

Roof Inspection Call Script

□ **Green** = say it word-for-word · **[brackets]** = swap in their info

1 THE OPENER

"Hey **[Name]**, how's it going? I don't know if you remembered but we actually talked around **[a month / a few weeks / a few days]** ago — I'm just following up to see if someone got a chance to take a look at your roof?"

PAUSE. *Let them answer.*

2 WHATEVER THEY SAY NEXT

"Yeah, someone already came out."

"Oh good, glad you got that taken care of! Real quick — who'd you end up going with?"

→ Write down the name. → **"Appreciate it — have a good one, [Name]!"** Hang up.

"I don't remember that."

"Yeah, I can imagine a lot of people forget — you actually reached out to me to inquire about fixing your roof. With that said, was anyone able to take a look yet?"

→ **No, nobody's looked** = go to Step 3. → **Yes, handled** = "Oh good, glad you got that taken care of! Have a good one." Hang up.

"Who is this?"

"Oh sure — I'm **[Your Name]** with **[Your Company]**. You put in a request about your roof."

→ Keep going.

3 FIND OUT WHAT'S WRONG

"Oh okay — so what's going on with the roof?"

PAUSE. *Let them finish. Write it down.* · **Nothing's wrong?** "Oh no worries, glad everything's okay! Have a good one." Hang up. · **They name a problem?** *Keep going.*

"Okay, got it — yeah, that's worth taking a look at. Let me just run through a few quick things I've got on file, make sure it's all still right."

1 ROOF TYPE "So it says here you've got a **[asphalt shingle]** roof — did I get that right?"

2 ROOF AGE "And it's around **[10 to 20]** years old — sound about right?"

3 OWNER "And you're the owner of the home, right?"

4 ADDRESS "And I've got the address as **[address]** — that's still the place?"

5 EMAIL "And **[email]** is still good for you?"

6 INSURANCE — ALWAYS ASK THIS ONE LAST "Last one — do you have homeowner's insurance on the place? Only reason I ask, if this turns out to be storm damage, I can help put together what you'd need for a claim while I'm out there. Which company are you with?"

→ Won't say? **"No worries at all."** Write *declined* and move on.

4 BOOK THE APPOINTMENT

"Okay perfect, **[Name]** — that's everything I need. Let's go ahead and get you on the schedule so I can come take a look in person."

"Does **[day / time]** work, or is **[other day / time]** better for you?"

PAUSE. *Wait for a day and time.*

"Great — I'll see you **[day]** at **[time]**. I'll give you a call about 15 to 20 minutes before I head over so you're not waiting around."

"Should take about 15 to 20 minutes to walk the roof and give you a clear picture of what's going on — no charge for the visit. Sound good?"

→ **Yes:** "Perfect, see you then, **[Name]!"** Hang up — booked. → **Hesitant:** "No problem — what would work better for you?" Re-offer. → **Firm no:** "No worries at all, I'll let you go — have a good one." Hang up.

How To Call Your Leads

1 Call fast.

The sooner you call after your list lands, the better it works. These homeowners asked about a roof — that interest fades every day you wait. Same day, same hour if you can.

2 No answer? Call right back — twice.

People often don't pick up a number they don't recognize the first time, but will on the second or third try in a row. Call again immediately, then once more a few minutes later. Three quick tries beats one attempt spread across the day.

3 Still nothing? Send a text.

A short text after a missed call gets callbacks even when the call itself got ignored: *"Hey, this is [Name] with [Your Company] — tried calling about your roof, give me a shout back when you get a sec."*

4 No pickup at all? Try again in 2 weeks.

Don't cross a number off after one miss. Busy isn't the same as not interested. A second pass two weeks later on everyone who didn't answer is normal, and it works — some of your best bookings will come from the redial, not the first call.

5 Have someone else try the redial.

If you've got a partner or a crew member, let a different voice make the second attempt — a man the first time, a woman the second, or the other way around. Some people simply respond differently depending on who's calling.

6 Call in the early evening if you can.

Most homeowners are easier to reach after work than in the middle of the day. Late morning to early afternoon is the hardest stretch. Avoid calling right at dinnertime.

7 If they don't remember asking — that's normal.

The opener mentions that you talked a few weeks ago on purpose. It gives them a sense of familiarity so you don't come across as a random roofer calling out of nowhere. Don't let it throw you off — run the line in Step 2 and keep going.

8 Keep score.

A simple tally tells you your real numbers fast. Once you know how many calls it takes you to book a job, you'll know exactly when it's worth ordering more leads.

KEEP SCORE

Tally each call as you go. One sheet per list.

CALLS MADE

NO ANSWER

TALKED TO

BOOKED

NOT INTERESTED

Booked ÷ Calls Made = your booking rate. Track it every list — when it holds steady, you know exactly what a new list is worth to you.