

How to Win the Race to the Roofing Sale



USING ROOFING TECHNOLOGY TO BUILD A FAST, FORMALIZED SALES PROCESS

High-interest rates have increased competition in the roofing industry by slowing home sales and making home loans for renovations impractical for many Americans.

To outpace competitors, roofers must adopt a fast and formalized sales process.

With the right roofing tech, you can optimize your sales pipeline, reach leads before your competition, and close deals quicker, giving you a competitive edge in the market.

“Companies create 28% higher revenue growth with highly developed sales processes.”

— HARVARD BUSINESS REVIEW



PARTNER WITH LEAD GENERATION PROVIDERS

Strong sales performance starts with a strong lead pipeline. Partnering with multiple home improvement lead providers like Angi and EverConnect can keep your pipeline full. That way, your time is spent converting leads rather than trying to generate them yourself manually.



USE REMOTE ROOF MEASUREMENTS

Get a jump on competitors by arriving at your lead’s property with the measurements already in hand. You can remotely measure any roof with software like RoofSnap. Either measure the roof yourself with high-res aerial photos or use the ordering service. Professional measurements will be delivered to your inbox while you focus on your customers.

You can close the sale even faster by rush ordering measurements. For example, RoofSnap’s rush orders are delivered in as few as 30-60 minutes.



SEND DIGITAL ESTIMATES TO CUSTOMERS

In roofing, the contractor who gets their estimate in the customer’s hand first usually wins the job. That’s why digital estimates are critical to your business. With a few clicks, you can add line items and have the totals automatically calculated by the template. Then deliver it with just a click of a button—no printer necessary.



ACCEPT ELECTRONIC SIGNATURES FROM CUSTOMERS

Don’t let a job stall because your customers can’t print out the contract to sign it. Collect electronic signatures with a platform like DocuSign. E-signatures are fast, simple, and as valid as ink signatures.



ADD DIGITAL DOCUMENT MANAGEMENT SYSTEMS

Keep paperwork from cluttering your sales process. With a digital document management system, you can effortlessly send, store, and retrieve paperwork anytime, anywhere. From estimates to invoices, you’ll have any document you need with just a few clicks.