ROOFLEADS

Roofing Lead Generation: **The 2026 Guide**

How to generate exclusive roofing leads you own — instead of renting shared ones.

What leads really cost by channel, why exclusive beats shared, and how a small roofing company builds a lead engine in seven days that keeps producing all year.

FREE GUIDE · 2026 EDITION

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Paid acquisition & lead systems for roofing contractors

THE SHORT VERSION

Roofing leads are expensive and the competition is fierce, so the winners stop buying leads and start owning the channels that produce them. The fastest route is Google Ads pointed at a proper landing page with a response time measured in minutes — because it is the only channel that reaches a homeowner at the moment their roof fails *and* leaves you owning the account, the data and the customer. Everything else in this guide compounds on top of it.

Roofing has some of the highest lead costs in the trades, and for a simple reason: a replacement is a five-figure job, so every contractor in your area is bidding for the same homeowner. Multiple crews quote the same street. Homeowners have endless options. And the contractor who responds first usually wins — not the one with the lowest price or the longest warranty.

This guide covers what actually works for a three-to-fifteen person roofing company in 2026: which channels deliver, what to expect to pay, and why owning your lead flow beats renting it from a marketplace.

What roofing leads really cost

Before you spend anything, you need a rough sense of what each channel costs and what it is worth. Exact numbers vary a lot by market — a dense metro with eight aggressive competitors looks nothing like a rural county with two — so treat these as planning ranges, not promises, and replace them with your own numbers within thirty 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, plus a data asset you keep**
Google Business Profile	Free to run	Very high	Map pack visibility — driven almost entirely by reviews
Facebook / Instagram	Well below search	Low to medium	Reach and recall; needs nurturing before it books
Lead marketplaces	Mid-range per lead	Medium	A shared lead and a race to the phone with 3–5 competitors
SEO / organic	Low per lead, slow to arrive	High	Compounding visibility — a nine-to-eighteen month build
Referrals	Little to nothing	**Highest closing**	Pre-built trust; the best conversion rate in the business
Canvassing	Low, labour-heavy	Varies	Volume after storms, thin the rest of the year
Direct mail	Low per household	Low	Neighbourhood saturation, best paired with a local job

The number that matters is not cost per lead anyway. It is **cost per signed job against what you can afford.** Take your average job value, multiply by your gross margin, and decide what share of that profit you will spend to win the customer — ten to twenty percent is a sane band. Divide by how many leads it takes you to sign one. That figure, not a forum average, tells you whether a channel works for you.

WORKED EXAMPLE

A $12,000 replacement at 35% margin is $4,200 gross profit. Spend 15% of that to acquire it and you can afford **$630 per signed job**. If 12 of every 100 leads sign, your allowable cost per lead is about **$75**.

Now lift your lead-to-appointment rate from 30% to 45% — a follow-up fix, not an ad spend fix — and 18 of 100 sign. Your allowable cost per lead jumps to roughly **$113**. Same ads, same market, every channel suddenly 50% more viable.

Exclusive versus shared leads

This is the most important distinction in roofing lead generation, and it decides the economics of everything else.

Exclusive leads come through your own marketing — your ads, your website, your reviews, your referrals. Nobody else was sold that homeowner. You are being judged as a contractor.

Shared leads are sold to several contractors at once. Everyone calls within minutes, the homeowner gets overwhelmed, and price or speed decides it. You are being judged as a number on a list.

Exclusive leads close at multiples of shared ones, which is why a more expensive exclusive lead is usually the cheaper customer. But the bigger gap is what happens after the call ends. A shared lead leaves you with a job or with nothing. An exclusive lead leaves you with a record in your database, conversion data training your ad account, a review opportunity, a yard sign on that street, and neighbours who now know your name.

> *Rented leads are an expense that repeats. Owned leads are an asset that appreciates.*

	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**

Google Ads: the fast, hot, owned pillar

If you only build one channel this quarter, build this one. Nobody searches "emergency roof repair near me" for entertainment — they have a bucket under a ceiling stain and they are hiring somebody this week. Search is the only place a homeowner declares the problem, the urgency and the location in one sentence.

It is also the only channel that can go from nothing to a booked inspection inside a week. SEO is a year-long build. Referrals depend on jobs you have not done yet. Search turns on.

Why it compounds instead of just costing

Here is the part most owners never think about, and it is the real argument for running your own account. Every click, call and signed job feeds a data asset in your name. After ninety days you know which searches produce money in your city, which zip codes are worth more, which hours convert, and what a booked inspection actually costs you.

Then you close the loop: mark leads as sold in your CRM with the job value, feed those outcomes back into the account, and the system stops optimising for people who fill in forms and starts optimising for people who buy roofs. Two accounts on identical budgets perform completely differently after six months of that. Your competitors are optimising for leads; you can optimise for revenue. That gap widens every month — and none of it is possible if the account and the leads belong to someone else.

What works

- **Separate campaigns by intent.** Emergency and repair, replacement, storm response (built and left paused), plus a cheap campaign on your own brand name. Do not let emergency money compete with replacement money.
- **Tight ad groups, phrase and exact match.** Broad match on a small budget funds Google's education, not yours.
- **Dedicated landing pages, never your homepage.** The headline should repeat the search that brought them.

- **Negative keywords before you launch,** then twenty minutes every week in the search terms report. Cut DIY, jobs, salaries, wholesale, free, materials-only, competitor names, and anything you do not service.
- **Geo-target the zips you actually want,** people physically in the area only, and bid up where homes are older and jobs are worth more.
- **Ad copy that says something.** "Free estimate" is what everyone says. "Free 25-point inspection with a photo report emailed the same day — and we tell you if your roof is fine" is an offer.
- **Call assets, sitelinks, callouts and real photos.** Most roofing leads are phone calls, so make the number tappable.
- **Track calls with recording,** count them past 45–60 seconds, and import signed jobs back into the account.

Budget and patience

Fund enough volume to learn — roughly twenty to thirty leads a month. If you cannot reach that across your whole service area, shrink the area, not the budget: owning three zips beats dabbling across twelve. Start with click-focused bidding for two weeks to gather clean data, move to conversion bidding once you have around thirty tracked conversions, then introduce a target cost. Judge weeks, not days, and judge on cost per booked inspection rather than cost per click. Owners who rebuild their campaigns every Tuesday stay permanently in week one.

THE OWNERSHIP TERMS — WHOEVER RUNS YOUR ADS

The account is in your business name with you as admin. You have admin access to analytics and tracking. Landing pages sit on your domain. Every lead lands in your CRM, exclusive to you and never resold. Creative and call recordings are yours. And if the relationship ends, the account keeps running with all its history intact.

One question exposes everything: *"If we part ways in six months, what exactly do I keep?"* A clean list means someone is building you an asset. A vague answer means you are renting again with better branding on the invoice.

Your Google Business Profile

Free, high-intent, and the thing that quietly determines how well your paid ads perform — because a big share of people who click your ad will search your company name before they call. What they find is your profile and your reviews.

- Name, address and phone identical everywhere online.
- Roofing contractor as primary category; every service listed individually.
- Service areas set to the zips you actually cover, not the whole state.
- Twenty or more real photos — finished roofs, crews working, before-and-afters. Real beats polished, and add more regularly.

- Posts a couple of times a month; the questions section answered properly.
- Messaging either enabled and answered fast, or switched off.

Reviews are the lever. They lift your map position, raise your ad conversion rate, and shorten the sales conversation before you ever meet the homeowner. The only reason most roofers have thirty instead of three hundred is that nobody made asking a system. Ask in the driveway the moment the job is done and the site is clean, then text the link immediately. Make it one tap. Make it someone's job on every completed job. Reply to every review — future customers read your reply far more carefully than the complaint.

Website and SEO

Slow, and worth it precisely because competitors quit before it pays. Your ad account gives you an unfair advantage here: the search terms report shows the exact words homeowners in your city use, so your content plan is handed to you by your own market.

- **A page per service** — repair, replacement, storm damage, metal, flat, gutters. A single "services" page ranks for nothing.
- **A page per city you serve,** with genuinely local content and local jobs.
- **Cost pages.** "What a new roof costs in [City]" is heavily searched and rarely answered honestly. Candour gets calls.
- **Decision content:** repair or replace, how long roofs last, what insurance covers, what installation day looks like.
- **Technical basics:** mobile-first, under three seconds on mobile data, clear phone number on every page.

Two useful pages a month, published consistently, beats twelve in January and nothing after. Unlike ads, they keep working when the budget stops.

Facebook and Instagram

Cheaper leads, colder intent. People scrolling are not looking for a roofer, so social has three specific jobs rather than one.

JOB	HOW TO RUN IT
Retargeting	**The best social spend you will make. Show ads to people who visited your landing page and did not call. They already raised their hand**
Local offers	Storm response by area, neighbourhood campaigns around active jobs, seasonal inspection offers. Tight geography, older housing stock
Brand and proof	Before-and-afters, tear-off timelapses, the owner pointing at real damage on a roof, homeowner reactions in the driveway. Meant to be remembered, not clicked

This is where lead generation turns into business growth. Familiarity makes your ads get clicked more, your quotes accepted more, and people start searching your company name — the cheapest, highest-converting traffic there is. Brand work is what makes your paid leads cheaper over time. Give every crew lead a shot list: tear-off, finished roof, cleanup, handover, one thirty-second homeowner comment. Six clips a job and you never lack creative.

Lead marketplaces: the math problem

The mechanics are simple. A homeowner asks for a quote, the platform sells that request to several contractors, everyone calls at once, and the homeowner picks the cheapest or the fastest.

Run your own numbers before defending it. At a mid-range price with a shared-lead close rate, your effective cost per customer is often higher than an exclusive lead that costs twice as much per enquiry — and you built nothing for your brand on the way through.

To be fair: marketplaces can plug a gap when a crew is idle next week and you need something on the board. Just be clear that is cash-flow triage, not strategy. If a third of your pipeline still comes from marketplaces in twelve months, you have built a dependency rather than a business.

Referrals and relationships

Referred homeowners arrive pre-trusted, rarely shop your price hard, and cost you nothing in media. Most roofers get some by accident. Systematising it is worth more than any single ad channel.

- **Ask at handover,** every time, while the crew is packing up and the roof looks new.
- **Give them something to hand over** — cards, a magnet, a stated benefit for the person they refer.
- **Reward it and pay fast.** Delay kills the behaviour; same-week payment reinforces it.
- **Reach out again** at a few months and at a year with an inspection reminder. Each contact is a natural referral moment.

Partners who see roofs before you do

Insurance agents get asked for a contractor the moment a storm hits. **Real estate agents** deal with roof findings on nearly every sale. **Home inspectors** find problems weekly and cannot fix them. **General contractors** need roofing subs. **Property managers** bring repeat work. **Solar installers** cannot put panels on a roof with five years left.

Pick five people in one category — not fifty. Meet them, say specifically what you are good at, then be exceptionally easy to work with the first time they test you.

Canvassing and neighbourhood marketing

Door knocking still works in roofing, especially after a storm, when conversion rates jump dramatically compared with a normal week. Branded shirts and ID badges, lead with a free inspection rather than a pitch, map which houses you have covered, and follow up on every "maybe later."

The modern version is better. You already have a crew on a roof for three days while every neighbour walks past thinking about their own roof — the strongest social proof in the business, visible from the sidewalk, and most roofers waste it entirely. On completion: yard sign up, door hangers on twenty to forty surrounding homes ("we just replaced the roof at number 42 — most roofs on this street are a similar age"), then a tiny-radius social campaign showing a photo of that actual roof. Proximity plus proof, at a fraction of search costs.

Direct mail

Still effective in roofing because the purchase is local, high-value and infrequent. It fails when it is generic. Target by housing age and by event — subdivisions built fifteen to twenty-five years ago, storm-affected streets, areas where you already have work. Lead with a photo of your own local job, make one clear offer, add a QR code to a matching landing page, and hit the same area two or three times rather than once. Track it with its own number so you know whether it worked instead of arguing about it.

Speed to lead: the decisive factor

This is the highest-leverage habit in the business, and the one that makes expensive leads affordable. Roofing is an urgency purchase for a large share of enquiries, and the contractor who responds while the homeowner is still holding the phone has an enormous advantage over the one who calls back tomorrow. A large share of jobs go to whoever answers first.

The uncomfortable version: if you are slow, buying more leads is buying more waste. Fix the response before you raise the budget.

- **Instant automated text** on every form fill: "Got your request about your roof — calling you in a few minutes."
- **Missed-call text back** on every unanswered call. This alone recovers leads you are currently losing to voicemail.
- **One named person owns response,** with a backup. "Whoever sees it first" means nobody.
- **After-hours cover.** Leaks and storms ignore business hours; anything beats voicemail.
- **A real cadence.** One call and one voicemail is not follow-up — work leads for two weeks across calls, texts and email. Most enquiries that eventually book take several attempts.

Tracking what works

You cannot improve what you do not measure, and untracked marketing is just hoping with a receipt. One rule, no exceptions: **no lead gets entered without a source, and none gets 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 → booked inspection	Falling? Listen to five call recordings. It is intake, not lead quality
Inspection → 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.** The most expensive mistake there is — you paid for the lead, then gave it away.
2. **Sending paid traffic to your homepage** instead of a matched landing page.
3. **No conversion or call tracking,** so most of your results are invisible and the algorithm is blind.
4. **Relying on one source.** One price rise or account suspension from silence.
5. **Chasing every lead equally,** including the ones you should qualify out in ninety seconds.
6. **Running ads with a weak review profile.** They click, search your name, see 3.4 stars, and call someone else.
7. **Pausing the moment you get busy,** which guarantees the famine after the feast and keeps you paying beginner prices.
8. **Not owning the account** — a year of data and learning that walks out the door with a vendor.

The seven-day build

A practical sequence if you are starting fresh or rebuilding. None of these days need a full day at a desk.

DAY	WHAT GETS DONE
Day 1	Your numbers: average job value, margin, close rates, allowable cost per lead and budget floor. Write your offer and pick your zips
Day 2	Landing page per main service — matched headline, big tappable number, five-field form, real photos, real reviews, what happens next
Day 3	Tracking: call tracking with recording, conversion tracking on forms and calls, analytics, and a CRM with source and outcome fields
Day 4	Speed to lead: instant text, missed-call text back, follow-up cadence loaded, intake script printed, response owner named
Day 5	Campaigns built in your own account: emergency/repair and replacement live, storm campaign paused and ready, brand campaign on, negatives loaded
Day 6	Business Profile completed, review system set up, and your last five happy customers asked today
Day 7	Launch. Submit a test lead and time your own response. Book a recurring fifteen-minute weekly review

Then in week two: answer everything within minutes, add negatives daily, do not touch bids, do not rebuild anything, and ask every completed job for a review. Doing exactly that, boringly, is what makes month three good.

And the rest of the year

Search volume for replacements dips in the cold months, but demand changes shape rather than disappearing — and your competitors conveniently stop bidding. Shift the offer instead of switching off: repairs and leaks, winter inspections, spring slots booked at this year's pricing, gutters and ventilation, financing, and insurance work carrying over from autumn storms. Marketplace volume follows the season because it follows the crowd. Your own account follows your strategy.

Want this built for you instead?

Everything above is yours to run, and if you work through it, it will work. The honest catch is that it is fifteen to twenty hours to build properly and a few hours a week to maintain — hours most owners of a small crew do not have, because those hours are on a roof or on the phone.

That is what I do: I build this engine for roofing companies, in your name, with your data, on the ownership terms above rather than as an exception to them. Live in seven days. Leads exclusive to you, never shared or resold. Signed-job data fed back so cost per booked job trends down instead of sideways. Built for the whole year, not just spring.

BOOK A 30-MINUTE STRATEGY CALL

calendly.com/thetakzkhan/30min

No pitch deck. We look at your job value, your margin and what you pay for leads now, and I give you a straight answer on what is realistic in your market — including "not yet" if that is the honest one. Bring those three numbers and thirty minutes is plenty.

Worth a call if

- You are buying shared leads and tired of racing competitors to the phone
- You have capacity for more work in the next 30 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

Either way, do one thing this week: get your response time under five minutes. It costs nothing and it will earn you more than anything else in this guide.

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