

# AI-Powered Lead Generation for XPERIENCE Roofing

Turn Utah's public data into qualified roofing leads — automatically

## THE PROBLEM

- Door-to-door is expensive & slow
- Generic lead lists waste time on wrong homes
- EagleView roof reports cost \$50-100 **each**
- No way to prioritize by roof age or condition

## THE SOLUTION

- Target homes with 15+ year old roofs automatically
- Get roof measurements & pitch **free** via Google API
- Generate instant quotes without truck rolls
- Focus sales team on pre-qualified leads only

## HOW IT WORKS

### 1. TARGET

Query Utah Open SGID  
271K homes 15+ yrs  
in Salt Lake alone



### 2. ANALYZE

Google Solar API  
Roof sqft, pitch, segments  
**FREE** (10K/month)



### 3. QUOTE

Auto-generate estimate  
using your pricing  
Ready for outreach

## VALIDATED & WORKING

**271,000+**

Homes 15+ years old  
in Salt Lake County alone  
**Free public data**

**8/8**

SLC addresses tested  
Google Solar API works  
**Validated Feb 5, 2026**

**\$0.01**

Cost per roof analysis  
vs \$50-100 for EagleView  
**1000x cheaper**

## SAMPLE LEAD CARD

 123 Example St, Sandy UT 84092

**Built:** 2008 (17 years)  
**Roof Area:** 1,881 sqft  
**Pitch:** 18.4° (steep)

**Owner:** John Smith  
**Squares:** 18.8  
**Multiplier:** 1.2x

### INSTANT ESTIMATE

Base: \$X/sq × 18.8 sq  
Pitch adj: × 1.2

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**Est: \$X,XXX - \$XX,XXX**

**Need your pricing formula**

## MONTHLY COSTS (1,000 leads)

Parcel data (Utah SGID)	<b>FREE</b>
Roof analysis (Google API)	<b>FREE</b>
Skip tracing ( \$0.20/lead)	\$200
Email automation	\$100-300
<b>Total</b>	<b>\$300-500/mo</b>

## ROI MATH

1,000 leads/month  
→ 2% response rate = 20 conversations  
→ 25% close rate = **5 new jobs**

At \$8,000 avg job value:  
**\$40,000 revenue** from \$500 spend

**80x ROI**

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**NEXT STEP: Share your per-square pricing formula → We build your custom estimator**

Pipeline can be operational within 1 week of pricing integration