

The Roofing Lead Response Scorecard

A 7-section self-diagnostic for residential roofing owners doing \$500K–\$3M in revenue.

Score your current lead-response system. Find the leaks. Fix the right ones first.

What you'll discover

In about 8 minutes, this scorecard will show you:

- Where leads leak out of your business between form-fill and signed contract
- Why some of your competitors are closing more jobs on the same lead volume
- The specific operational gaps that cost you the most revenue per month
- A prioritized fix list — what to address first, second, third (highest ROI to lowest)

How it works

Each section asks 1–3 yes/no or scaled questions about your current operations. Score yourself honestly — nobody sees this but you. At the end, total your score and use the diagnostic table to identify which fixes matter most for YOUR business.

Total time to complete: about 8 minutes. Total time to know exactly where your business is leaking revenue: about 8 minutes.

Lead Response Time

The single largest predictor of lead-to-job conversion. Harvard Business Review tracked 1.25M inbound leads — companies responding under 5 minutes were 21x more likely to qualify the lead than those waiting 30 minutes.

Q1: When a lead fills out your contact form, how fast does someone or something respond?

- Under 60 seconds — every time, 24/7 (Score: 10)
- Under 5 minutes during business hours, slower after (Score: 6)
- Same day, when I get to it (Score: 3)
- Next business day or whenever I check messages (Score: 1)
- Honestly, sometimes leads sit for days (Score: 0)

Q2: Do you respond to leads after 5pm and on weekends?

- Yes, automatically and consistently (Score: 5)
- Sometimes, when I'm available (Score: 2)
- No, leads after hours wait until next morning or Monday (Score: 0)

Section Score: ___ / 15

Why this matters

A residential roofer pulling 75 inbound leads per month sees 62% of them after hours — about 46 leads sitting in voicemail until morning. At a 30% close rate (industry-standard for slow response) and \$2,300 net profit per job, that's roughly **\$31,700/month** in net profit walking past the business. Annualized: **\$380,000+** in lost net profit per year.

The same business with a 60-second response and full follow-up system: Close rate rises to 38–50% on captured leads. At the conservative 38% end, that same lead pool produces **\$40,200/month** in net profit — and at the 50% end, **\$52,900/month**. Annualized: **\$482,000** at the conservative end, **\$635,000** at the high end.

The difference between "rolls to voicemail at 5pm" and "AI answers in 60 seconds, books the calendar": Roughly **\$8,500–\$21,000 per month** in net profit. Same leads. Same crew. Same pricing. Different way of answering the phone.

After-Hours Coverage

When a homeowner's roof leaks at 9pm on a Tuesday, they Google a roofer, fill out 3 forms, and hire whoever calls first. Whoever doesn't answer before 9am tomorrow is losing the job.

Q3: What happens when a lead comes in at 11pm?

- Automated system answers, qualifies, and books the estimate **(Score: 10)**
- Auto-text response, then I follow up in the morning **(Score: 4)**
- Voicemail, I check it next day **(Score: 1)**
- Nothing — I don't have a system for this **(Score: 0)**

Q4: What about Saturday morning at 7am after a storm?

- Same — system handles it whether I'm awake or not **(Score: 5)**
- I personally pick up if I see it **(Score: 2)**
- Lead waits until Monday **(Score: 0)**

Section Score: ___ / 15

Why this matters

62% of residential roofing leads come in outside business hours, and real client data shows 23% of leads arrive between 8pm and 11pm.

Lead Qualification Process

There's a meaningful difference between a "lead" and a "qualified appointment." Close rates on unqualified estimates run 10–20%. On qualified appointments, 45–65%.

Q5: Before a truck rolls to an estimate, do you confirm:

- Roof type and approximate age
- Nature of the issue (leak, damage, age, insurance)
- Timeline (emergency vs. planning)
- Budget range or willingness to discuss
- Service area verification (address)
- Decision-maker is on the call (not tenant, not delegate)

Scoring:

- All 6 confirmed, every time, before any estimate (**Score: 10**)
- 4–5 of these (**Score: 6**)
- 1–3 of these (**Score: 3**)
- None — we just show up and figure it out (**Score: 0**)

Q6: How long does qualification take, on average?

- 2–3 minutes, structured (**Score: 5**)
- Varies, no formal process (**Score: 2**)
- We don't qualify, we just book (**Score: 0**)

Section Score: ___ / 15

Why this matters

A roofer running 40 unqualified estimates at 15% close rate produces 6 jobs. The same roofer running 25 qualified appointments at 55% close rate produces 14 jobs. Less driving, fewer wasted trips, more revenue.

Calendar Booking Automation

Even a qualified lead is lost if booking the estimate requires a callback, an email exchange, or "let me check my schedule and get back to you."

Q7: When a qualified lead is ready to book an estimate, what happens?

- Estimate is booked directly to my calendar in real time **(Score: 10)**
- My assistant or office handles scheduling **(Score: 6)**
- I text/call them back later to confirm a time **(Score: 4)**
- We schedule when I get back to the office **(Score: 1)**

Q8: Do leads receive automatic estimate confirmations + reminders?

- Yes — confirmation immediately, reminder day before **(Score: 5)**
- Sometimes, manually **(Score: 2)**
- No — they get a verbal time and that's it **(Score: 0)**

Section Score: ___ / 15

Why this matters

Estimate no-show rates without confirmation hover around 25–35%. With automated confirmation + 24-hour reminder, no-shows drop below 10%. That's 2–3 extra estimates per month that actually happen.

SMS Nurture For Cold Leads

About 80% of leads that don't convert immediately didn't pick a competitor — they got distracted. The leak stopped, life intervened, they forgot. A simple text sequence brings 20% of them back.

Q9: When a lead doesn't book an estimate on first contact, what happens?

- Automated 6-message SMS sequence over 7 days **(Score: 10)**
- I try to call them back once or twice **(Score: 4)**
- They go in the CRM, I follow up when I remember **(Score: 1)**
- Nothing — once they say no, I move on **(Score: 0)**

Q10: Does your follow-up tone sound human or salesy?

- Calm, conversational — like a friend checking in **(Score: 5)**
- Standard sales follow-up template **(Score: 2)**
- Honestly, it's pushy — "Did you decide yet?" **(Score: 0)**

Section Score: ___ / 15

Why this matters

If you get 75 leads and close 30% on first contact, that's 23 jobs. The other 52 leads get tagged "lost." A 20% recovery on those 52 = 10 more estimates = 4–5 more jobs per month. From leads you'd already given up on.

Missed Call Recovery

The most expensive sound in residential services: a phone ringing with no one to answer it. Average expected value of one missed inbound call in roofing: ~\$2,300 net profit per job. Average roofer misses 8–15 of them per month.

Q11: When you miss an inbound call, what happens?

- Auto-text fires immediately: "Sorry I missed you, what's going on with your roof?" (Score: 10)
- I call back when I see it (usually within 1–2 hours) (Score: 4)
- I check missed calls at end of day (Score: 1)
- Honestly, I rarely call back unknown numbers (Score: 0)

Q12: Do you know how many calls you miss per month from numbers not in your contacts?

- Yes, I track it — number is under 5 (Score: 5)
- Yes, I track it — number is 5–15 (Score: 2)
- I have no idea (Score: 0)

Section Score: ___ / 15

Why this matters

12 missed calls × \$2,300 expected value = **\$27,600 per month** walking past your business. A simple auto-text recovers about half. That's **\$13,000+/month** in net profit from a fix that takes about an hour to set up.

Long-Form Follow-Up Sequence

Median residential roofing sale closes on the 5th–7th touchpoint. Median small roofer stops following up after touchpoint 2. That gap is where "lost" leads actually live.

Q13: How many follow-ups do you make on a lead before giving up?

- 6 follow-ups across the full lead window, calm and conversational **(Score: 10)**
- 4–5 follow-ups over a few weeks **(Score: 6)**
- 2–3 follow-ups over 1–2 weeks **(Score: 3)**
- 1 follow-up, then done **(Score: 1)**

Q14: Are follow-ups automated, or do you do them manually?

- Fully automated, I never miss one **(Score: 5)**
- Some automated, some manual **(Score: 3)**
- All manual — and I forget about half of them **(Score: 0)**

Section Score: ____ / 10

Why this matters

Patient persistence is a sales skill. Aggressive follow-up burns leads in 2–3 touches. A calibrated 6-follow-up sequence across the typical lead window converts 15–25% of cold leads into bookings. Most of your competitors are giving up at follow-up 2.

Total It Up

Section	Topic	Your Score	Max
1	Lead Response Time	___	15
2	After-Hours Coverage	___	15
3	Lead Qualification	___	15
4	Calendar Booking	___	15
5	SMS Nurture	___	15
6	Missed Call Recovery	___	15
7	Follow-Up Sequence	___	10
TOTAL		___	100

Diagnostic

Find your score in the table below. The dollar ranges are based on \$2,300 net profit per job and 75 inbound leads per month — the typical range for a \$500K–\$3M residential roofing business already running ads.

Score	Diagnosis	What It Means
85–100	Operational Excellence	Your lead system is in the top 5% of residential roofers. You're capturing most of your inbound demand. Focus on scaling traffic — you can handle the volume.
65–84	Solid Foundation, Specific Gaps	You're doing most things right. There are 1–3 specific operational holes costing you an estimated \$7,000–\$12,000/month in net profit. Identify your lowest-scoring sections and fix those first.
40–64	Significant Revenue Leakage	You're leaving an estimated \$13,000–\$20,000/month in net profit on the table. Multiple operational gaps compound. Most of these are fixable in 30–60 days. Your sections scoring under 8 are where to start.
20–39	Major System Gaps	Most of your inbound leads aren't converting because they're hitting operational dead ends. Estimated \$20,000–\$30,000/month in lost net profit. The fix isn't more marketing — it's fixing the funnel between lead and signed contract.
0–19	No Real System In Place	You're operating on hustle and phone availability. Estimated \$28,000–\$40,000/month in lost net profit. The good news: this means your highest-leverage business move is also your cheapest one. Building any system here will dramatically increase revenue.

How Much You're Losing

The diagnostic gave you a range. This page shows the math underneath those ranges, so you can see how it scales with YOUR specific lead volume.

Monthly net profit lost (slow response, 30% close rate)

Total Monthly Leads	After-Hours Leads (62%)	Monthly Net Profit Lost	Annualized
50	31	\$21,390	\$256,680
75	46	\$31,740	\$380,880
100	62	\$42,780	\$513,360

Monthly net profit captured (60-second response + full follow-up, 38% close rate)

Total Monthly Leads	After-Hours Leads (62%)	Monthly Net Profit Captured	Annualized
50	31	\$27,094	\$325,128
75	46	\$40,204	\$482,448
100	62	\$54,188	\$650,256

The swing. Going from "rolls to voicemail at 5pm" to "AI answers in 60 seconds, books the calendar" produces a swing of **\$8,500–\$13,800 per month** in net profit at the typical 50–100 leads/month volume. Annualized: **\$100,000–\$165,000.**

The math: 62% of leads come in after hours. At 30% close rate (slow response) × \$2,300 net profit per job, each missed after-hours lead represents \$690 in lost expected profit. At 38% close rate (fast response + full follow-up), each captured after-hours lead represents \$874 in net profit.

What To Fix First

Your three lowest-scoring sections are your highest-leverage fixes. Don't try to fix everything at once. Pick one. Implement it. Measure for 30 days. Then move to the next.

If your lowest score was Section 1 (Response Time):

→ Highest-leverage fix in the entire scorecard. Sub-60-second response can 3–5x your lead-to-job conversion alone. Tools: AI voice agent, automated SMS auto-responder, or a 24/7 answering service.

If your lowest score was Section 2 (After-Hours):

→ 62% of your leads come in outside business hours. Without after-hours coverage, you're systematically donating those leads to competitors. AI voice + automated calendar booking is the modern fix.

If your lowest score was Section 3 (Qualification):

→ You're driving to too many estimates that don't close. A 6-question 2-minute qualification call before any truck rolls cuts wasted estimates by 40–60% and raises close rates from 15% to 50%+.

If your lowest score was Section 4 (Calendar Booking):

→ You're losing leads in the booking gap. Direct-to-calendar booking with automated confirmations + reminders cuts no-shows from ~30% to under 10%.

If your lowest score was Section 5 (SMS Nurture):

→ You're throwing away the 80% of leads that didn't convert on first contact. A 6-message SMS sequence over 7 days, written to sound human, recovers 20% of dead leads. That's 1 in 5 from a pile you'd already given up on.

If your lowest score was Section 6 (Missed Call Recovery):

→ Cheapest, fastest fix in this scorecard. A simple auto-text on missed calls — "Hey, this is [Company], sorry I missed you, what's going on with your roof?" — recovers about half of missed-call expected value. Setup time: under an hour.

If your lowest score was Section 7 (Follow-Up Sequence):

→ You're giving up too early. Building a calm 6-follow-up sequence across the typical lead window (automated, not manual) recovers 15–25% of leads who went cold after the first estimate. Patience pays. Pressure doesn't.

You Already Know The Answer.

The scorecard just showed you exactly where your lead system is leaking. The dollar amount. The specific gaps. The fixes that matter most. Now there are only two paths forward.

Path one

Build each fix yourself. AI voice agent. Smart response texts. Qualification scripts. Calendar booking automation. SMS nurture. Missed-call recovery. 6-follow-up sequence. Realistic timeline if you have the time: 6–12 months.

Path two

Skip the project. Parfina is the done-for-you version of every system this scorecard measures — set up for your business in 1 week, on an exclusive service-area basis (capped by population, denser in storm-prone markets).

Every month you wait, the leak you just measured keeps costing you. Every month a competitor in your market signs up first, your service area moves closer to closed for good.

Watch the full system walkthrough

About 5 minutes. See exactly how every system in this scorecard works end-to-end — the AI voice agent answering in 60 seconds, smart response texts, the qualification flow, the calendar booking, the SMS nurture, the missed-call recovery, and the 6-follow-up sequence — running together as one system in your business.

→ Watch the walkthrough: <https://www.youtube.com/watch?v=4nZqEEIPUjU>

Built by Parfina. Used by residential roofing owners who got tired of losing leads to whoever called back first.