

5 STEPS TO RESPOND TO EVERY ROOFING LEAD IN UNDER 5 MINUTES

A quick-start checklist to stop leaking leads, book more inspections, and win more roofs.

Most roofers lose money because web forms and calls aren't answered fast enough. Following these 5 steps will dramatically improve your "speed to lead" and close rates.

1

Centralize Every Lead Source

List sources: Phone calls, missed calls, website forms, FB/Google ads, GMB.

"One Inbox" Rule: All leads must land in a single place (CRM, Sheet, or pipeline) within minutes.

2

Set Up Instant Auto-Reply

Auto SMS/Email: Confirm receipt immediately using their name.

Script: "Thanks for reaching out to [Company]. We've got your request. We'll reply in a few minutes—reply 'urgent' if needed."

3

Alert the Right Person

Instant Notification: Ensure owner/sales rep gets a ping (SMS/App) instantly.

5-Minute Rule: Whoever is "on lead duty" must call back within 5–10 minutes.

4

Easy Booking Options

Booking Link: Add a clear CTA to auto-replies (e.g., "Pick a time for a free inspection: [Link]").

Sync Calendar: Connect to Google Cal/Calendly with pre-set windows.

5

Track Until "Yes" or "No"

Pipeline: *New* → *Contacted* → *Inspection Set* → *Won/Lost*.

Follow-Up: At least 3–5 follow-ups over a week before marking as lost.

Don't want to build this yourself?

I set up this exact 5-step system for roofing companies—missed-call text-back, web-form follow-up, calendar booking, and a simple CRM view—usually in under 2 weeks.

BOOK A 15-MINUTE DEMO

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