



The Roofing Growth Playbook

How Roofing Companies Build *Predictable Pipelines*
Using Customer Data



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Build Predictable Revenue *Beyond Weather*

For many roofing companies, revenue follows a familiar pattern.

A storm hits. Phones start ringing. Estimates are booked. Crews are busy.

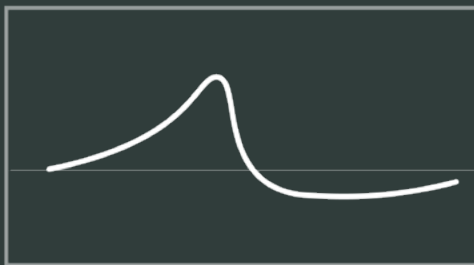
Then the work gets completed and the pipeline begins to slow until the next weather event.

While storms will always play a role in roofing demand, the most successful roofing companies today are learning how to build more predictable pipelines by using customer data, targeted outreach, and consistent homeowner communication.

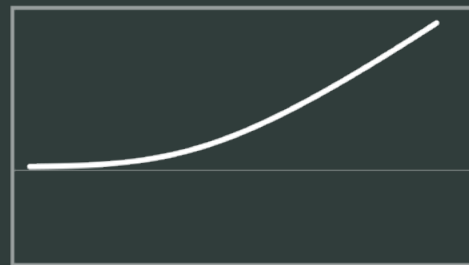
Instead of relying only on reactive demand, they stay connected with homeowners long before and long after a roofing job is completed.

This playbook outlines how roofing companies can move from unpredictable marketing to a more consistent and scalable growth strategy.

Moving from storm-driven demand to predictable pipeline growth.



Storm...
Spike in Leads...
Jobs Completed...
Pipeline Slows...



Consistent Outreach.
Steady Lead Flow.
Predictable Jobs.

Roofing Revenue Often Follows a Rollercoaster

Most roofing companies experience significant swings in demand. Storm-driven work creates sudden spikes in leads and jobs, followed by quieter periods where crews may be underutilized, and pipelines shrink. At the same time, many roofing companies unknowingly leave opportunities on the table because past customers, inspections, and neighborhood relationships are not actively leveraged.

Common challenges include:

- Leads that are never followed up consistently
- Past customers who are never contacted again
- Neighborhood opportunities that go untargeted
- Referrals that are never actively encouraged
- Customer data that lives in multiple disconnected systems

As a result, marketing often becomes reactive instead of strategic.

Companies chase the next storm rather than building systems to keep work flowing year-round.

Roof replacements typically occur every 15-25 years, but the homeowner relationship can create value for many years through inspections, maintenance, referrals, and future projects.

Companies that maintain communication with homeowners throughout the lifecycle often see higher close rates and more referrals.



The Opportunity Hidden in Customer Data



Most roofing companies already have access to valuable customer information.

PAST CUSTOMERS

Your most cost-effective audience for future work.

INSPECTION HISTORY

Signals that reveal timing and roof condition.

NEIGHBORHOOD CONCENTRATION

Clusters highlight where demand is growing.

COMPLETED ROOFING JOBS

A record of work that builds trust and referrals.

HOMEOWNER ADDRESSES

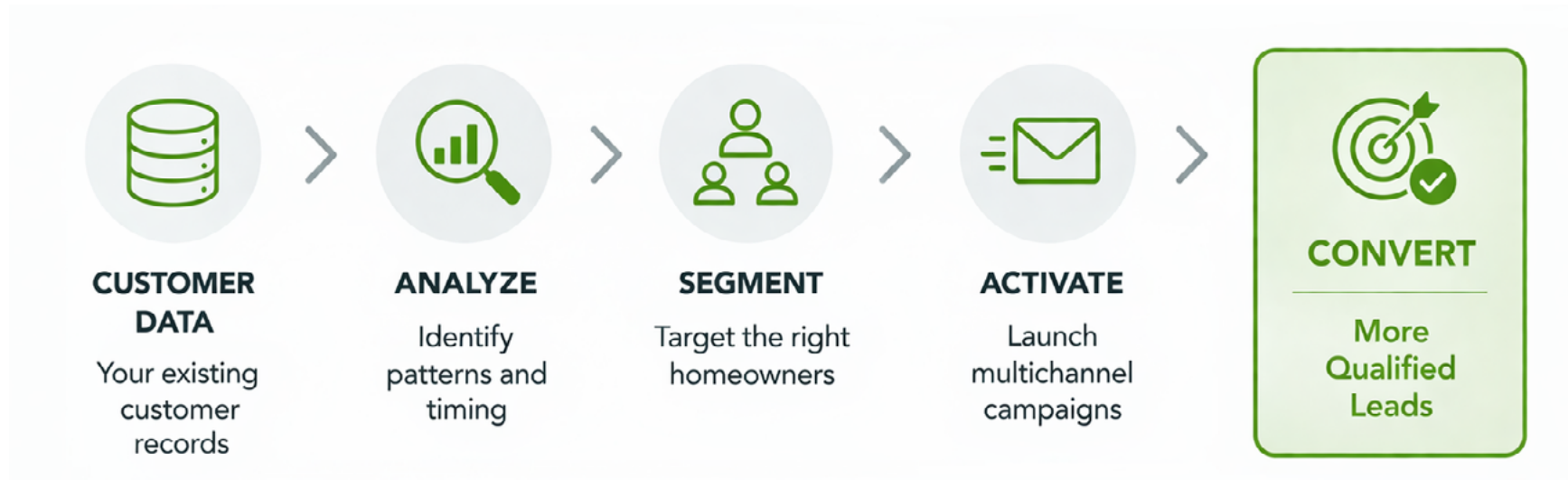
Your key to local relevance and targeting.

SERVICE INQUIRIES AND ESTIMATES

Early signals of intent and upcoming opportunities.

However, this data often sits unused in spreadsheets, CRM systems, or estimating tools.

When properly organized and analyzed, this information can reveal powerful insights



- homeowners approaching roof replacement timelines
- neighborhoods with aging roofs
- customers who are likely to refer neighbors
- homeowners who may benefit from maintenance services

This insight allows roofing companies to focus their marketing efforts where they are most likely to generate results.

Instead of broad advertising, outreach becomes targeted, timely, and far more effective.

Reaching Homeowners When Timing Matters

Timing is one of the most important factors in roofing marketing.

Homeowners rarely think about their roof until damage occurs or the roof begins to age.

Modern data tools allow roofing companies to identify and reach homeowners at moments when they are most likely to need roofing services.



Storm-triggered campaigns that reach homeowners shortly after weather events.



Home value and ownership data that helps prioritize likely buyers.



Neighborhood targeting that focuses on homes built within similar time periods.



Roof replacement cycle predictions that identify homes approaching replacement timelines.

By combining these insights with targeted email, SMS, and direct mail, roofing companies can reach the right homeowners at the right time.

The Roofing Customer Lifecycle



Although roof replacement may occur only once every 10-20 years, homeowners remain valuable long before and long after the initial job.

Successful roofing companies stay connected with homeowners throughout the entire lifecycle.



By maintaining communication across these stages, roofing companies strengthen relationships and increase long-term customer value.

Lifecycle marketing helps roofers stay connected with homeowners for years.



Why Consistent Communication Matters

Roofing decisions rarely happen immediately.

Homeowners often gather multiple quotes, conduct research, and wait until damage becomes more obvious before committing to a project.

Companies that maintain consistent communication during this process are far more likely to win the job.

Effective communication programs often include:

- ✔ Lead nurture email campaigns that provide helpful information.
- ✔ Inspection reminders that encourage homeowners to schedule assessments.
- ✔ Job status updates that improve the customer experience.
- ✔ Seasonal maintenance tips that keep homeowners engaged.
- ✔ Warranty follow-ups that reinforce long-term relationships.
- ✔ Referral requests that encourage satisfied customers to recommend neighbors.
- ✔ When homeowners feel informed and supported, trust grows and close rates improve.

Turning One Roofing Job Into Long-Term Value

Many roofing companies think of a job as the end of the customer relationship.

In reality, it is just the beginning.

Homeowners often generate additional value through:

Maintenance services such as inspections or gutter work.

Referrals to neighbors and family members.

Future roofing projects years later.

Neighborhood reputation and word-of-mouth.

By staying visible and engaged with past customers, roofing companies create a network of relationships that can generate work for years.

Lifecycle marketing helps ensure those customer lifetime value opportunities are not missed.

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Satisfied homeowners are one of the most powerful sources of new roofing leads. Maintaining communication with past customers helps ensure that when neighbors ask for recommendations, your company is the one they remember.

Kim Welther
VP, CRM & Loyalty, Baesman Group

Building a Roofing Marketing Engine

At Baesman, we help roofing companies bring these strategies together into a single system. Our approach connects customer data, marketing technology, and multichannel communication to help roofers grow more efficiently.

Our strategy and executions services help you with:

- Customer data organization and strategic CRM support.
- Targeted direct mail campaigns that reach the right neighborhoods.
- Automated email and SMS communication.
- Lifecycle marketing programs that maintain long-term homeowner relationships.
- Analytics and reporting that help companies understand what is working.

By combining strategy with execution, roofing companies can move from reactive marketing to a more predictable and scalable pipeline.





The Result

Roofing companies that adopt a data-driven marketing approach often see meaningful performance improvements.

- They generate more qualified leads.
- They improve close rates by staying connected with homeowners during the decision process.
- They strengthen relationships with past customers.
- They generate more referrals and repeat work.
- Most importantly, they begin to build a marketing system that helps keep crews busy even when storms are not driving demand.

Instead of relying entirely on unpredictable weather events, they create a foundation for long-term growth.

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About Baesman.

Baesman is a marketing strategy and execution partner that helps companies drive ROI through data-driven insights and multichannel delivery.

With more than 70 years of experience in direct mail and print production, combined with deep expertise in CRM strategy and data analytics, we help organizations deliver personalized communication across multiple channels.

Ready to Learn More?

Visit baesman.com/lets-talk

Email getpersonal@baesman.com