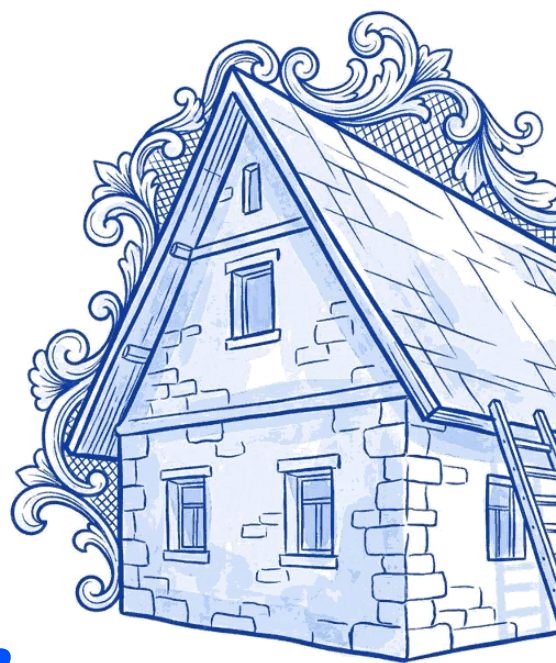




FREE GUIDE · 2027 EDITION

roofleads.

roofing lead generation: *the 2027 guide.*



How to generate exclusive roofing leads you *own*.

What leads really cost by channel, which ones convert, and
how to build a lead flow that keeps producing all year.

01

cost per lead by
channel

02

what exclusive leads
really mean

03

landing pages that
convert

04

a lead engine that
runs all year

*Every roofer in your area is bidding for the **same homeowner**. The winners stop buying leads and start **owning** the channels that produce them.*



The fastest place to start is Google Ads, pointed at a proper landing page, with someone answering within minutes. Everything else in this guide stacks on top of that.

01

what roofing leads **really cost.**

A replacement is a five figure job, and the contractor who responds first usually wins. Costs swing a lot by market, so treat these as planning ranges and swap in your own numbers within 30 days.

CHANNEL	COST PER LEAD	INTENT	WHAT YOU ARE REALLY BUYING
Google Search Ads	Highest of the paid channels	very high	A homeowner with an active problem, exclusively yours
Google Business Profile	Free to run	very high	Map pack visibility, driven by reviews
Facebook & Instagram	Well below search	low to mid	Reach, recall and retargeting
Lead marketplaces	Mid range	medium	A lead shared with 3 to 5 other roofers
Website & SEO	Low, but slow to arrive	high	Visibility that compounds over 6 to 12 months
Referrals	Little to nothing	highest	Trust that is already built
Canvassing & mail	Low, labor heavy	varies	Neighborhood volume around active jobs

the number that *actually* matters.

Cost per lead is only half the story. What counts is cost per signed job, measured against what you can afford to pay for one.



Illustrative ranges. Plug in your own job value, margin and close rate.

rented leads *vs* owned leads.

Exclusive leads come from your own marketing and nobody else gets them. **Shared leads** are sold to several roofers at once, so the call starts on price. Exclusive costs more per lead, and usually less per signed job.

	RENTED LEAD FLOW	OWNED LEAD FLOW
Exclusivity	Sold to several contractors	Yours alone
The conversation	Starts with price	Starts with the problem
Who holds the data	The platform	You
Cost over time	Flat or rising	Falls as the account learns
Brand effect	They remember the platform	They remember you
At year end	A stack of invoices	A machine, a list and a reputation



— THE PILLAR

04

google ads: *fast, hot* and yours.

Nobody searches “emergency roof repair near me” for fun. Search is where a homeowner tells you the problem, the urgency and the location in one line, and it can go from zero to booked inspections inside a week.

it *compounds*

Every click, call and signed job builds data in your name. Feed signed jobs back in and the account stops chasing form fills and starts finding people who buy roofs.

it grows the *whole business*

Every job won puts a yard sign on a street and your name in the neighbors' heads. That feeds referrals, brand searches and repeat work, and makes every other channel cheaper.

what works

i. Split by intent

Emergency and repair, replacement, storm (built and paused) and your brand name.

iii. Phrase and exact match

Broad match on a small budget pays for Google's education, not yours.

v. Make an actual offer

“Free inspection with a same day photo report” beats “free estimate”.

ii. Landing pages, never your homepage

Headline that repeats the search, a big tappable number, a short form, real photos and reviews.

iv. Negatives before launch

DIY, jobs, materials, free. Then twenty minutes a week in search terms.

vi. Own your zips

Target the areas you want and bid up where homes are older.

— BUDGET & PATIENCE

Fund 20 to 30 leads a month. If you can't, shrink the area, not the budget. Judge in weeks, not days.

— THE OWNERSHIP TEST

Ask whoever runs your ads: “If we part ways, what do I keep?” The answer should be the account, the data, the pages and every lead.

your google *business profile.*

Free, high intent, and it quietly decides how well your ads convert, because many people who click an ad search your name before they call.

- ◇ Name, address and phone identical everywhere
- ◇ Roofing contractor as primary category, every service listed
- ◇ Service area set to the zips you actually cover
- ◇ 20+ real photos of finished roofs and crews, added often
- ◇ Posts twice a month, questions answered properly
- ◇ Messaging answered fast, or switched off

reviews are *the lever.*

They lift your map position, raise your ad conversion rate and shorten the sales call. Ask in the driveway when the job is done, text a one tap link right away, make it someone's job, and reply to every review.



website & seo: *the long game.*

Expect **6 to 12 months** before SEO pays properly. It is also where you will meet the most people promising page one by next month and delivering nothing. Be wary of anyone who guarantees rankings.

Your ad account hands you the content plan: the search terms report shows the exact words homeowners in your city use.

Two useful pages a month beats twelve in January and nothing after.

- ◇ A page per service
- ◇ A page per city, with local jobs
- ◇ Honest cost pages: "what a new roof costs in [city]"
- ◇ Repair or replace, insurance, how long roofs last
- ◇ Fast on mobile, phone number on every page

facebook & instagram: *better together.*

Social can work, and it works best alongside Google. Search catches the homeowner with a problem today; social keeps your name in front of them and their street. Even a small retargeting budget helps you cash in on everything else you run.

i.

retargeting

The best social spend you will make. Show ads to people who visited your page and didn't call. They already raised their hand.

ii.

local offers

Storm response by area, neighborhood campaigns around active jobs, seasonal inspection offers.

iii.

brand & proof

Before and afters, tear off timelapses, homeowner reactions in the driveway. Built to be remembered.



Give every crew a shot list: tear off, finished roof, cleanup, handover and a 30 second homeowner comment. The more people recognize your name, the more your ads get clicked and your quotes accepted.

lead marketplaces: *a place in the mix.*

When a crew is free next week, a marketplace can put jobs on the board fast, and plenty of roofers keep one running. Judge it on cost per signed job, not cost per lead, and use it as a top up alongside channels you own.

3 to 5

roofers calling the same
homeowner on a shared
lead



referrals *& partners.*

Referred homeowners arrive trusting you, rarely haggle and cost nothing in media. Systemize it.

- ◆ Ask at handover, every time
- ◆ Give them something to pass on, and a reward for the person they refer
- ◆ Pay rewards the same week
- ◆ Check in at a few months and a year with an inspection reminder

PARTNERS WHO SEE ROOFS FIRST

Insurance agents, real estate agents, home inspectors, general contractors, property managers, solar installers. Pick five in one category and be easy to work with the first time they test you.

canvassing & *direct mail.*

Both still work when they are local and specific. After every job: a yard sign, door hangers on 20 to 40 nearby homes ("we just replaced the roof at number 42") and a tiny radius ad showing that roof. For mail, target older subdivisions and storm hit streets, lead with a photo of a local job and one clear offer, and hit the same area two or three times.

speed to lead: *first wins.*

The roofer who answers while the homeowner is still holding the phone usually gets the job. If you are slow, more leads just means more waste.

- Instant text on every form fill
- Missed call text back, every time
- One named owner, with a backup
- After hours cover for leaks and storms
- Follow up for two weeks across calls, texts and email

Do one thing this week: get your response time under five minutes. It costs nothing.

tracking *what works.*

Untracked marketing is just hoping with a receipt. One rule, no exceptions: no lead entered without a source, and none closed without an outcome.

TRACK WEEKLY

WHAT YOU DO ABOUT IT

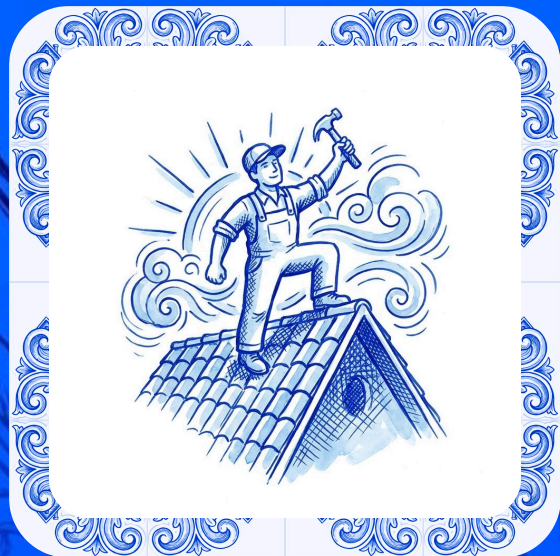
Leads by source	Spot a channel drying up this week, not at month end
Average response time	Drifting past a few minutes? Fix that before touching anything else
Lead to booked inspection	Falling? Listen to five call recordings. It is intake, not lead quality
Inspection to signed	Falling? A sales or pricing problem. More leads will not fix it
Cost per booked inspection	The real efficiency number for paid channels
Cost per signed job vs allowable	Under your allowable? Spend more. Over? Diagnose before you cut

common mistakes *to avoid.*

- 1 Slow response**
You paid for the lead, then gave it away.
- 2 Ads to your homepage**
Use a landing page that matches the search.
- 3 One source only**
One price rise or suspension from silence.
- 4 Chasing every lead equally**
Qualify some out in ninety seconds.
- 5 A weak review profile**
They click, see 3.4 stars, and call someone else.
- 6 Pausing when busy**
It guarantees the famine after the feast.
- 7 Not owning the account**
A year of data and learning that walks out the door with a vendor.

WANT THIS BUILT FOR YOU?

ready to know where *next* *month's work* is coming from?



Everything in this guide is yours to run. Built properly, it takes 15 to 20 hours and then a few hours a week. That is what we do: built in your name and on your accounts, live in about seven days, with leads never shared or resold.

worth a call if

- ◇ You want consistent new business every month
- ◇ You have capacity for more work in the next 30 to 60 days
- ◇ Someone can answer the phone fast, or you will fix that

not worth a call if

- ✗ You are booked solid and not looking to grow
- ✗ You want leads with no ad spend at all
- ✗ You want to test two weeks and judge it on cost per click

book a free 30 minute strategy call →

calendly.com/thetakzkhan/30min

no sales pitch. just honest numbers.

meet *roofleads*.

Tariq Khan · Roofleads

Paid acquisition and lead systems for roofing contractors
Free to share. Figures are illustrative and vary by market.