# Internal Strategic Memo: High-Margin Niche Expansion for Texas Choice Roofing

## Executive Summary

In an increasingly saturated residential roofing market, Texas Choice Roofing stands at a pivotal moment. While competitors continue to chase storm-driven homeowners in crowded zip codes, we’ve uncovered a high-margin, low-competition expansion opportunity hiding in plain sight: underserved niche sectors like religious facilities, self-storage centers, airport-adjacent hangars, RV parks, and mobile home communities.

## The Case for Expansion

These commercial and nonprofit sectors consistently suffer roof degradation due to age, UV exposure, hail, or wind damage, yet they’re ignored by most contractors due to procurement complexity or specialized needs. What we see instead is a rare alignment of timing, legislation, and unmet need that opens the door for a $3M–$5M revenue stream over the next 12 months—if we move now.

## Supporting Data Highlights

- Self-Storage Facilities: 70K–100K sq ft projects | $50K–$150K avg | REITs want bundled bids  
- Religious Facilities: Many 20–40 year-old roofs | $20K–$500K | Historic grants available  
- Airport Hangars: Fire resistance compliance + wind load concerns = $75K–$250K each  
- Mobile Home Parks: $1,200 per home x 100+ units = $120K park-wide contracts  
- RV Parks & Fairgrounds: Seasonal vulnerability, poor roof records, often uninsured

## Why Texas Choice Wins Here

We’re not just local—we’re trusted. With a 5.0 rating on Google and a reputation for integrity, we’re exactly the type of contractor schools, churches, and municipalities are looking for but rarely find. We already have the operational backend and talent—it’s time to deploy it strategically.

## Proposal: Pilot a Precision Division

I propose launching a three-month pilot to pursue bundled and high-margin niche contracts:  
- Focus: Hangars, churches, storage, RV parks  
- Staff: Two reps dedicated solely to niche acquisition  
- Tools: Drone inspections, compliance guides, bundled bids  
- Timeline: July–September  
- Goal: Close 10–12 contracts averaging $75K each = $750K–$1M by Q4

This is a play we can own. No national brand is doing this well. We’re positioned to lead—and I’m ready to move forward as soon as we align on this direction. Let’s make Texas Choice the name every facility manager and church board knows before the next storm season hits.