Growth Automation Proposal

Prepared for

XPERIENCE Roofing

Attn: Troy
Salt Lake City, UT
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The Challenge

Every roofing company faces the same bottlenecks:

Slow lead response — The average contractor takes 42 hours to respond to a web lead. By then, the homeowner has called someone else.

Missed storm windows — Hail hits, demand surges, but without fast outreach you lose the rush to competitors already knocking doors.

Few online reviews — 93% of consumers read reviews before hiring. Most happy customers never leave one unless prompted.

Inaccurate estimates — Satellite-based estimates are expensive ($50-100 each) or require a truck roll to measure.

What if all of this ran automatically — 24/7, with zero extra staff?

The Solution: 4 Integrated Systems

We deploy a fully automated growth engine customized for XPERIENCE Roofing. Each system works independently **and** feeds into the others.

⚡ Speed-to-Lead Auto-Responder

New lead submits a form → personalized SMS sent **within 5 seconds**. Automatic follow-up sequence at Day 1, 3, and 7. Studies show responding in under 5 minutes makes you **100× more likely** to connect.

Channels: SMS (Twilio) + optional email
Trigger: Any web form, landing page, or estimator submission

🌩 Storm Monitor + Campaign Dispatcher

Monitors National Weather Service radar for hail, high wind, and severe storms in your service area. When a roofing-relevant event is detected, it automatically generates:
• Ready-to-send SMS sequences for affected neighborhoods
• Email campaigns with storm details + inspection offers
• Social media post drafts (Facebook, Nextdoor)
• Google Ads copy targeting storm-related keywords
• Door hanger text with specific storm date/size

Data source: NOAA / NWS API (real-time)
Coverage: Customizable by county, zip code, or radius

⭐ Review Generation Engine

After every completed job, an automated multi-touch sequence requests a Google review:

Same evening	Friendly SMS thanking them + direct review link
Next day	Email with one-tap Google review button
Day 3	Gentle SMS reminder (only if no review yet)
Day 7	Final nudge (stops automatically after review)

Goal: 4.7+ stars with 100+ reviews → dominates local search rankings.

🏠 Instant Roof Estimator

Homeowners enter their address → get a satellite-based roof measurement and ballpark estimate in seconds. Uses Google Solar API for roof area, pitch, and segment data.

- **Cost:** $0.01/lookup vs $50-100 for EagleView
- **Accuracy:** Less than 3% variance from professional measurement
- **Lead capture:** Every estimate = a new lead in your pipeline
- **Deployed:** Branded web tool on your domain (Vercel)

Projected Impact

< 5s

3×

24/7

99¢

LEAD RESPONSE TIME   REVIEW VELOCITY   STORM MONITORING   PER ROOF ESTIMATE

Conservative scenario for a mid-size roofing company:

Metric	Before	After (90 days)
Average lead response time	4-6 hours	< 5 seconds
Monthly Google reviews	2-3	8-12
Google star rating	4.1	4.6+
Storm leads captured per event	0	15-30
Cost per roof estimate	$50-100	$0.01
Leads from estimator tool	0	20-40/month

What's Included

Setup & Deployment ✓ All 4 systems configured for your business
✓ Branded roof estimator on your domain
✓ Twilio SMS integration (your number)
✓ Storm monitoring for your service area
✓ Review sequences customized to your brand
✓ Speed-to-lead connected to your forms

Ongoing Support ✓ Monthly performance dashboard
✓ Campaign content updates (seasonal)
✓ Storm alert tuning + new zip codes
✓ Review response templates
✓ System monitoring + uptime guarantee
✓ Priority Slack/text support

Onboarding Timeline

Phase	What Happens	Duration
Discovery	Kick-off call. We learn your service area, brand voice, current tools, and goals.	Day 1
Build	Configure all 4 systems. Brand the estimator. Set up SMS. Tune storm areas.	Days 2-5
Test	Dry-run every system. You approve messaging, review wording, and estimator look.	Days 6-7

| Launch | Go live. First real leads flow through. We monitor closely. | Day 8 |
| Optimize | 30-day review. Tune sequences based on real response data. | Day 30 |

Ready to automate your growth? Let's talk.

Investment

Pricing is customized based on service area size, lead volume, and selected systems.
We'll walk through options on our discovery call.

Questions? Reach out anytime.
We're excited to help XPERIENCE Roofing grow.