

## **Guardian Roofing & Siding – Top 10 Pain Points to Solve in 2026**

These are framed so they are:

- **Delegatable** (clear ownership can be assigned)
- **Solvable** (process, tech, or people solutions)
- **High ROI** (reduce drag, increase speed, or protect revenue)

-----1. Lead Intake → Inspection → Sale Has Too Many Handoffs

### **Pain**

- Leads come from multiple sources (canvassing, referrals, storms, online)
- Inconsistent qualification and follow-up
- Sales reps spend time chasing instead of selling

### **Why It's Costly**

- Lost or delayed opportunities
- Uneven close rates
- Poor customer experience early on

### **2026 Solution Direction**

- Centralized lead intake + qualification workflow
- Clear ownership rules + automation triggers
- AI-assisted lead scoring and routing

-----2. Sales Rep Performance Is Not Predictable or Scalable

### **Pain**

- Top reps outperform dramatically
- New or average reps struggle to ramp
- Knowledge lives in people, not systems

### **Why It's Costly**

- Revenue volatility
- High training and churn costs
- You can't confidently scale

### **2026 Solution Direction**

- Standardized sales playbooks (AI-searchable)
- Real-time coaching prompts and scripts

- KPI-driven accountability dashboards

### -----3. Insurance Claim Process Is Slow, Fragmented, and Emotion-Driven

#### **Pain**

- Adjuster variability
- Documentation inconsistencies
- Homeowner confusion and anxiety

#### **Why It's Costly**

- Extended cycle times
- Underpaid claims
- Sales and production friction

#### **2026 Solution Direction**

- Claim documentation SOPs + templates
- Pre-adjuster prep workflows
- Homeowner education automation (texts/videos)

### -----4. Production Handoffs from Sales Are Incomplete or Inaccurate

#### **Pain**

- Missing measurements, scopes, or expectations
- Production teams inherit problems they didn't create

#### **Why It's Costly**

- Rework and delays
- Internal conflict
- Customer dissatisfaction

#### **2026 Solution Direction**

- "Sales-to-Production Readiness Checklist"
- Digital handoff requirements (no exceptions)
- Automated rejection/feedback loop

### -----5. Scheduling & Capacity Planning Is Reactive

#### **Pain**

- Crews scheduled last-minute
- Weather + material delays compound chaos

- No clear view of future workload

### **Why It's Costly**

- Idle crews or burnout
- Missed deadlines
- Margin erosion

### **2026 Solution Direction**

- Forecast-based scheduling
- Capacity planning dashboards
- Automated rescheduling logic tied to weather/materials

-----6. Vendor & Crew Quality Is Inconsistent

### **Pain**

- Quality varies by crew
- Accountability is informal
- Great crews aren't differentiated from average ones

### **Why It's Costly**

- Callbacks and warranty issues
- Brand risk
- Lost repeat/referral business

### **2026 Solution Direction**

- Crew scorecards (quality, speed, callbacks)
- Preferred-vendor tiers
- Performance-based assignment

-----7. Communication With Homeowners Is Too Manual

### **Pain**

- Repetitive status update calls/texts
- Customers feel "left in the dark"
- Staff spend time answering the same questions

### **Why It's Costly**

- Higher inbound volume
- Lower satisfaction
- Stress on team

## **2026 Solution Direction**

- Automated status updates by project phase
- Customer portal or SMS timeline
- FAQ + expectation-setting automation

-----8. Data Lives in Too Many Places (No Single Source of Truth)

### **Pain**

- CRM, spreadsheets, texts, emails, photos
- Conflicting information
- Reporting is slow or unreliable

### **Why It's Costly**

- Poor decisions
- Time wasted reconciling data
- Limited AI leverage

## **2026 Solution Direction**

- Unified data architecture
- Role-based dashboards
- AI-readable operational data layer

-----9. Leadership Is Stuck in the Business, Not on the Business

### **Pain**

- You and key leaders solve daily fires
- Strategic projects stall
- Delegation is unclear or incomplete

### **Why It's Costly**

- Bottlenecked growth
- Burnout
- Missed opportunities

## **2026 Solution Direction**

- Clear ownership by function
- Decision frameworks (who decides what)
- AI copilots for leaders and managers

-----10. Training, SOPs, and Tribal Knowledge Are Not Centralized

## **Pain**

- “Ask Bob” culture
- Inconsistent execution
- Hard to onboard quickly

## **Why It’s Costly**

- Slower ramp-up
- Quality drift
- Dependence on specific people

## **2026 Solution Direction**

- Living SOP system (searchable, role-based)
- AI-powered internal knowledge assistant
- Continuous improvement feedback loop

-----How I’d Recommend You Use This List

### **Step 1 – Rank by Impact vs. Effort**

- Revenue protection
- Margin improvement
- Leadership time freed

### **Step 2 – Assign an Owner to Each Pain Point**

- Not “you”
- One accountable leader per item

### **Step 3 – Turn Each Into a 90-Day Initiative**

- Define “done”
- Define success metrics
- Define automation opportunities

-----If you want, next I can:

- Turn this into a **2026 Strategic Roadmap**
- Map **each pain point to AI + automation solutions**
- Help you **decide what to delegate vs. systematize first**
- Convert this into an **executive planning doc or presentation**