

5 Slow Season Growth Hacks

ROOF SNAP

How Roofers Can Use Down Time to Grow Their Business

Like so many home-service industries, roofing is a business with seasonality. During peak seasons, it can feel like you never stop running between job sites and the home office. But inevitably you will find yourself in lulls throughout the year as business and customer inquiries slow down. When jobs are few and far between, it doesn't mean slow periods can't be valuable.

Here are five proactive steps you can take during slowdowns to set your roofing business up for success during busy seasons.

HACK #1

Re-engage Your Previous Customers

Warm up your connection to your most valuable lead source: **your existing customers.**

Ask for reviews through your social media and website, offer rewards to customers who refer family and friends, and send educational emails with home-care tips to provide value.



HACK #2

Partner with Another Home-Services Business to Reach Their Client Base

Bundle service packages together to motivate cross-selling, exchange social posts on each business's channels to reach new leads, and co-host a public event or charity project.

HACK #3

Celebrate Wins to Raise Employee Retention

Recognizing an employee's work makes them **63% more likely** to stay.¹ Celebrate team wins to reduce turnover and go into spring with a full crew.

Use an employee of the month program to highlight hard work, give your crew extra time off during slower periods, or host a team appreciation event.



HACK #4

Try Something New

Add a new service or tool to your business and evaluate its impact at the end of the year.

You could offer new varieties of shingles, expand your home maintenance services, or add software to reduce roof measurement turnaround times.



HACK #5

Streamline Your Workflows with a Roofing Software

Use your extra time in the slower season to set up a software solution, like RoofSnap, that streamlines your roofing operations.

Add your logo and branding into the software to make your documents more professional, update your materials and pricing within the system to simplify the estimating process, and train your team on the remote measuring tools for quick, accurate estimates.



ROOF SNAP

Your Roofing Sales Process, Simplified.

Log Back into Your RoofSnap Account

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Optimize your business operations with our industry-leading roof measurement and estimating tools – [click here to start with a 7-day free trial!](#)