

THE AI-POWERED FRAMEWORK FOR ROOFING COMPANIES

THE \$10M

AI ROOFING BUSINESS CHECKLIST

How Mid-Size Roofing Companies Build Smarter, More Profitable Operations—Using AI to Scale Past \$10M Without Burning Out Their Sales Team

THE EASIER PATH TO \$10M

Here's something most roofing business owners don't realize: **a \$10M roofing business is actually easier to run than a \$3M roofing business.** That sounds backwards, but it's true.

When you're grinding at \$3M, you're running on referrals, chasing every lead manually, pricing jobs on gut feel, and watching your best sales reps burn out from follow-up calls that never close. Every storm season feels like starting from scratch. You're working nights managing CRMs, texts, and missed calls that cost you \$10,000 jobs.

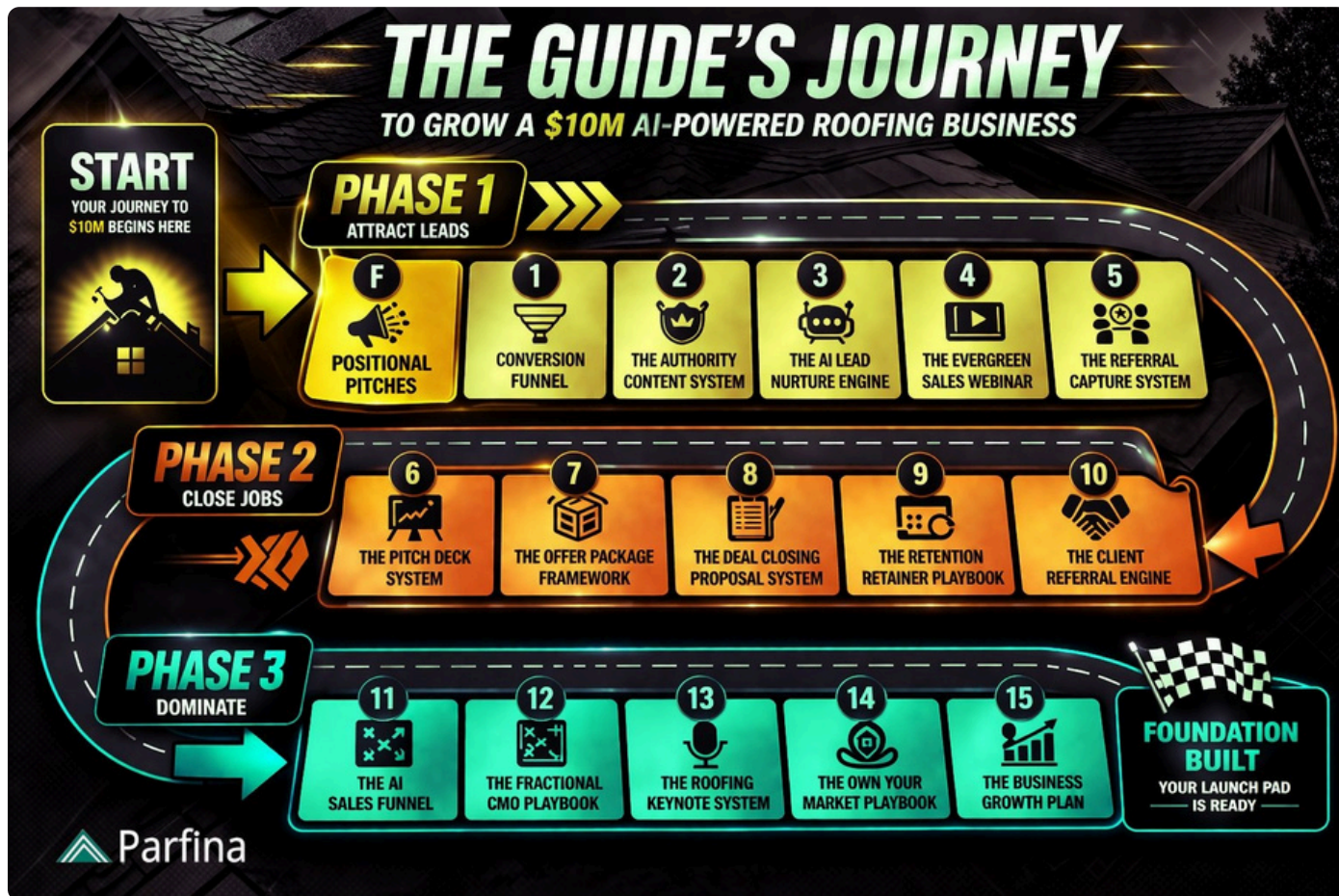
But when you build toward \$10M **the right way**, you're forced to get your house in order. You install AI systems. You package your offers. You build repeatable sales processes that work while your crews are on roofs. Much of the lead generation and booking starts to run itself.

"The roofer who responds first wins the job 50–78% of the time. AI responds immediately after a homeowner submits a Request for Estimate Form."

At Parfina, we've worked with mid-size roofing companies — \$2M to \$10M in annual revenue — and we've paid close attention to what actually moves the needle. This checklist distills the best of what works, organized around **three phases and 15 proven steps.**

Through working with residential roofing companies and storm restoration, we've identified the AI systems, sales processes, and positioning strategies that consistently lead to growth. **This checklist is your playbook.**

THE GUIDE'S JOURNEY



Our 3-phase, 15-step journey is designed to help roofing companies install smart AI systems that generate consistent leads, close more jobs, and build a business that doesn't rely on the owner doing everything.

THE THREE PHASES

You need to master three critical areas to build a roofing business that consistently generates **\$10M** in annual revenue:

- **ATTRACT LEADS** — Build an AI lead engine that never sleeps
- **CLOSE JOBS** — Turn interested homeowners into signed contracts
- **DOMINATE YOUR MARKET** — Become the roofing company your whole city knows

Each phase contains 5 steps. Each step solves a specific bottleneck in your business. And Parfina offers you: done-for-you AI systems, scripts, and automations to implement. You won't make this journey alone — you'll have AI tools, coaching, and proven processes at every stage.

ATTRACT LEADS

Build an AI Lead Engine That Supports a \$10M Roofing Business

POSITIONING PITCHES	F	CONVERSION FUNNEL	1	THE AUTHORITY CONTENT SYSTEM	2	AI NURTURE ENGINE	3	EVERGREEN WEBINAR	4	REFERRAL CAPTURE	5
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A \$10M business requires a consistent flood of qualified demand. You cannot grow on referrals alone, and you cannot scale by having your reps manually chase every Google lead. This phase installs AI systems that position you as the obvious expert roofer in your market — and bring the right customers to you 24/7.

F POSITIONING PITCHES

Stand Out From Every Other Roofing Company — Break free from generic roofing marketing so homeowners instantly understand why you are the only call they need to make.

Foundation Step: Build Your Positioning Pitch

THE PROBLEM

Most roofing companies all sound the same: *quality work, fair price, great service*. The problem is that this messaging is invisible. Homeowners hear the same promises from every roofer in town, which means they often choose whoever answers first, sounds most trustworthy, or simply happens to be top-of-mind. **If your message is generic, you become interchangeable.** Your positioning needs to be so clear and specific that when a homeowner reads it, they immediately think: "That's exactly what I need." When that happens, you become the obvious choice.

YOUR CHECKLIST

1. Choose the Roofing Problem You Want to Own

Pick the exact problem that best matches the homeowner you serve most often:

- We help homeowners stop letting their insurance company decide what their roof is worth
- We help homeowners navigate roof insurance claims without feeling taken advantage of
- We help homeowners know if their roof can survive another storm season
- We help homeowners stop worrying every time it rains
- We help homeowners confidently choose a roofer they can trust

The key is specificity. Own one clear problem.

2. Create Your Conversational Pitch

Write a short, natural, story-driven pitch your team uses on phone calls, door knocking, estimates, and follow-up conversations. If your rep cannot say it naturally in the first 10 seconds, it's too complicated. *Example: "Most homeowners call us after a storm because they're unsure if the damage is serious or if insurance will cover it. We make that process simple and handle it for them."*

3. Use the Problem Pitch Everywhere

Top headline on every funnel page, Google Business Profile description, Meta/Facebook ads, landing pages, estimate forms, rep opening lines on calls and door knocking scripts, and follow-up emails & texts. Consistency builds trust — the homeowner should hear the same clear message everywhere.

4. Write Your One-Sentence Solution Pitch

- We inspect your roof, work directly with your insurance adjuster, and get your new roof installed before the next storm*
 - We help maximize your insurance claim and replace your roof with little to no out-of-pocket cost*
 - We provide same-day inspections, clear pricing, and a crew that shows up when promised*
 - We manage everything from the first call to the final inspection*
 - We turn storm damage into a fully restored roof while handling the insurance process for you*
-

1

THE CONVERSION FUNNEL

Stop relying on referrals — turn your funnel into a 24/7 estimate-booking machine.

Step 1: Build Your Funnel

THE PROBLEM

A website gives homeowners too many choices — and confused homeowners don't convert. They browse your About page, look at your gallery, read your reviews, and leave to get two more estimates. A website is a brochure. A funnel is a salesperson. Every roofing company running Google or Facebook ads and sending traffic to their homepage is bleeding money. A funnel has one page, one message, one offer, and one button. It removes every distraction standing between a storm-damaged homeowner and a booked inspection on your calendar. **The roofing companies hitting \$10M aren't getting more traffic than you — they're just converting more of the traffic they already have.**

YOUR CHECKLIST

- Build a dedicated landing page for each traffic source — one for Google ads, one for Facebook ads, one for door-knock follow-up — each with a single focused message and a single call to action
- Write your headline using your problem pitch — the first thing a homeowner reads should make them feel like you're speaking directly to their exact situation
- Add one clear offer above the fold: *"Get Your Free Roof Inspection — We'll Handle the Insurance"* with a single button and nothing else competing for their attention
- Include 3 trust signals immediately below the button — star rating, number of roofs completed, and your strongest one-line testimonial
- Add a Roofing FAQs section to your funnel that answers the five questions every homeowner is already thinking before they ever hit the call button — *Howlong does a roofreplacement take?What's included in a freeestimate? Do you offer financing options? Do you handle storm or insurance-related repairs? What types of roofing materials do you install?*
- Have Parfina set up their complete AI Lead Generation and Booking System as a sales funnel that connects your ads, lead capture Request for Estimate Form, AI Calling Agent, live call transfer to your estimator, automated booking even after 5PM, that works 24/7, and SMS follow up into one unified platform

FUNNEL VS. WEBSITE: CONVERSION COMPARISON

WEBSITE AVERAGE

1% – 3%

SALES FUNNEL AVERAGE

3% – 10%

OPTIMIZED FUNNEL

15% – 30%

LANDING PAGE

15% – 40%

Funnels typically convert 5–10x better than traditional websites. A ClickFunnels study showed a funnel generating a 29.37% conversion rate vs. 3% on a traditional site. Funnels guide visitors toward one specific action — no navigation bars, no browsing, no leaving.

Parfina's AI Lead Generation and Booking System includes a roofing-specific funnel that captures, qualifies, and schedules leads around the clock — no office staff required. The funnel structure has been tested and proven to convert better than a traditional website. One important rule: one funnel, one offer. If you have a separate service — like the Roof Maintenance Membership in Step 9 — that offer needs its own dedicated funnel. A homeowner searching for storm damage repair and a homeowner considering a monthly maintenance membership are two different people with two different problems. Parfina builds and manages each funnel separately so every offer gets the focused, targeted experience that converts.

Again, when we connect and build our AI Lead Generation and Booking System we build and include roofing-specific funnels.

However, if you have an existing website and you read the statistics and conversion rates about websites vs funnels and you are now thinking about overhauling your website and changing it to a funnel, then we recommend using [ClickFunnels](#). They have proven templates that convert better at the higher 15% - 30%. Here is a link to [ClickFunnels with a 14 Day Free Trial](#).

2

THE AUTHORITY CONTENT SYSTEM

Build consistent local visibility — become the roofing expert homeowners trust before they ever call.

Step 2: Launch Your Authority Content System

THE PROBLEM

Your competitors are invisible online. So are you. Homeowners Google "best roofer near me" and click the first name they recognize. Without consistent, helpful content — Google reviews, videos, social posts, educational articles — you're invisible until storm season, and then everyone's fighting for the same leads.

YOUR CHECKLIST

- Post 3x per week on Facebook and Nextdoor — storm prep tips, roof inspection checklists, insurance claim guides
 - Share one "before & after" job story per month with specific results: damage type, insurance payout, timeline to completion
 - Publish one short educational video per month: "How to File a Roof Insurance Claim in [City]"
 - Always include your problem pitch in your Google Business Profile bio and your post signature
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3

THE AI LEAD NURTURE ENGINE

Never lose another qualified lead
— stay top-of-mind until homeowners are ready to sign.

Step 3: Install Your AI Lead Nurture Engine

THE PROBLEM

Most roofing leads aren't ready to sign the day they call. They're getting 3 estimates. They're waiting on their insurance adjuster. They're nervous. **Without an automated follow-up system, your reps call once, get voicemail, and move on.** That lead goes to whoever followed up on day 7.

YOUR CHECKLIST

- Install an AI SMS follow-up sequence that responds to every new lead within 60 seconds — day or night
- Set up a 14-day automated nurture sequence: Day 1 intro, Day 3 insurance tip, Day 7 case study, Day 14 urgency nudge
- Send a monthly email to your entire lead list with one helpful tip, one job story, and one call-to-action to book a free inspection
- Trigger human rep follow-up only when AI confirms the lead is ready — warm handoffs only, no cold calls wasted

4

THE EVERGREEN SALES WEBINAR

Scale your authority and close \$15K–\$50K commercial deals from a single repeatable presentation.

Step 4: Create Your Evergreen Sales Webinar

THE PROBLEM

You can only send so many reps to so many doors. **One-to-one selling has a revenue ceiling.** HOAs, property managers, and commercial building owners make decisions as a group — and they want education before they'll sign a \$40K contract.

YOUR CHECKLIST

- Choose one core framework to teach: *"How to Maximize Your Insurance Claim and Get a New Roof for \$0 Out of Pocket"*
- Create a 30-minute recorded presentation with slides — deliver it as a webinar or play it in your sales meetings
- Promote it to your email list, local Facebook groups, and neighborhood apps after every storm event
- At the end, offer a free 15-minute roof inspection to attendees who want help getting started

THE PARFINA SYSTEM

Parfina offers a done-for-you roofing webinar template with slides, scripts, and talking points you customize once — then run as an evergreen asset that books inspections on autopilot.

5

THE REFERRAL CAPTURE SYSTEM

Capture the proof you've earned and turn every happy homeowner into predictable word-of-mouth growth.

Step 5: Launch Your Referral Capture System

THE PROBLEM

Your best salespeople are your past customers — but you're not activating them. **Most roofing companies finish a job, shake hands, and hope the homeowner tells their neighbor.** That's not a referral strategy — that's wishful thinking. Your 5-star reviews are scattered, your referrals are random, and you're leaving thousands of dollars on the table every month.

YOUR CHECKLIST

- Set up an AI-triggered review request: send an automated SMS 3 days after job completion asking for a Google review
- Ask 3 specific questions in your review request: *What was the problem? What did we do? Would you recommend us?*
- Post your best testimonials on your homepage — not buried on a testimonials page no one visits
- Add a referral offer to your post-job follow-up: *"Know a neighbor with storm damage? Send them our way and we'll give you a \$200 giftcard."*
- Ask happy clients directly: *"Who else on your street do you think needs a free inspection?"*

READY TO ATTRACT BETTER ROOFING LEADS?

STOP CHASING. START CLOSING.

Parfina's AI system gives you every tool, template, and automation to build a lead engine that fills your calendar with qualified estimates — without adding headcount.

[GET STARTED AT PARFINA.CO](https://www.parfina.co)

CLOSE JOBS

Turn Interested Homeowners Into Signed Contracts — Same Day

AI PITCH DECK 6	OFFER PACKAGE FRAMEWORK 7	DEAL-CLOSING PROPOSAL 8	RETENTION RETAINER 9	REFERRAL ENGINE 10
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A \$10M business is built on repeatable sales systems, not heroic individual reps. In this phase, you'll install the processes to go from "a homeowner requested an estimate" to "signed contract and deposit collected" — confidently and consistently.

6 THE PITCH DECK SYSTEM
 Eliminate awkward estimate conversations and give your reps a story-driven presentation that closes jobs the same day.

Step 6: Build Your Pitch Deck

THE PROBLEM

Your reps walk in, look at the roof, write a number on paper, and hope. **There's no story, no trust-building, no reason for the homeowner to pick you over the \$500 cheaper quote they got yesterday.** Inconsistent pitches mean inconsistent close rates.

YOUR CHECKLIST

- Build a 10-slide tablet presentation: Problem → Stakes → Solution → Our Process → Reviews → Warranty → Insurance Help → Investment → Guarantee → Next Steps
- Train every rep to deliver their 5-minute pitch conversationally — not reading slides, but telling a story
- Include drone photos or satellite imagery of the homeowner's actual roof in the pitch — personalization closes deals
- End with: *"Does this sound like something that would give you peace of mind?"* — then stay silent

7

THE OFFER PACKAGE FRAMEWORK

Stop quoting custom proposals every time — package your services so homeowners make decisions fast and deal sizes grow.

Step 7: Structure Your Offer Package Framework

THE PROBLEM

If every estimate is custom, every sales conversation starts at zero. **Unclear options slow decisions, shrink deal sizes, and exhaust your reps.** Homeowners don't know what they're buying, so they default to the lowest number.

YOUR CHECKLIST

- Create 3 service tiers: *Essential (3-tab, budget), Standard (architectural, most popular), Premium (impact-resistant, full-service)*
 - Name each tier clearly so the value is obvious — not Good/Better/Best, but names tied to outcomes
 - List 4–6 specific deliverables per tier: materials, warranty length, crew size, cleanup guarantee, insurance liaison
 - Set pricing based on value and outcome — not hours or material cost alone
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8

THE DEAL-CLOSING SYSTEM

Turnboring estimates into persuasive sales documents that accelerate signed contracts.

Step 8: Implement Your Deal-Closing System

THE PROBLEM

A long, boring PDF estimate doesn't sell anything. It gives the homeowner something to compare line by line with your competitor's quote. Stalled deals happen because your proposal doesn't reinforce your value or give them a clear next step.

YOUR CHECKLIST

- Use a 1-page proposal format — not a 10-page spec document with line items they'll use to negotiate
- Structure it: Their Roof Problem → Your Solution → What's Included → Timeline → Investment → Our Guarantee → Sign Here
- Add your problem pitch and your Google review rating in the header — social proof at the top, not buried
- If the homeowner is not present, then send via text with subject: "[Name], your roof estimate — ready to review" and include a digital sign link

Optional Subject Lines:

"[Name], your estimate is ready — takes 60 seconds to approve"
"[Name], one signature and your roof is on the schedule"

9

THE RETENTION & MAINTENANCE RETAINER PLAYBOOK

Break the new-job treadmill— turn one-time customers into long-term recurring revenue.

Step 9: Build Your Retention & Maintenance Retainer Playbook

THE PROBLEM

Most roofing companies do a job and disappear. The homeowner forgets your name within 90 days. When their gutters fail or their neighbor needs a roofer, they search Google again — and your competitor shows up first. You spent money acquiring that customer once. Get them to pay you forever.

YOUR CHECKLIST

- Choose your membership tier structure — options below — and offer it at close, building it into your Standard and Premium packages
- Set up automated inspection reminders via AI SMS so customers stay enrolled and you stay booked
- Build a scope-of-membership document that protects your time while giving the customer clear expectations
- Sell the real value: "Avoid a \$3,000 leak repair for less than \$1/day" — peace of mind + priority access + preventing expensive damage

SILVER PLAN	GOLD PLAN	PLATINUM PLAN
\$25 /mo	\$50 /mo	\$75 /mo
1 annual inspection Minor caulking & resealing Basic debris removal Emergency tarping (discounted) Optional gutter cleaning (\$80)	4 inspections/year (quarterly) Gutter cleaning each visit Minor caulking (3 tabs/visit) Basic debris removal 10% discount on repairs	All Gold features Priority post-hurricane inspections Free emergency tarping Mold/algae treatment (2x/yr) Annual roof cleaning (3,500 sq ft) 48-hr priority service

RECURRING REVENUE POTENTIAL — YOUR EXISTING CRM

A mid-size roofing company with 5 years in business has approximately **780 past customers** in their CRM. At a realistic 10% conversion rate from a past-customer email campaign: **78 members**. At a 50% / 35% / 15% tier mix (Silver/Gold/Platinum): **~\$3,354/month — \$40,248/year in recurring revenue** from customers you already own. Members also generate significantly more repair, reroof, and referral revenue — easily adding \$20K–\$50K/year in backend jobs.

THE PARFINA SYSTEM

The Recurring Revenue Growth System — Parfina offers roofing membership program tier templates to choose from and/or customize, funnel building, sales materials, billing integration, and automated renewal reminders — so your maintenance revenue builds while your crews focus on installs.

10 THE CLIENT REFERRAL ENGINE
 Capture the proof you've earned and turn every completed job into predictable referral pipeline growth.

Step 10: Launch Your Client Referral Engine

THE PROBLEM

Weak social proof and accidental referrals leave money sitting on every street you work. You put a new roof on one house — every neighbor driving by saw your truck for a week. None of them have your number.

YOUR CHECKLIST

- Send door hangers to every home within 5 houses of a completed job: *"Your neighbor just got a new roof. Free inspection this week only."*
- Text completed customers 30 days after job: *"Quick favor — would you share your experience with one neighbor who might need us?"*
- Offer a referral incentive: \$200 gift card for every referral that signs a contract
- Post "Just Finished" job photos on Nextdoor and neighborhood Facebook groups within 24 hours of completion

Become the Roofing Company Every Homeowner in Your City Already Knows

DOMINATE YOUR MARKET

AI SALES FUNNEL 11	FRACTIONAL CMO PLAYBOOK 12	ROOFING KEYNOTE 13	OWN YOUR MARKET 14	AGENCY GROWTH PLAN 15
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Results create retention. Retention creates predictable revenue. In this final phase, you'll install the systems that turn you into the roofing company that dominates every market you enter — the one homeowners call first, contractors refer to, and competitors copy.

11

THE FULL AI SALES FUNNEL

Build complete marketing systems that take homeowners from first click to signed contract — automatically.

Step 11: Deploy Your Full AI Sales Funnel

THE PROBLEM

You're running ads, posting content, and getting leads — but they're not converting at scale. Without a complete, connected funnel that moves a homeowner from curiosity to commitment, every marketing dollar leaks. You're filling a bucket with a hole in it.

YOUR CHECKLIST

- Map your full funnel: Ad → Landing Page → AI Chat Qualification → Automated Booking → Rep Warm Handoff → Proposal → Sign
- Choose your engagement tier: *Foundation (lead capture + booking)*, *Growth (full nurture + close)*, or *Domination (full funnel + retention + referral)*
- Always start with clear messaging — never run ads to a page that doesn't immediately explain the problem you solve
- Connect every funnel stage in a dashboard so you see exactly where leads drop off and fix it fast

THE PARFINA SYSTEM

Parfina's complete AI Lead Generation and Booking System is a sales funnel that connects your ads, lead capture Request For Estimate Form, AI Calling Agent, live call transfer to your estimator, automated booking, and SMS follow up into one unified platform — so no lead falls through the cracks and every dollar of ad spend is tracked to revenue.

Looking at the Foundation engagement tier, Parfina handles the lead capture and booking the estimate. Your estimator and salesperson handles the lead from there. Your team will handle the Growth and Domination tiers (We can help with some of the stages within Growth and Domination).

12

THE FRACTIONAL MARKETING DIRECTOR PLAYBOOK

Stop guessing at marketing — get a dedicated AI-powered strategy partner who drives your growth like a CMO.

Step 12: Install Your Fractional Marketing Director Playbook

THE PROBLEM

You're the owner, the closer, and the marketing department — and none of them get your full attention. A \$10M roofing company needs someone thinking strategically about positioning, campaigns, and growth every single week. You need a marketing brain that isn't you.

YOUR CHECKLIST

- Define your monthly marketing KPIs: leads generated, cost per lead, estimate-to-close rate, and cost per acquired job
- Assign a dedicated marketing strategist or use an AI dashboard as your always-on CMO
- Schedule a monthly strategy review: what's working, what's not, and what's changing next month
- Hold your marketing system accountable to revenue — not just impressions, clicks, or followers

THE PARFINA SYSTEM

Parfina's AI marketing dashboard acts as your always-on Fractional CMO — tracking every campaign, flagging underperformers, and recommending next moves based on your real revenue data, not vanity metrics. When we set up an AI Lead Generation and Booking System we don't just set it and forget it. We constantly monitor performance. You'll have a dedicated marketing strategist as your Fractional CMO.

13

THE ROOFING AUTHORITY KEYNOTE

Get paid to educate while building the authority and pipeline that feeds your \$10M business.

Step 13: Deliver The Roofing Authority Keynote & Workshop

THE PROBLEM

The roofing company that educates, wins. Most homeowners have no idea how insurance claims work, what hail damage looks like, or why one roofing quote is \$8K less than another. The company that teaches them becomes the company they trust — and the one they call.

YOUR CHECKLIST

- Develop a 30-minute keynote: *"What Every Homeowner in [City] Needs to Know Before Filing a Roof Insurance Claim"*
- Deliver it to HOA boards, church groups, real estate agent offices, and local chambers — anywhere homeowners gather
- At the end, offer free 15-minute roof inspections to any attendee — and convert 10–20% on the spot
- Record the keynote and use it as a lead magnet: *"Watch this free training before calling any roofer"*

THE PARFINA SYSTEM

Parfina provides a done-for-you roofing keynote deck with talking points and a follow-up email booking sequence for attendees. Your recorded webinar version you can use as an evergreen lead magnet (We don't do the recording.) However, we can set up the AI Lead Generation and Booking System with the webinar.

14

THE "OWN YOUR MARKET" PLAYBOOK

Claim category authority in your city — or your specialty — and become the only name homeowners remember.

Step 14: Own Your Market with The Niche Authority Playbook

THE PROBLEM

Generalist roofing companies compete on price. Specialists command premiums. The roofing company known as "the storm restoration experts" or "the only roofer in [City] who handles commercial TPO" closes faster and charges more — because they're not competing with everyone.

YOUR CHECKLIST

- Pick one specialty you want to dominate: *storm restoration, commercial flat, luxury residential, insurance claims, or a specific geography*
- Update your funnel headline, Google Business Profile, and all ad copy to lead with that specialty
- Create 3 detailed case studies specifically from your target specialty — numbers, photos, insurance outcomes
- Join and sponsor the associations where your specialty clients gather: insurance adjuster networks, HOA groups, commercial property manager associations

15

THE BUSINESS GROWTH PLAN

Build the team, systems, and structure to scale past \$10M without it all depending on you.

Step 15: Scale With The Business Growth Plan

THE PROBLEM

Growing past \$10M solo is impossible. The owner becomes the bottleneck. Every decision runs through you, every deal needs your involvement, and every problem lands on your phone. You need to build a business — not a job with a crew.

YOUR CHECKLIST

- Hire your first dedicated sales manager when you're consistently running 5+ estimates per day
- Document every sales and marketing process in a company playbook — if only you know it, it's a liability

If the only place your sales process exists is inside your head — or inside your best rep's head — then the moment that person is unavailable, sick, or quits, the process disappears with them. That makes the knowledge a liability, not an asset.

A real roofing example:

Your top sales rep closes 60% of his estimates. He has a specific way he walks the roof, handles the insurance objection, and closes every pitch. He's been doing it for 3 years. Then he leaves for a competitor. You just lost your entire sales system — because it lived in one person, not in the company.

What "documented" actually looks like:

A written script for every stage of the sales call • A step-by-step process from first contact to signed contract • A recorded demo new reps can watch and replicate • A shared CRM every rep logs into the same way

- Build a weekly marketing review rhythm: leads in, estimates set, jobs closed, revenue per source
- Expand to a second market only after your first market is running on systems — not on your presence

What "running on your presence" means:

Your market is running on you — your relationships, your reputation, your face on job sites. The moment you shift attention to a new market, that first market wobbles. It was never really a system — it was just you, working really hard in one place.

A real roofing example:

You're doing \$4M in Charlotte. You open in Raleigh and spend 3 days a week there. Back in Charlotte — leads slip, your close rate drops, and referral sources stop sending work because they were really referring *you*, not your company. Within 6 months Charlotte is down 30% and Raleigh is barely breaking even.

What "running on systems" looks like:

Leads followed up automatically • Reps close using a documented pitch process • Reviews and referrals captured automatically • Revenue doesn't dip when you take a week off

The bottom line: If your business needs you physically there to function, you don't have a business yet — you have a job with employees. Systems can be copied to a new market. Your presence cannot be cloned.

THE PARFINA SYSTEM

Parfina offers the playbooks, AI dashboards, and strategic support to help you build a scalable roofing operation — so the business grows whether you're on the roof, in the office, or on vacation.

YOUR NEXT MOVE

If you've read this checklist and recognized your own challenges — and your own potential — you already know the truth: **you don't need more hustle, more salespeople, or more door-knocking.** You need systems.

The roofing companies hitting \$10M aren't working harder than you. They've installed AI that works around the clock, sales processes that close consistently, and marketing systems that keep their calendar full without the owner living on his phone.

The only real question left is timing.

You can keep running on referrals and hoping storm season saves you — or you can build the infrastructure that supports long-term growth, premium clients, and a business that runs without you on every call.

If you're ready to stop piecing things together and start following a proven AI playbook — the team at Parfina is ready to build it with you.

THE PARFINA VISION & VALUES

Who We Are and What We Stand For

Before partnering with Parfina, we want you to understand who we are and what we stand for. Our vision and values aren't marketing language — they define how we work with every roofing company we serve.

OUR VISION

To support a network of the most trusted, AI-powered roofing companies in America — companies that win more jobs, serve their communities well, and build businesses that give owners freedom, not more stress.

CLEAR

Clarity Wins More Jobs Than Cleverness

We believe confusion costs contracts. Every system we build communicates simply and directly. Homeowners should never have to work hard to understand why you're the right choice.

EFFECTIVE

Outcomes Over Outputs

Our clients don't pay us for AI tools. They pay us for booked estimates, signed contracts, and revenue growth. When campaigns underperform, we fix them — we don't move on.

GENEROUS

We Share What Works

We don't hoard best practices. We share what's working across our client base — better scripts, better offers, better positioning — so every roofing company we work with gets smarter over time.

DRIVEN

Always Improving

AI marketing evolves fast, and so do we. We study what works, test relentlessly, and push our clients to raise their standards — because average marketing builds average businesses.

OUR COMMITMENT TO YOU

When you partner with Parfina, we commit to treating your business like it's our own. We track your results, flag problems before you see them, and keep pushing until your systems are working the way they're supposed to. We're not a vendor. We're a growth partner.

READY TO BUILD YOUR \$10M ROOFING BUSINESS?

ONE AI SYSTEM. EVERY LEAD. YOUR \$10M.

We'd be honored to help you build your \$10M roofing business — one proven AI system at a time. Book a free 20–30 minute strategy call and we'll show you exactly how many leads you're losing right now, and what they're worth.

APPLY TODAY AT

[PARFINA.CO/APPOINTMENTS-AI-SYSTEMS-EVERY-LEAD-DOLLAR10M-STRATEGY](https://parfina.co/appointments-ai-systems-every-lead-dollar10m-strategy)

30-DAY

RESULTS GUARANTEE

DONE-FOR-YOU

FULL SYSTEM SETUP

NO LONG-TERM

CONTRACTS REQUIRED

[PARFINA.CO](https://parfina.co) | AI MARKETING FOR ROOFING COMPANIES