

6 Easy Tips

For Growing Your Roofing Business





Introduction

Growing a roofing business is not easy. And it isn't something that happens overnight. It takes time, hard work and a laser focus across every single function. Your company needs to stay competitive and profitable to reach new levels of success.

Unfortunately, there's no silver-bullet solution that guarantees this. But having a solid foundation of smoothly operating practices underlying your company can make it much easier to achieve your goals.



In this eBook, we'll share the 6 best practices we've learned over the past 10 years of helping thousands of roofing contractors scale their businesses. These simple tips can be applied to help set your business on a path to success.



Chapter 1: Keep the Lines of Communication Open

Running a solid roofing operation starts with transparency across the company. Keeping lines of communication open across all departments and levels—from owners and production managers, to crew leaders and office staff—is crucial to a healthy work environment—and therefore, future productivity.

But that's not enough. Communication needs to be clear, concise and direct; oftentimes, however, that is not the case. According to Harris Poll, 57% of employees say they aren't given clear directions at work. When everyone is on a different page at a roofing company, it can hinder customer satisfaction and even negatively affect profits.

The easiest way to make sure everyone is on the same page is to document tasks and assignments through a project management system. When work is documented and visible to the appropriate people, you avoid mix-ups, mistakes and redundancies. Software applications designed to help contractors manage their roofing jobs centralize information, allowing your teams to see everything in the works and the status so they have a clear understanding of the work that needs to get done and when.



Chapter 2: Encourage Employee Engagement and Performance

Employee engagement and strong performance are crucial to business success. When everyone's responsibilities are clear to the entire team, people are more motivated to hold themselves accountable. This starts by being transparent about the contributions of your staff—you'll see employees rise to the occasion and boost their productivity levels.



Likewise, don't underestimate the impact of business management software on employee engagement. If your staff have to spend a lot of time on non-essential tasks, performance and motivation will suffer. Roofing companies see an immediate boost when they invest in business management software like AccuLynx, which keeps your processes streamlined and efficient.



Gamification of Performance

How can you help your sales team stay motivated during low production seasons? Gamification of performance can keep productivity high, as well as provide recognition to employees who are going above and beyond in their efforts.



Leaderboards showcase successes while incentivizing others to get more contracts signed.

While sales and profits are the cornerstone to a roofing business, it's important to remember that those come from active, happy employees. Building trust and camaraderie among your people is a great place to start.



Chapter 3: Train Your Employees

Untrained workers are unproductive, inefficient and costly. But training workers can be difficult in the roofing industry, where employee churn is high. How can you get workers up to speed and equip your staff for success?

Teach all employees your quality control processes and how to use your software programs, so they have the tools to succeed. This will help decrease employee turnover and provide a strong base for new team members to excel. In fact, employees are 23% more likely to stay in a job if their manager clearly explains their roles and responsibilities.

The technology your business uses can also have a major impact on attracting and training new employees.



80% of workers say that a company's use of the latest software greatly influences their decision to join a new company.

Using innovative software and mobile apps shows employees your digital savvy and helps them get onboarded faster.



Chapter 4: Invest in Business Management Software

In order to ignite growth, roofers must commit to investing in their company. Business management software impacts more than just internal performance. Roofers that invest in it are seeing massive growth in their local markets in comparison to competitors.




Business management software specifically designed for roofing contractors is revolutionizing the way roofing companies are managed. Platforms that can help contractors manage their sales pipeline, coordinate projects, provide data-driven business insights, and enable access to information from anywhere are making companies more efficient, and ultimately more profitable.

With the ability to order measurements, build estimates and contracts, schedule jobs for production, track the status of each job, share photos, and much more—all from one system—your team can handle more work and complete jobs faster.



Chapter 5: Focus on the Customer Experience

Roofing businesses should make customers a top priority. Providing stellar service and committing to follow-up are key to ensuring a positive homeowner experience. And the better the customer experience, the more likely a good review will result.



33% of customers will stop working with a company after just one instance of poor customer service.



Playing the Role of Educator and Salesman

Homeowners look to field reps as experts to guide them through the process. It's important to help homeowners understand the complexities of roofing terminology, insurance processes, timelines and cost. Contractors who leverage technology to present information in a clean, comprehensible way with supporting documentation are more likely to convince potential customers that the scope of work they suggest is both necessary and cost-effective.



Software like AccuLynx gives field reps access to necessary information for closing more sales and communicating effectively with customers. From material pricing to photos to estimates, you have the tools at your fingertips to meet homeowners' needs and deliver great customer service, wherever you are.



Chapter 6: Have a Basic Marketing Strategy

Roofing companies have more competitors than ever. To stay ahead of other companies in your area, deploying a marketing strategy is essential. Your website, social media accounts, outreach, and online reviews are how you spread the word about your company. The goal isn't to go viral. It's to help the right people see that your business can serve their needs.

According to Roofing Contractor, “Between 80 - 90% percent of homeowners conduct Internet research before making a major purchase”, and nearly “60% are searching from their phones.”





Making Your Website Work For You

No matter what avenue a potential customer takes to find you, they are likely to end up on your website at some point. Make sure your website loads quickly and is easy to read on a mobile device. A slow or hard-to-use website will keep customers away. Check periodically to make sure there's no outdated information. The last thing you want is to miss a call because your site displays an incorrect phone number.

Utilizing Social Media

Social media is easy to use and can help you reach thousands of customers in your local markets every day. The next time your company is running a promotion, post it on Facebook. Think your crew did a terrific job on their latest remodeling project? Share it on Instagram. Looking to engage your customers? Respond to their tweets on Twitter. Staying active on social media keeps your business top of mind for current customers and helps new ones find you.





Monitoring Online Reviews

Before selecting a contractor or roofer, most homeowners will check your online reviews on sites like Yelp, Angie's List or Home Advisor. Monitoring your reviews can help you ensure they are satisfactory and respond to questions and concerns.

When you see a negative review, investigate the matter. Then, follow up with the customer and get feedback as to how you could have done a better job. Publicly acknowledging an unsatisfied customer and attempting to make amends shows that you care about your reputation.



When a customer leaves you a glowing review, don't hesitate to respond by thanking them. It will reinforce the positive feelings the customer has about your business, and demonstrate that you appreciate customer feedback.

Finally, don't forget to document customer comments and reactions in your roofing software. This will help you remember their feedback and serve repeat customers better in the future.



Conclusion

There are many avenues for expanding the profitability and productivity of your roofing business, from employee engagement to customer experience to marketing. This requires both adaptability and strategic thinking. The willingness to shake up your old business routine and try new techniques can go a long way towards delivering the growth you're looking for. Ultimately, having the right systems and tools in place is critical for growth. These simple tips can be the first steps toward greater success for your business.

Interested in learning more about
AccuLynx roofing software?

Watch the Demo Video:
<https://acculynx.com/demo-video-tour/>