

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

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

Need your pricing formula

MONTHLY COSTS (1,000 leads)

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

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

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

Pipeline can be operational within 1 week of pricing integration