

FREE ROOFING PRICING GUIDE

# STOP THE PROFIT LEAKS

The Roofing Contractor's Pricing Playbook for Recovering Costs, Building Recurring Revenue & Closing More Deals



A Personalized Guide From

**CREWCFO**

# YOU ARE HERE

## PRICING PROBLEM

You're doing \$1M-\$4M in revenue. Crews are running. Jobs are closing.

**But the money disappears before it hits your pocket.**

# THE "FOOTBALL" PROBLEM

$$\begin{array}{ccccc} 400 & + & 5 & = & \text{LOSE} \\ \text{Yards Gained} & & \text{Turnovers} & & \text{By 30 Points} \end{array}$$

You can gain 400 yards of offense—*busy, booked, crews running*—and still **lose by 30** because of 5 turnovers you didn't see.

**That's what silent profit leaks do to roofing companies.**

You're working. You're billing. But the money disappears before it hits your pocket.

# THE 5 SILENT TURNOVERS

These are the hidden profit leaks bleeding roofing contractors dry:

#	THE TURNOVER	WHAT'S HAPPENING	IMPACT
1	Overhead Not Recovered	Pricing jobs without knowing your true break-even.	\$50K-\$150K/yr
2	Job Costs Not Tagged	Materials & labor not linked to projects.	\$30K-\$80K/yr
3	Labor Burden Creep	Workers comp & taxes not in labor rate.	\$20K-\$60K/yr
4	Cash Gap / AR Lag	Financing projects with your own cash.	\$15K-\$40K/yr
5	Financials Too Late	No time to course-correct by the time you see numbers.	\$10K-\$30K/yr

## TOTAL ANNUAL LEAK POTENTIAL

**\$125K to \$360K / year**

That's money you already earned—walking out the door.

# THE PROFIT FLOOR FRAMEWORK

Before you price another job, you need to know your break-even number:

**1**

## Calculate Your True Monthly Overhead

Add up everything that gets paid whether you roof or not: rent, insurance, office staff, truck payments, software, your salary.

**2**

## Add Your Labor Burden

Take your hourly labor rate and add 25-35% for workers comp, payroll taxes, unemployment. A \$25/hr worker costs \$31-34/hr.

**3**

## Find Your Break-Even Revenue

Divide monthly overhead by gross profit margin. If overhead is \$40K and GP is 35%, you need \$114K/month to break even.

**4**

## Build the Guardrail Into Every Bid

Now every estimate includes overhead recovery. You know before you bid whether it'll make money.

## THE PROFIT FLOOR FORMULA

$$\text{Monthly Overhead} \div \text{GP\%} = \text{Break-Even}$$

Example:  $\$40,000 \div 0.35 = \$114,286/\text{month minimum}$

# BUILD RECURRING REVENUE

One-time roof jobs are feast or famine. Smart contractors build monthly income that arrives before they close a new deal.

Program	What You Offer	Price	100 Customers
Annual Maintenance	2 inspections/year, minor repairs, priority scheduling	\$299-\$499/yr	\$29K-\$50K
Gutter Cleaning	Quarterly gutter cleaning + downspout flush	\$149-\$249/yr	\$15K-\$25K
Storm Watch	Post-storm inspection within 48hrs, claim support	\$199-\$349/yr	\$20K-\$35K
Extended Warranty	10-year warranty upgrade (beyond standard 5-year)	\$500-\$800	\$50K-\$80K

## THE RECURRING REVENUE MULTIPLIER

100 customers × \$350/year = \$35,000/year

Pure recurring revenue that arrives before you sell a single new roof.

# PRICING THAT CLOSES DEALS

Stop competing on price. Win on value with Good/Better/Best options:

OPTION 1

Good

\$12,500

✓ Standard 3-tab shingles

✓ Synthetic underlayment

✓ 5-year workmanship warranty

✓ Basic ventilation check

✓ Standard cleanup

MOST POPULAR

OPTION 2

Better

\$16,800

✓ Architectural shingles

✓ Ice & water shield in valleys

✓ 10-year workmanship warranty

✓ Ridge vent upgrade

✓ Gutter inspection included

✓ 2-year maintenance plan

OPTION 3

Best

\$22,400

✓ Premium designer shingles

✓ Full ice & water shield

✓ Lifetime workmanship warranty

✓ Complete ventilation system

✓ New gutters included

✓ 5-year maintenance plan

Anchoring Effect

"Best" makes "Better" feel reasonable. Most choose the middle.

No Price Objection

Instead of "too expensive," customers ask "which one?"

Higher Ticket

30-40% upgrade from "Good" to "Better" with clear options.

# YOUR DAILY FOCUS

Stop the profit leaks by building these habits into your operation:

- ✓ Know your break-even number before you bid
- ✓ Tag every cost to its job in QuickBooks
- ✓ Use burdened labor rates in every estimate
- ✓ Collect deposits to reduce cash gap
- ✓ Offer Good/Better/Best on every proposal
- ✓ Pitch maintenance agreements on every completed job

# THE SECRET TO SUCCESS

## ✓ Signs You're Doing It Right

You know your break-even number

Every job shows profit/loss in QuickBooks

Customers choose from options, not just price

Recurring revenue covers some overhead

You check financials weekly, not quarterly

Cash flow is predictable

## ✗ Signs You Need More Work

You guess at prices based on "what feels right"

No idea which jobs made money

Customers always beat you down on price

100% of revenue is one-time jobs

You look at books once a year for taxes

Always surprised by cash shortages

# WANT TO FIND YOUR EXACT PROFIT LEAKS?

Get your personalized Profit Leak Report. Connect QuickBooks, see your break-even number, and find out exactly where money is walking out the door.

## \$99

Full refund if you don't find it useful. No questions asked.

**Get Your Profit Leak Report**

# WHAT YOU GET



## Break-Even Floor

The minimum you must collect monthly to not lose money—even if your books are messy.



## True Overhead Number

Your real monthly burn from bank + payroll data—not what QuickBooks says.



## Top 5 Profit Leaks

Ranked by dollar impact—where money is walking out the door.



## 1-Page Turnover Scoreboard

Simple. No jargon. Just your score and what to fix first.

## Your Guarantee

**Option A:** Full refund if you don't find it useful.

**Option B:** Your \$99 applies as credit toward the 90-Day Profit Leak Proof—where we install the guardrails automatically.

# REMEMBER

You're not bad at roofing.

**You're just fumbling money between the job site and the bank.**

Fix the leaks, and the profit you already earned shows up in your account instead of disappearing into thin air.

## CREWCFO

Fractional CFO Services for Roofing Contractors

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