lead, with a quarter of accounts paying over $256. Clicks on storm and insurance keywords in Dallas, Houston, Tampa, and Denver run $25 to $60 in season.

Private equity has arrived and has already had its first failure. Renovo Home Partners, an exterior-remodeling roll-up with roughly $500 million in debt, filed for Chapter 7 in November 2025, leaving customers with torn-off roofs. Homeowners on Reddit now cite PE ownership as a reason for distrust.

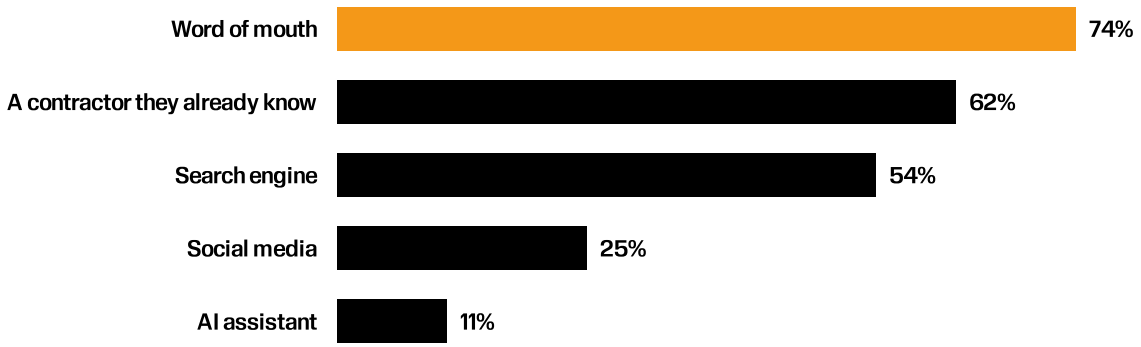
Taken together: roofers competing for jobs in 2026 are competing for fewer replacement jobs, at higher lead prices, against better-funded consolidators, in a market where the customer is more skeptical than ever. That is the backdrop for everything that follows.

How homeowners choose a roofer

The decision is mostly made before the phone rings, and it is made on trust, not price.

Three in four homeowners find a roofer by word of mouth; one in nine has used an AI assistant

Share of homeowners who used each source, percent. Multiple answers allowed.



Roofing Contractor 2026 Homeowner Survey, fielded summer 2025.

Where they look. 90% read reviews before calling (JobNimbus, 1,200 homeowners). 65% say they are more likely to call a roofer who shows pricing on the website.

What they reward

We coded about 130 Google reviews of the 31 top-ranked roofers in Dallas, Tampa, Denver, and Columbus. The reasons homeowners gave for being happy, in order of how often they appeared:

/01 Communication

“Kept me informed at every step,” “answered texts right away,” “sent pictures during the install.” The top theme by a wide margin.

/02 Insurance help

In the hail markets, the roofer who “climbed on the roof with the adjuster” or “fought State Farm for nine months.” Homeowners experience the roofer as their advocate against the carrier.

/03 Speed

“Roof done in one day,” “estimate the same day,” “a human answered on a Sunday morning.”

/04 Honesty and no pressure

"Told me I only needed a repair," "could have sold me a full roof and didn't," "didn't push the maintenance package." Homeowners expect to be upsold and reward the exception.

/05 Cleanup

Nail magnets, debris, the neighbor's yard.

/06 Price

Always mentioned after trust, and usually as "best price and best warranty," never price alone.

Almost every positive review names a person: the rep, the project manager, the crew lead. The relationship is with a person, not a company, and the best companies clearly coach reps to ask for reviews that say so.

What they punish. The 1-star and mixed reviews had one pattern: the company was great until the check cleared. A leak on a three-year-old roof with no callback date. Venting left off, attic condensation, no follow-up. "Communication 10/10 during the sale, 3/10 during the install." Reputations break in the service department, not the sales department.

> *"Never ever let a door-to-door salesperson arrange to put a new roof on your house."*
>
> MOST UPVOTED COMMENT, R/HOMEOWNERS — A VERSION OF IT TOPPED FOUR SEPARATE THREADS

What they say to each other. Get three written quotes on identical scope. Verify insurance directly with the roofer's agent. Check the state license. Walk away from anyone who wants a signature today. A quote should not "magically" equal the insurance payout minus the deductible. And roofers are presumed to lie about roof condition: "Have you ever found a licensed roofer who didn't think you needed a new roof, even if it was installed the previous day?"

What they never say out loud. The homeowner is afraid. The ticket is $11,000 to $25,000. They cannot inspect the work. They know the trade has a scam reputation. In hail markets, they are in a fight with their own insurer at the same time. Every item on the list above is a proxy for "I could tell you weren't going to disappear with my money." The roofer who reduces that fear fastest wins the job, which is why realtors, neighbors, and insurance agents show up as referral sources in every market we looked at: the homeowner outsources the evaluation they cannot do themselves.

The insurance shift

Carriers have spent five years moving the cost of a roof back onto the homeowner, and that changes who the customer is.

10% → 60%

Share of policies at the top ten U.S. carriers that settle roofs at depreciated (actual cash) value, 2015 to 2025.

ZESTYAI ANALYSIS OF REGULATORY FILINGS, JULY 2026

+38%

Increase in reported contractor fraud, 2023 to 2025. Insurers' public messaging is now explicitly anti-canvasser.

NATIONAL INSURANCE CRIME BUREAU

$11,450

Average asphalt replacement cost in 2026. On an ACV settlement the gap can leave a homeowner $8,000 or more out of pocket.

FIXR 2026

Alongside ACV: roofs 15 years and older are commonly moved to ACV at renewal, or made a condition of renewal. Carriers now use aerial imagery to non-renew for granule loss, moss, or age without a site visit. Separate wind and hail deductibles of 1% to 2% of dwelling value are standard in storm states; homeowners describe $5,000 to $14,000 roof deductibles on new policies. Deductible-waiver bans are spreading state by state, and Florida closed the assignment-of-benefits loophole.

What roofers say about it. On r/Roofing, roofers describe State Farm "denying everything unless it's obvious" since 2021. One veteran: "I won't even file State Farm 3-tab wind claims anymore." The insurance-dependent model has been degrading for five years, not one. The $11 million owner who posted his numbers in October 2026 described his mix as 55/45 retail to insurance, "used to be way more insurance heavy before the law changes."

What homeowners say about it. The tone has flipped from "how do I get a free roof" to "my neighbors getting free roofs is why my premium doubled." A homeowner who went along with a door-knocker's claim: the carrier accused him of fraud, tripled his premium, and downgraded his roof to ACV. Homeowners now talk about insurance as something to protect, not use.

> *"All your neighbors will be the reason your rates go up."*
>
> 1,594 UPVOTES, R/HOMEOWNERS, OCTOBER 2025

What it does to the pitch

/01 The “free roof” pitch is dying

The homeowner now has real money in the job — a deductible, a depreciation gap, a non-renewal risk — and shops like a retail buyer even on an approved claim.

/02 Advocacy needs a retail close attached

Financing the depreciation gap, explaining the ACV math, and being the roofer the homeowner chooses after approval rather than the one who found the damage. The pattern in both reviews and Reddit: the claim gets approved, then they pick “the best roofer in town” over the one who knocked.

/03 Financing is now a conversion tool

ServiceTitan told investors in 2026 that contractors who offer financing see higher close rates and larger tickets. About 75% of homeowners are willing to finance part of a project.

/04 A new customer has appeared

The non-renewal homeowner: a 15-year roof, a drone photo, 30 days to replace or lose coverage, no storm anywhere. Urgent, year-round, and angry at the carrier, not the roofer. They ask online for “a licensed roofer who will put in writing how much life the roof has left” and complain that none will. An honest inspection report is the most differentiated thing a roofer can offer this customer, and almost nobody does.

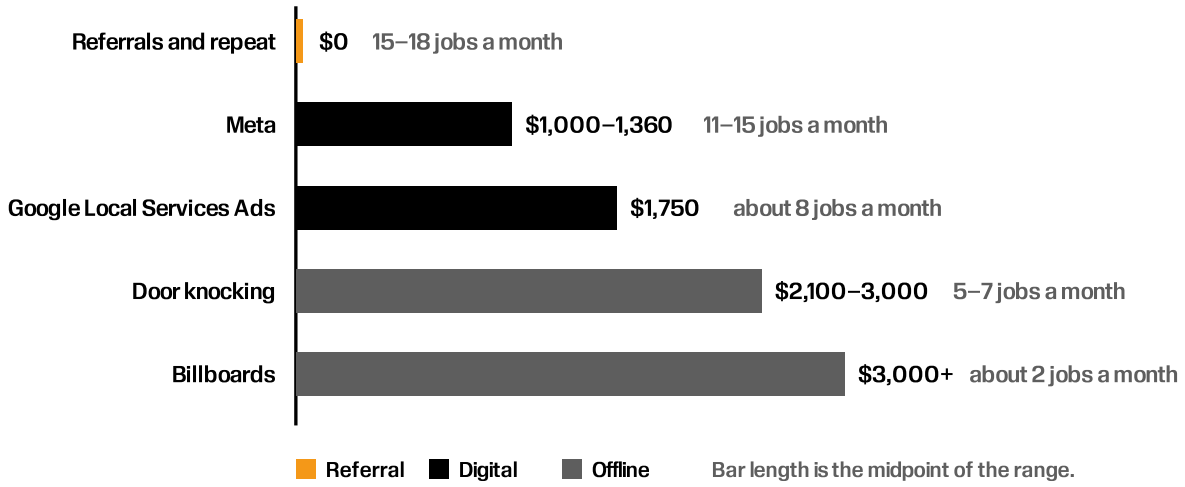
What a job actually costs, by channel

Cost per lead is the number everyone quotes, and it ranks the channels wrong. Cost per booked job, which accounts for close rate and whether the lead is exclusive, reverses the order.

A $60 Meta lead that closes at 7% costs about $850 per job. A $150 Google Local Services lead that closes at 20% costs $750. A referral with a $100 thank-you that closes at 50% costs $200. Cheap leads are usually shared, slow, and low-intent; the cheapest sticker often produces the most expensive job.

For one $11M roofer, a referral job costs about $0 and a billboard job $3,000 or more

Monthly spend divided by jobs sold, by channel. Fully loaded, including canvasser payroll.



Owner of a 14-year-old, roughly $11M, 60-jobs-a-month residential roofer, r/RoofingSales, October 1, 2026. One company, one market.

The modeled table

The Roofing Brief published a channel comparison in October 2026 built from industry close-rate ranges. We cross-checked it against the real numbers above and the ordering held.

CHANNEL	COST PER LEAD	TYPICAL CLOSE RATE	EXCLUSIVE?	COST PER BOOKED JOB
Referral	**$0–100 incentive**	50%+	Yes	**~$150–200**
Door-to-door after a storm	**$3–5 per door**	2–5% (door to inspection)	Yes	**~$250–400** storm only
Google Local Services Ads	**$45–150**	15–25%	Yes	**~$300–600**
SEO / organic	**Low marginal cost**	20–30%	Yes	**Low once ranking**
Google Ads, non-brand	**$124–228**	20–35%	Yes	**~$500–700**
Meta lead forms	**$55–120**	5–10%	Partly	**~$700–1,100**
Angi / HomeAdvisor shared leads	**$40–120 + fee**	5–15%	No (up to 8 pros)	**~$800+**

The Roofing Brief, October 2026; LocaliQ 2025; SearchLight Q1 2026.

The owner's average ticket worked out to roughly $16,000. Two things stand out. The ordering matches the modeled table: referrals, then digital, then canvassing, then billboards. And the dollar amounts are two to three times the modeled figures, because the model uses lead costs and he is reporting fully loaded costs including the agency, the canvasser payroll, and the gas.

> *"Eight LSA jobs at a $20,000 average ticket aren't the same as fifteen Meta jobs at $9,000."*
>
> TOP REPLY ON THE $11M OWNER'S THREAD, R/ROOFINGSALES

What the thread told him. The most useful advice he got was not about which channel to cut. It was to stop measuring in jobs and start measuring in gross profit. The commenter laid out a scorecard — spend, leads, contacted, appointments, estimates, sold, revenue, gross profit — and said to judge the agency on whether it could produce that scorecard, not on the fee. Nobody disagreed. Several asked what he was spending to grow the referral number, since it was already his largest source and the answer was nothing.

Why most roofers cannot do this. The average residential roofer has five employees and no one whose job is marketing. 79% use a CRM, but attribution between a lead source and a closed job breaks at the first handoff. The two numbers that matter — cost per booked job and gross profit per channel — require the CRM and the ad accounts to talk to each other, and in most companies they do not. This is the single biggest reason roofers overspend on the wrong channels and underspend on the right ones.

The honest caveat. These are ranges from small samples. LocaliQ's benchmark is 3,211 campaigns; SearchLight's is 15 contractors; the Reddit P&L is one company in one market. Treat the ordering as reliable and the specific dollar figures as a starting point for your own numbers, not a target.

Where roofers get found now

The Google Business Profile and its reviews have become the storefront. The website has moved down the funnel to a verification step, and AI assistants are starting to answer the question before anyone clicks.

-13%

Change in Google Business Profile views across 239,000 locations, year over year. Fewer people browse; the ones who arrive act.

RIO SEO 2026 LOCAL SEARCH REPORT

-47%

Drop in clicks on results when an AI Overview appears. About 60% of Google searches now end without a click.

PEW RESEARCH, 68,000 QUERIES

11%

Homeowners who used an AI assistant to find a roofer in 2025. Agency sources claim 22–45%; treat those as marketing.

ROOFING CONTRACTOR 2026 HOMEOWNER SURVEY

What is actually happening. Angi launched an app inside ChatGPT in March 2026. At Google I/O in May 2026, Google demonstrated agentic booking for local services, including the assistant phoning the business on the user's behalf. ServiceTitan's CEO told investors the company is preparing for "personal agents that go out and do stuff" for homeowners, while saying the effect is "not yet material." The roofer on Reddit who said "Thumbtack is now going to be built into ChatGPT and Alexa" was describing the same thing from the ground.

What gets a roofer named by an AI assistant. Steady, recent reviews that mention the service and the city. A consistent name, address, and phone across every listing. An active profile with photos, posts, and answered questions. Plain-language pages that answer the questions homeowners actually ask. Mentions on Reddit, Yelp, the BBB, and local press. This is the same list that wins the map pack, which is the point: "SEO" for roofers is collapsing into reputation and listing hygiene.

Who it favors. The 31 top-ranked roofers we pulled across four metros had between 133 and 1,965 Google reviews, with a median around 450. Six had more than 1,000. Review volume compounds: more reviews mean more map-pack placements, which mean more jobs, which mean more reviews. A roofer with 40 reviews and a brochure site is not losing to a storm, it is losing to this. The gap widens every month regardless of weather.

42 hrs

Average time for a roofer to respond to a new lead.

JOBNIMBUS PEAK PERFORMANCE 2026

78%

Homeowners who choose the first company to respond, regardless of price. Top performers respond within 30 minutes.

JOBNIMBUS PEAK PERFORMANCE 2026

No other finding in this report is this large, this cheap to fix, or this widely ignored.

What the top roofers do differently

The companies at the top of the map pack in four very different markets run the same six plays. None of them is secret. Most roofers run one or two.

/01 They treat speed as a product

"Roof done in one day" shows up in review after review as a reason to hire, not a detail. Same-day estimates. A human answering on a Sunday morning. Westfall Roofing in Tampa (1,965 reviews, founded 1989) runs ads that say "Since 1989, over 20,000 roofs, 25-year warranty, financing available, free estimate." Every line is a promise about certainty and speed; none is about price.

/02 They make the rep the brand

Nearly every review names the salesperson or project manager. The top companies coach reps to ask for reviews that mention them by name. The homeowner gets a person to trust, and the reviews read as specific and real. The relationship is with Brandon, not with the company.

/03 They sell advocacy in hail markets, and retail everywhere

In Dallas, Denver, and Columbus, the dominant value in reviews is the roofer who "climbed on the roof with the adjuster." In Tampa, it's the roofer who can finish before the carrier's 15-day deadline. Both are the same thing: the roofer absorbs the homeowner's fight with the insurer. The best do this and still close retail, with financing, when the claim comes back ACV.

/04 They put price on the table

Steadfast Roofing (Ruskin, FL, 1,234 reviews at 5.0) offers an online pricing tool: a ballpark range and tiers before anyone comes out. That is one roofer in 31. 65% of homeowners say transparent pricing makes them more likely to call.

/05 They run referral partners as a channel

Realtors, insurance agents, neighbors, and coworkers show up as the referral source in reviews across all four metros. Realtors appear most often: a roof problem at inspection stalls a sale, and the roofer who answers a realtor's text within two hours becomes the one they send every client to. 95% of roofers say they get referrals; almost none run it as a program.

/06 They are still there in year three

The reviews that mention "honored the warranty years later" are the second-roof and the neighbor-referral stories. The 1-star reviews are the opposite: a leak at year three with no callback. The warranty is a marketing asset only if someone answers the phone when it's invoked.

What they do not do. None of the 31 leads with price. None advertises “free roof” or “no out of pocket.” None, in their reviews, is described as having knocked on the door. Most have expanded into gutters, siding, windows, or solar, which is a hedge against the replacement cycle.

The national platforms. Leaf Home, number one on Roofing Contractor’s 2026 Top 100 at $2.09 billion, bought Erie Home (metal roofing) in 2025. Erie opens roughly one new market a month and runs the LeafFilter playbook: mass media, 3,100 sales consultants, in-home one-call close, financing in the pitch. It grew from $448 million in 2022 to $609 million in 2024. What the nationals share: financing in the sales process, a consistent brand across markets, heavy consumer media, and a warranty sold as a product. What they do not have is the local relationship, which is the only durable edge an independent has.

A rep inside one PE-owned retail roofer described the model on Reddit in October 2026: priced $8,000 to $12,000 above competing bids, no discounting, no repairs (“our version of a repair is a full replacement”), one-call close, $40,000 a month on leads.

> *“You are the reason I don’t answer my door.”*
>
> HIGHEST-RATED REPLY TO THAT REP, R/ROOFINGSALES, OCTOBER 2026

Where the industry is wrong

The roofing-marketing market runs on eight assumptions. The data cracks most of them.

THE ASSUMPTION	WHAT THE DATA SAYS
Storms will come and insurance will pay	Carriers moved from 10% to 60% ACV in a decade. 2025 had the quietest storm season in ten years. Angi says homeowners are deferring big-ticket work. The engine is not gone, but it is no longer reliable.
More leads means more revenue	Close rate and capacity are the constraint, not lead count. The $11M owner's LSA budget "maxes out most weeks." ServiceTitan now sells software that throttles lead generation to match crew capacity and expected gross profit.
Google Ads is where retail demand lives	It is where the most expensive demand lives: $124 to $228 per lead, $25 to $60 per click on storm terms. Profile views and organic clicks are falling; profile actions are rising.
Door knocking is the cheapest lead source	It is the cheapest lead and one of the most expensive jobs: $2,000 to $3,000 per sold job in the one real P&L we have. Homeowners name it as the scam signal. Many municipalities now require permits or ban it.
The website is the storefront	The Google profile and its reviews are the storefront. 90% of homeowners read reviews before calling. The website is where they confirm what the reviews told them.
Referrals are free and can't be scaled	Referrals are the cheapest job in every dataset, 95% of roofers get them, and almost none spend anything to grow them. Realtor and insurance-agent programs, rep-named review asks, and post-job follow-up are all inputs to a referral number.
Bigger wins on marketing spend	The PE retail model is priced above market, refuses repairs, and is described by homeowners as the reason they don't answer the door. Renovo's bankruptcy left torn-off roofs. National brand and local trust are different assets.
Marketing is a cost you turn up when it's slow	It is a demand-to-capacity problem. A third of roofers have no backlog while 15% have five-plus months. Spend should modulate with the board, which almost no roofer's reporting allows.

The six blind spots

/01 Nobody measures to booked jobs and gross profit

Agencies report leads. Roofers buy leads. The whole stack is one layer too shallow, and it is the reason billboards and canvassing survive budget reviews.

/02 The insurance shift is treated as a sales problem

Roofers ask how to fight the adjuster. The real question is positioning: the homeowner is now a retail buyer with a deductible and a depreciation gap, and an insurance-readiness inspection is a product nobody is selling.

/03 Financing is bolted on at the kitchen table

It raises close rate and ticket, 75% of homeowners will use it, and almost no roofer puts a monthly payment in an ad.

/04 Realtors and insurance agents have no program

They are the highest-trust intermediaries in the reviews, and no agency offers a program for them.

/05 Nobody markets the service department

Reputations break at year three. The roofer who answers a warranty call is the roofer who gets the second roof and the neighbor.

/06 Pricing transparency

65% of homeowners want a price range before they call. One roofer in 31 provides one. The industry’s fear of showing a number is costing it the call.

Three customers nobody is targeting

- **The non-renewal homeowner.** 15-year roof, satellite photo, 30 days to replace. Year-round, urgent, and findable through property data on roof age.
- **The second-roof customer.** 62% of homeowners go back to a contractor they already used. Every roofer has this list and almost none markets to it.
- **The realtor’s client.** A roof problem at inspection, a sale on hold, and a buyer who will pay for certainty.

What is coming

Five things are already in motion and will shape the next three years. One of them cuts against everything above.

The software companies are becoming the marketing companies. JobNimbus, the most common roofing CRM, bought the agency Roofer Marketers. ServiceTitan sells Marketing Pro and entered roofing through PE consolidators. Angi is rebuilding itself as an AI booking platform with an agent that calls homeowners and books appointments into a pro's calendar. The lead, the CRM, and the marketing are converging into one vendor relationship, and the vendor will own the data on what a job costs.

The assistant will call the roofer. Google demonstrated agentic local booking in May 2026. Angi is inside ChatGPT. Thumbtack is going into ChatGPT and Alexa. When this is mainstream, the roofer who gets picked is the one whose profile, reviews, and response time are legible to a machine. It rewards the same six plays as the map pack does now, but faster and with less room for a good salesperson to recover a weak profile.

Private equity will keep buying, and some of it will keep failing. 56 platforms at the end of 2024, 134 contractors acquired that year, Tecta reportedly exploring a $3 to $4 billion sale. Consolidators bring financing, media budgets, and standardized software. They also bring the retail model homeowners are learning to distrust. The independent roofer's position against a platform is the same one the local hardware store has against a big box: smaller, slower to scale, and the only one who will be there in year three.

Insurance will keep tightening. ACV at 60% of policies and rising. Aerial audits at renewal. State-by-state bans on deductible waivers. The storm pitch keeps getting legally and socially riskier, and the non-renewal customer keeps growing.

A big storm year will reset all of it, for a while. This is the honest limit of this report. One 2024-style hail season in Texas or Colorado and the storm roofers will out-earn the retail roofers for 18 months. The economics here are right over a cycle, not over a season. A roofer who reads this and shuts down canvassing the week before a derecho will regret it. The point is not that storm work is bad; it is that a business built only on storm work is now a bet on weather, insurers, and legislators, all three of which have been moving the wrong way for five years.

A scorecard a five-person roofer can run

Most of what is in this report requires no new spending. It requires knowing eight numbers and doing four things.

The eight numbers, by channel, every month

NUMBER	HOW TO GET IT	WHY IT MATTERS
Spend	Ad accounts, invoices, canvasser payroll including gas	Fully loaded, not just media
Leads	CRM, call tracking	The number everyone has
Contacted within 30 minutes	CRM timestamps	78% hire the first responder
Appointments set	CRM	Where most leads die
Sold	CRM	
Revenue	CRM or accounting	Eight $20k jobs beat fifteen $9k jobs
Gross profit	Accounting	The only number that should decide budget
Cost per sold job	Spend divided by Sold	The number to compare channels on

If the CRM and the ad accounts cannot be connected, do it on paper for 90 days. Ask every caller how they found you and write it down. The ordering will be obvious by month two.

The four things

Respond in 30 minutes

Every lead, every channel. Text first, then call, then email. Three attempts minimum. Put someone's name on it. The single largest, cheapest fix in the industry.

Ask for the review, with the rep's name

On the day the job finishes. 200 reviews is where the map pack and the AI answer start working for you. The top of the pack in most metros is above 1,000.

Run referrals with a budget

A realtor office visit a month. A thank-you with a number attached. A call to every customer at 12 months about the roof and the neighbors. Track it like Meta.

Put a price range where they can see it

On the website, in the ad, in the first text, with a monthly payment next to it. 65% of homeowners say this is what gets them to call, and almost no competitor does it.

What to stop. Anything you cannot attribute to a sold job after 90 days of trying. In the one real P&L we have, that was billboards. In most companies it is some mix of billboards, shared leads, and canvassing in neighborhoods that have not had a storm.

What this will not fix. A crew that cannot do one-day installs. A warranty department that does not answer the phone. A price that is $10,000 above the market. Marketing finds the homeowner; the next three years of their reviews depend on what happens after the check clears.

About DUO

DUO is a marketing company for high-ticket service businesses, including roofing, construction, home services and moving. We work with companies that have grown past the point where word of mouth alone fills the schedule.

Most of what this report describes is the work we do.

We build the demand: Local Services Ads, search, Meta, and the Google Business Profile that gets a roofer named by the map pack and the AI assistant. We build what sits behind it: the website with a price range on it, the review system that puts the rep's name on every ask, the intake that answers a lead in minutes instead of days.

And we track every dollar back to revenue. Every lead is tied to its source, every source to the jobs it booked, every job to what it was worth. The scorecard in this report — spend, leads, contacted, appointments, sold, revenue, gross profit — is the one our clients read every month. It is how a roofer knows which channel to grow and which to stop paying for.

If you want to see your own numbers on that scorecard, we would like to show you.

DUO

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All figures as of November 4, 2026.