

# Top 8 Things That Will Grow Your Roofing Business.

Growing a successful roofing business is about more than just being skilled in your trade. While there are many roofing pros out there, not all of them have the skills in marketing, sales and administration to make their business work. Never fear, we've provided some tips to help you transition from being a roofing professional to a roofing business owner.

## 1. Invest in digital advertising

While word of mouth and referrals will forever be the best marketing tools you could have working for you, sadly it can be a slow churning process. When you want to accelerate your growth, it is imperative that you extend your reach to the right people through digital marketing and ads. The key to making this effective is all about putting out the right ads, with the right wording, to target the right people, combined with the right campaign to really see your ads work for you.

## 2. Professional Website and branding

Consider your website and branding as the new business card and first impression wrapped up in one. Customers and leads are always asking the question, do I trust you or not? Having a professional website and branding not only builds trust equity, but it tells your customers that you care about quality, functionality, and professionalism - which translates into the level of quality the service you are providing.

## 3. Be personable and professional

It's obvious that building rapport with customers and being professional, will help you close more jobs. No one wants to do business with someone who's rude or lacks class, people want to work with people! A best practice no matter what industry is always to help instead of sell.

## 4. Be on the first page of google search (in your area)

People who are in need of a new roof or roofing repair almost always turn to the internet to research local companies. It's not enough to rely on word-of-mouth if you want to grow your business. Take the advantage of making sure your company is one of the first listings that appear when potential leads are searching local companies with ads and SEO implementation.

## 5. High (and positive) online reviews

58% of leads check online reviews and go with a roofing company that other people trust and rave about. Never underestimate the power of quality reviews and how it will have a positive impact in growing your sales and legitimize your business.

## 6. Use quality roofing building materials

No one wants to invest in a roof with less than quality materials. If you want the best odds at closing more jobs and delighting customers, be willing to spend money on high-quality products. You have heard of this phrase "you need to spend money to make money" - well that is especially true for roofs! Investing in better materials can help your chances at opening up new doors and making people happy about their investment in your service. Word travels quickly - be known for integrity and quality. It will always pay itself back.

## 7. Offer competitive prices to get more jobs

It's common for prospects to do research before deciding on a roofing company. They are going to compare prices, which is why it's important that you're offering fair pricing in order to compete with the other local companies. If your price list is set higher than those of competitors, make sure there are qualities about your business and services that will differentiate yourself from others - and leverage them! Don't lose customers because they don't know the full value you are offering.

## 8. Communication, communication, communication.

This is a huge one - and often looked over. Be sure to connect to your potential customers in a variety of ways. Your leads are not going to be sold on the first time you talk with them. Be persistent without being pushy or aggressive, and don't give up after the first couple of follow ups. Most sales are made on the 5th - 12th contact, so making a habit of giving up after a lead ignores your first few attempts at reaching out can really hurt your chances at closing more jobs.

At the end of the day, growing your roofing company is dependent on you. If you need help with how to grow your roofing business with an effective and proven system, book a free discovery call with us at [www.RoofingGrowthSystems.com](http://www.RoofingGrowthSystems.com) today.