

Executive Summary

Texas is home to over 1,200 private-use airports and more than 80 residential airparks, many of which feature aging, storm-exposed roofs.

We propose launching a dedicated Airpark Roofing Division within Texas Choice Roofing to serve this niche with precision, integrity, and value.

Why Target Private Airports & Airparks?

- High concentration of private-use airports in Texas, especially Central and Hill Country regions.
- Airparks contain dozens of homes with attached hangars - often governed by an HOA.
- Hangars average 4,000-12,000+ sq ft with aging or uncoated metal surfaces.
- Recent hailstorms (May 2025) have accelerated need and insurance eligibility.

What they need:

- Hail-resistant, long-lifespan metal or SPF systems
- Insurance claim clarity and photo-based inspections
- HOA-wide packages for fly-in communities
- Honest contractors who aren't storm-chasers

Why Texas Choice Roofing?

- We're experienced, reputable, and present across the state of Texas.
- We bring a commercial-grade mindset to hangar-scale projects.
- We understand insurance, materials, scheduling, and rural logistics.
- This vertical matches our strengths in both scope and professionalism.

Deal Potential

Project Type	Size	Value Range
----- ----- -----		
Private Hangar	4,000-12,000+ sq ft	\$35K - \$120K+
FBO Terminal	8,000-20,000+ sq ft	\$85K - \$200K+
HOA Airpark Bundle	10-30 homes	\$300K - \$900K

A targeted campaign to 50 facilities could yield a 10% close rate and generate \$500K - \$1.2M in net revenue within the first 90-120 days.

Rollout Plan

Phase 1: Research & Targeting (Weeks 1-2)

- Finalize database of 50-100 airparks and private airports near Austin.
- Identify HOA boards, airport managers, and FBO operators.

Phase 2: Outreach & Assessment (Weeks 3-6)

- Launch tailored campaign: walk-ins, phone, email, mailers.
- Offer complimentary 'Storm Resilience Roof Audit.'

Phase 3: Close & Scale (Months 2-3)

- Close first 3-5 projects and document as case studies.
- Prepare marketing assets for airpark expansion statewide.

What We Need to Launch

- Internal approval and buy-in from partners

- Allocation of one project manager and support foreman
- Branded materials (1-pager, proposal template, follow-up email)
- Commitment to close 10 projects in 90 days

Closing Thought

This vertical is low-competition, high-margin, and fully aligned with our strengths. If we move quickly, we can plant our flag as the

Let's go claim this quiet corner of the market - before someone else does.