



Peak Performance

2024 Roofing Industry Benchmarks for Success

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The JobNimbus Mission

JobNimbus is the all-in-one roofing software that isn't just about optimizing your operations—it's about transforming you into the hero of your contracting story.



Our mission is to help contractors:

- Achieve their business goals
- Have more time with their family and friends
- Make their dreams a reality
- Give back to their communities
- Improve the experience that hundreds of thousands of homeowners have while getting the services they need to protect and beautify their homes



We want to advance more than just software. We're advancing the entire roofing industry.

This industry-leading report is a dynamic roadmap meticulously designed to empower roofers at every rung of the ladder. It's your strategic compass, guiding you to unprecedented heights in every aspect of your business.

Get ready to level up, because at JobNimbus, we believe in making contractors heroes, one roofing success at a time.

The journey starts now—are you ready to take the next step?

Glossary

What are we looking at here? We use a few different lenses to understand this year's Peak Performance data: **base, high revenue, high ratings, and high profitability**. Here's how we define those terms for this report:

1. **Base** - All responses without segmentation
2. **High-Revenue Companies** - Roofing businesses that achieved over \$4 million of annual revenue in 2023
3. **Highly Rated Companies** - Roofing businesses with an average online review rating of 5 stars
4. **High-Profitability Companies** - Roofing businesses that had a profit margin of 40% or above on every job in 2023

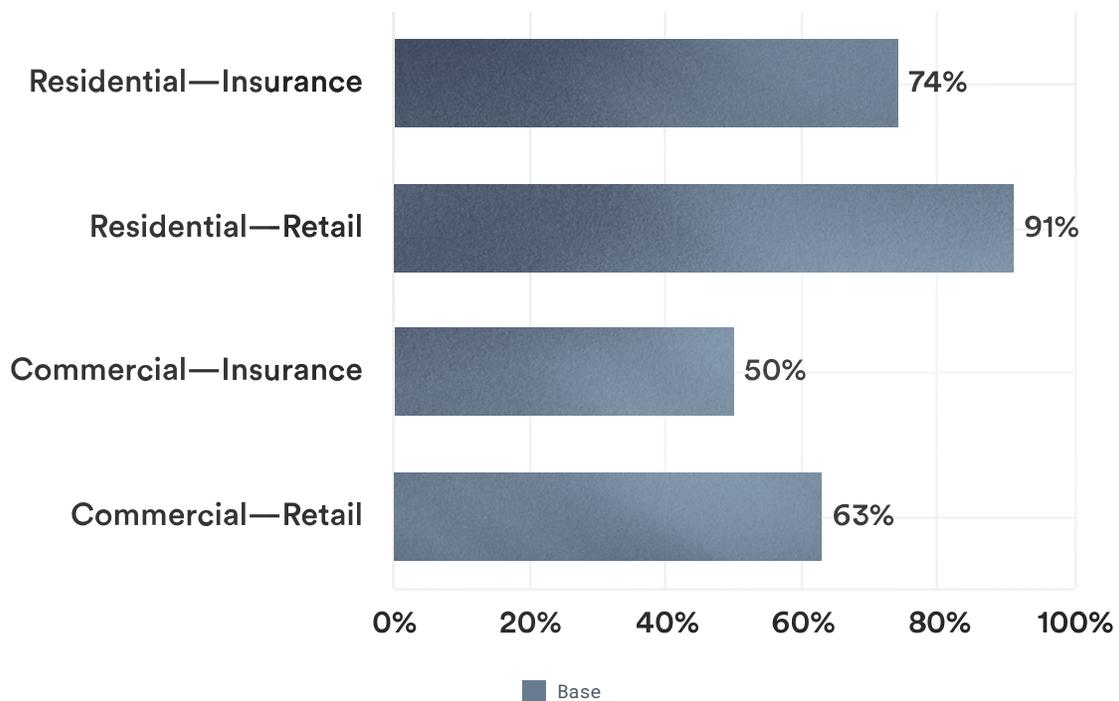
Services

“I love seeing the variety of services this industry provides homeowners—services that take a lot of pressure off their lives. From large commercial jobs to hanging up Christmas lights, roofers make a big impact in people’s everyday lives.”

KAILI SMITH
VICE PRESIDENT OF MARKETING, JOBNIMBUS

01

What services do you provide?



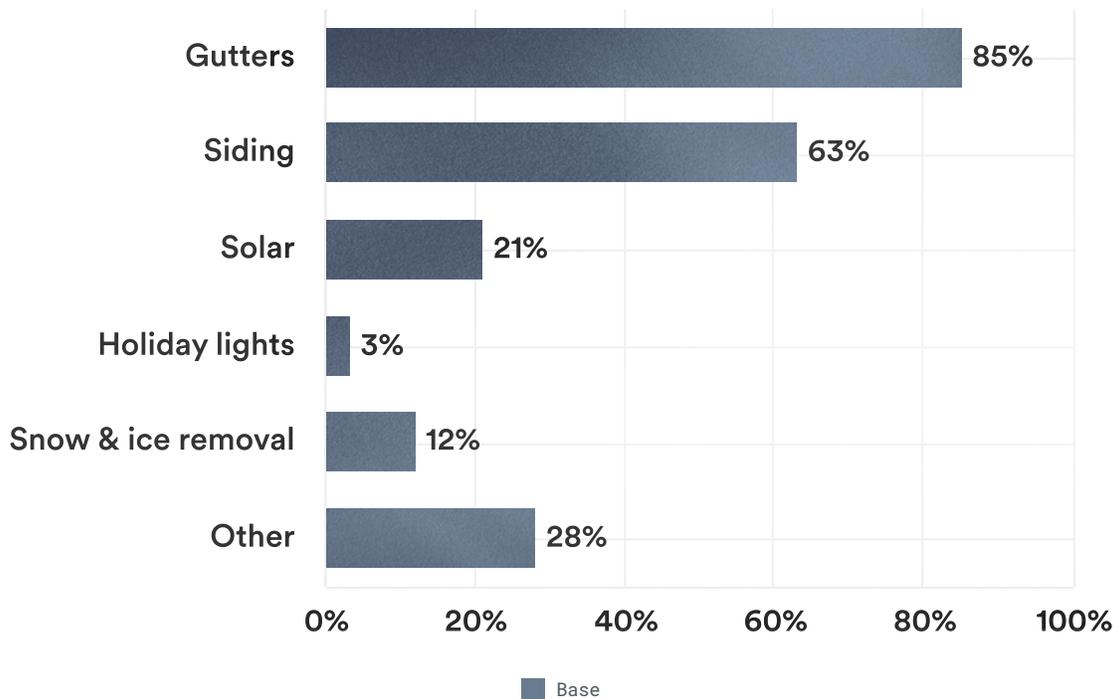
Synopsis

Residential retail is the most common roofing sector of those we surveyed, while commercial insurance is the least common.

How to nail it

As your company grows, keep your eyes open for opportunities to expand your services.

What other services do you provide?



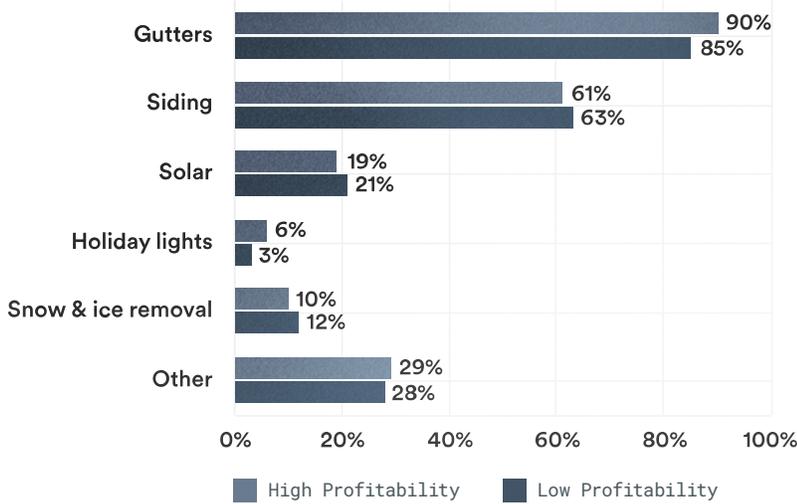
Synopsis

Gutters and siding are the most common secondary services for roofers.

How to nail it

If you aren't already doing gutters, it's worth adding as a secondary service.

A closer look

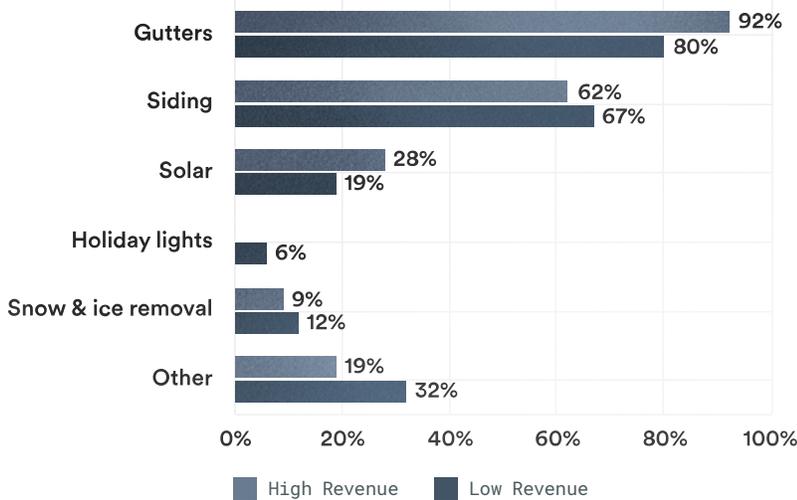


Synopsis

More high-profitability companies do gutters and holiday lights than their low-profitability counterparts.

How to nail it

Something as simple as offering holiday lights can increase your profitability. Try adding holiday lights to your secondary services for higher profitability.

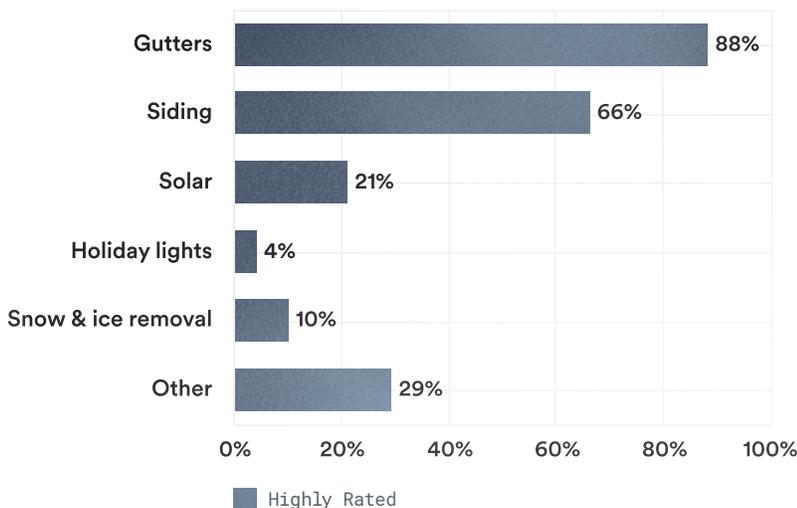


Synopsis

High-revenue companies offer more gutter and solar services than low-revenue companies.

How to nail it

Amplify your revenue streams by specifically offering solar and gutter secondary services.



Synopsis

Gutters, siding, and other secondary services are more common among highly rated companies.

How to nail it

Companies get high ratings and reviews when they exceed expectations. If you offer gutters or siding, be sure to set those expectations at the start to get more 5-star reviews.

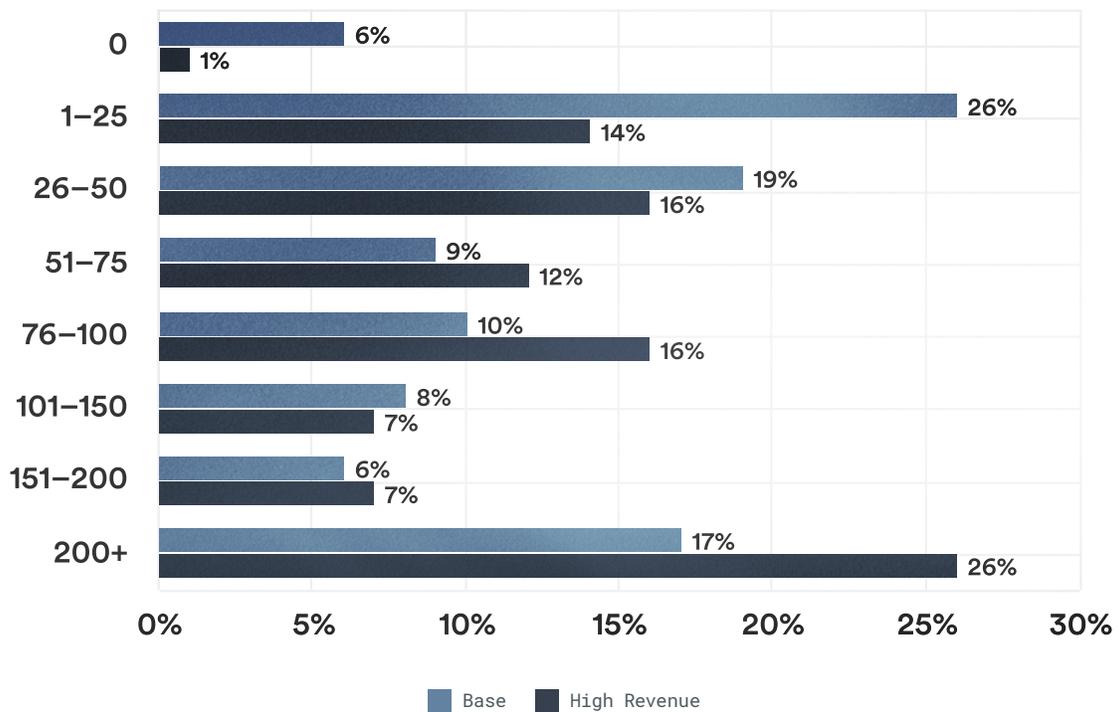
Marketing

“Customer referrals are so important and are a great indicator that you’re doing the right things. But you have to understand where referrals come from. They come from people who you do good work for and provide a great experience.

Marketing at its core is buying new customers, and those customers turn into the people who refer you. Set aside some money to invest in building your brand in other places this year.”

JIM AHLIN
CO-FOUNDER, ROOFER MARKETERS

How many reviews does your business have online?



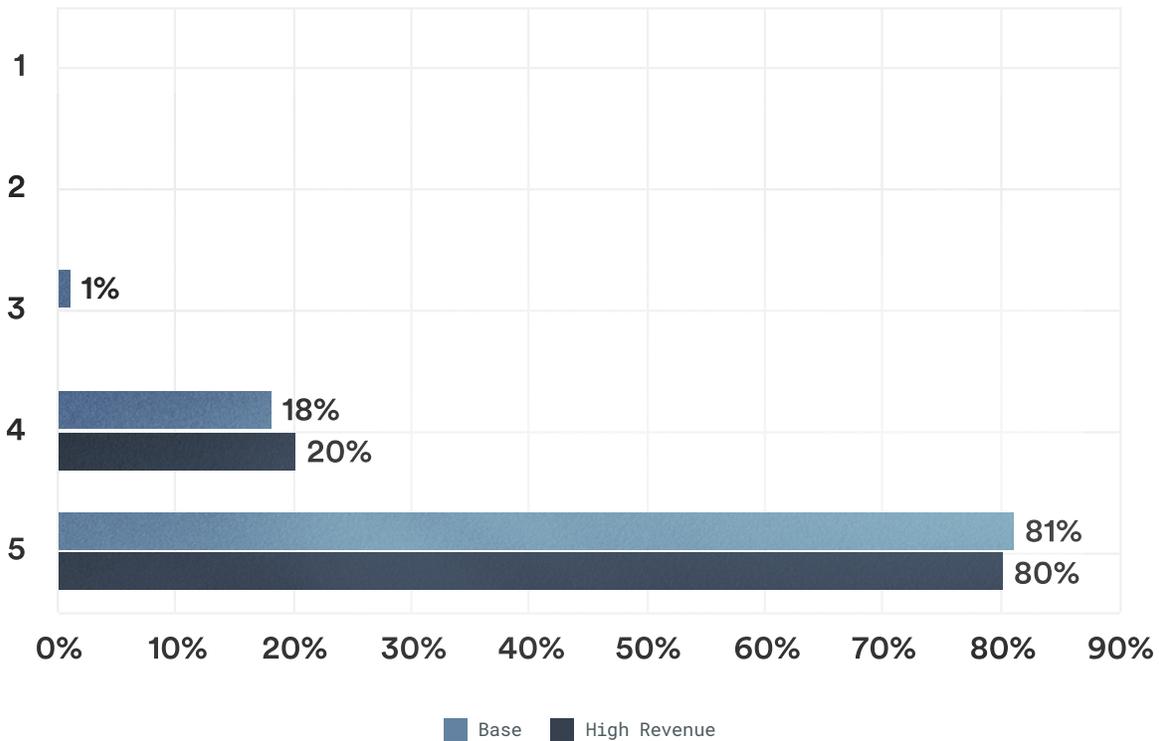
Synopsis

High-revenue companies get more reviews.

How to nail it

Reviews are essential to customer decision-making, which can impact your revenue. Get more reviews for your business by asking for them every time you finish a job.

What is your company's average star rating?



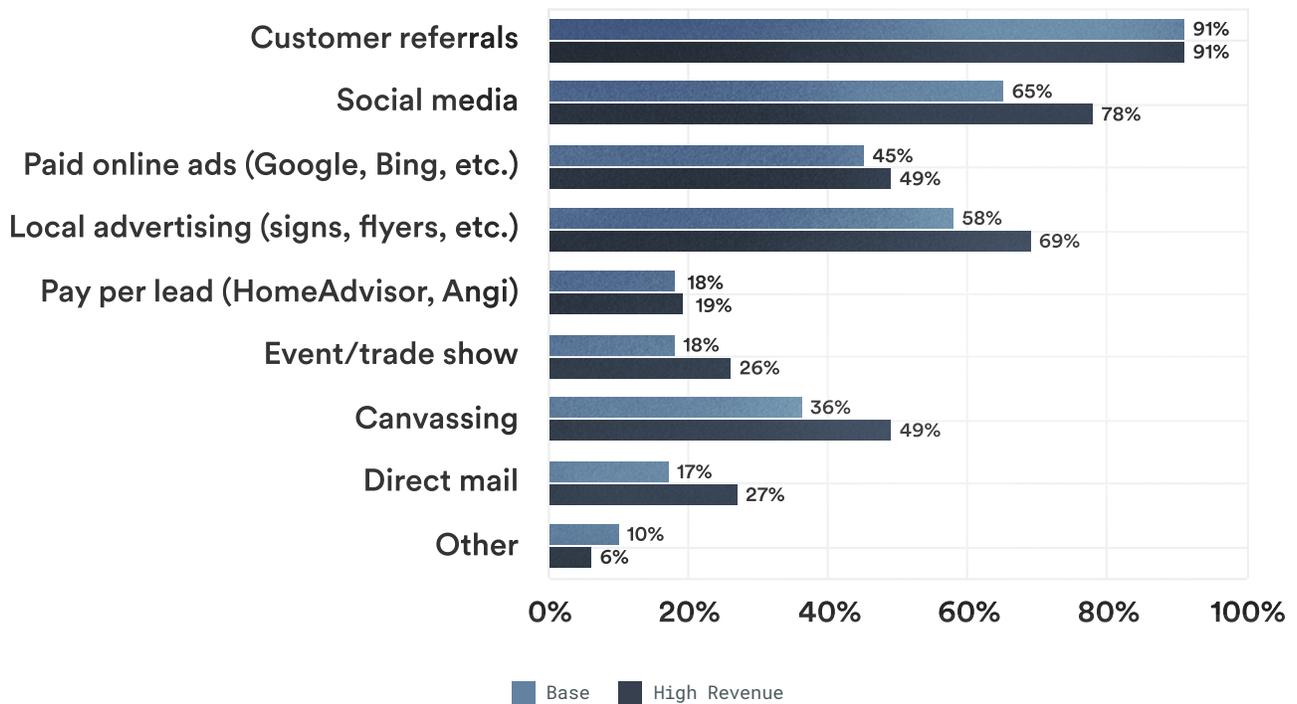
Synopsis

80% of high-revenue companies surveyed have an average rating of five stars.

How to nail it

A 5-star rating is the gold standard. Try something new this year to provide better service, communication, or products, and be sure to ask for reviews when you know your customers have had a great experience.

Where do you get your leads?



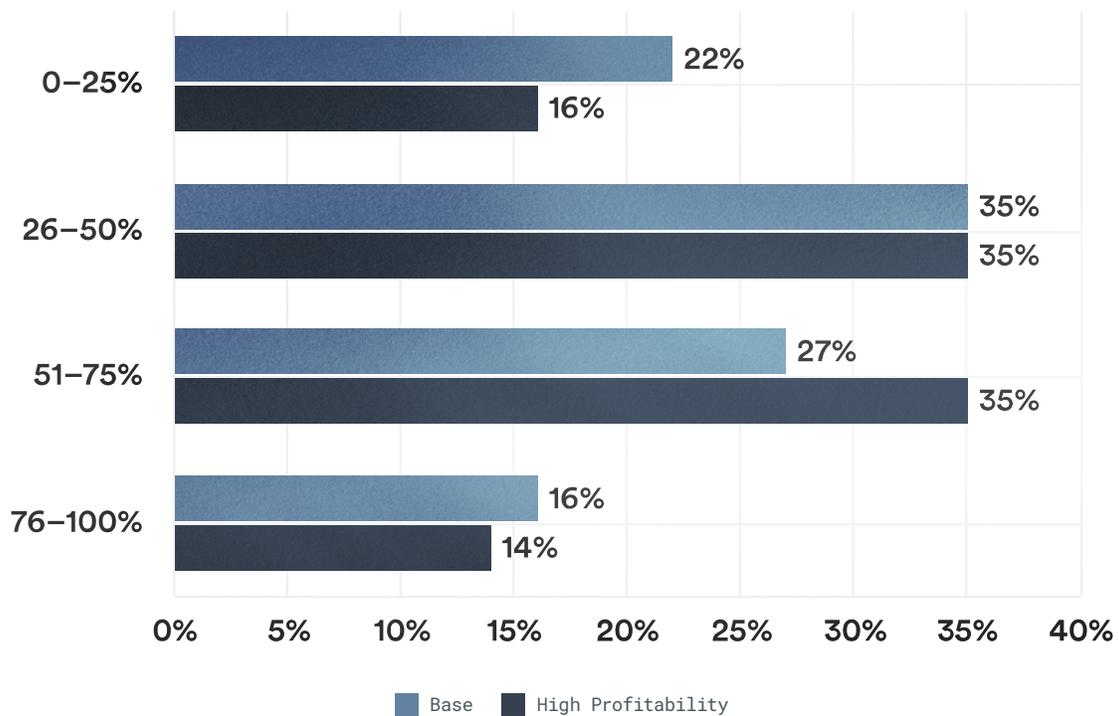
Synopsis

High-revenue businesses have leads coming in through more lead sources across the board.

How to nail it

Diversify your lead sources to help your roofing company have a more reliable cash flow. If you haven't built out your digital marketing presence, a service like Roofer Marketers can help get your company in front of more homeowners who need your services.

What percentage of your customers come from word-of-mouth referrals?



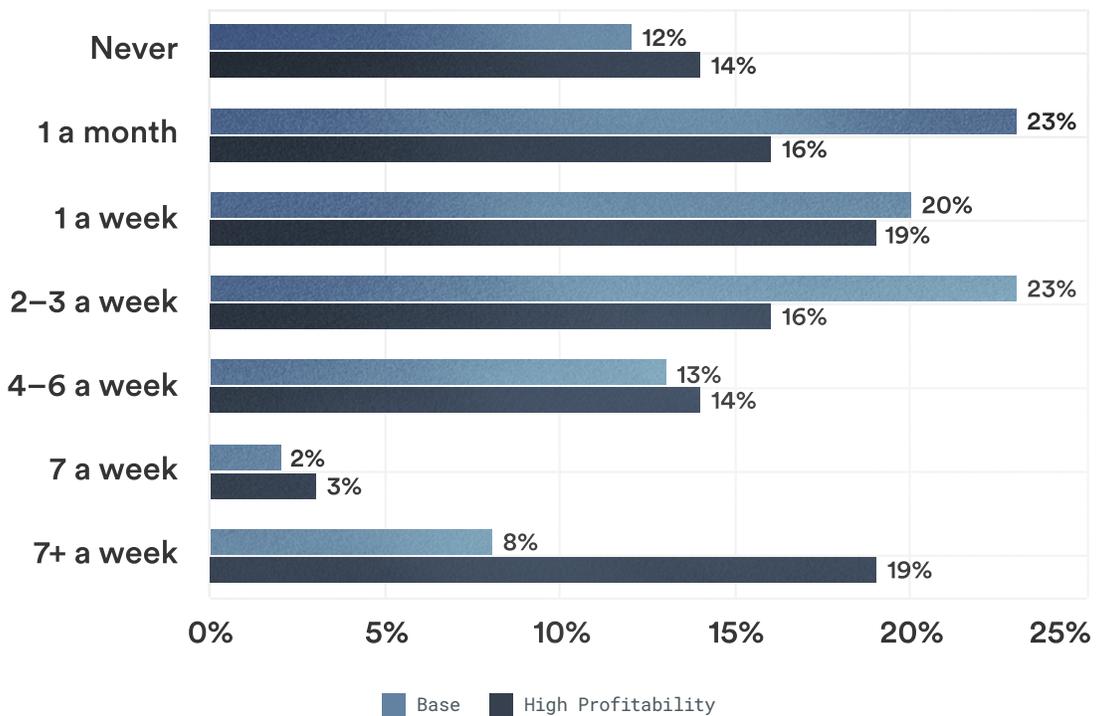
Synopsis

49% of high-profitability companies depend on referral marketing to bring in over half of their leads.

How to nail it

Word-of-mouth referrals are free, which causes higher profitability. But to grow, you must expand your reach beyond just referral marketing. Too high a percentage of referrals means your other forms of marketing aren't as effective as they should be.

How often does your company post on social media?



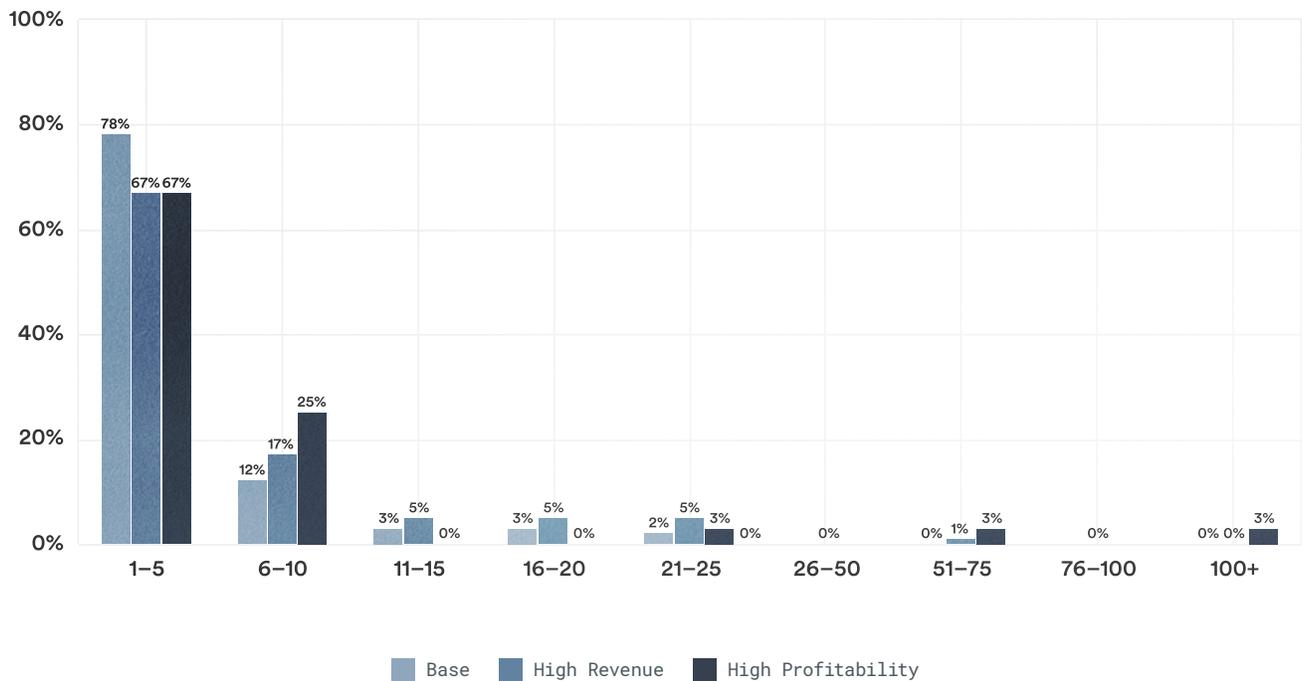
Synopsis

Posting on social media at least 7 times a week is more common for high-profitability roofing companies.

How to nail it

Social media is a free way to talk about your business and the things you're doing. Start by posting examples of the great work your team is doing and some fun you have around your office, then build from there. Remember, profitability and visibility go hand in hand.

How many leads do you get from social media a week?



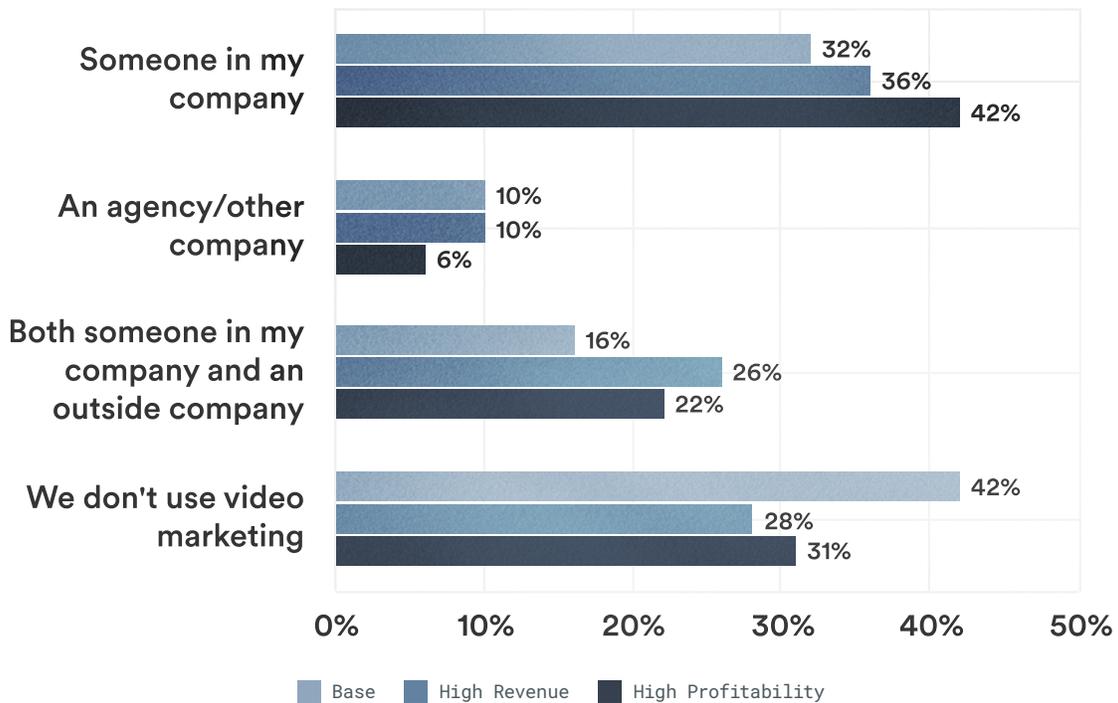
Synopsis

Some high-revenue and high-profitability roofing companies are getting 15, 20, and even 100+ leads from social media per week.

How to nail it

Social media can play an important role in your marketing strategy, but you should diversify your lead sources for the most impact.

Does your company make videos for marketing? If so, who creates them?



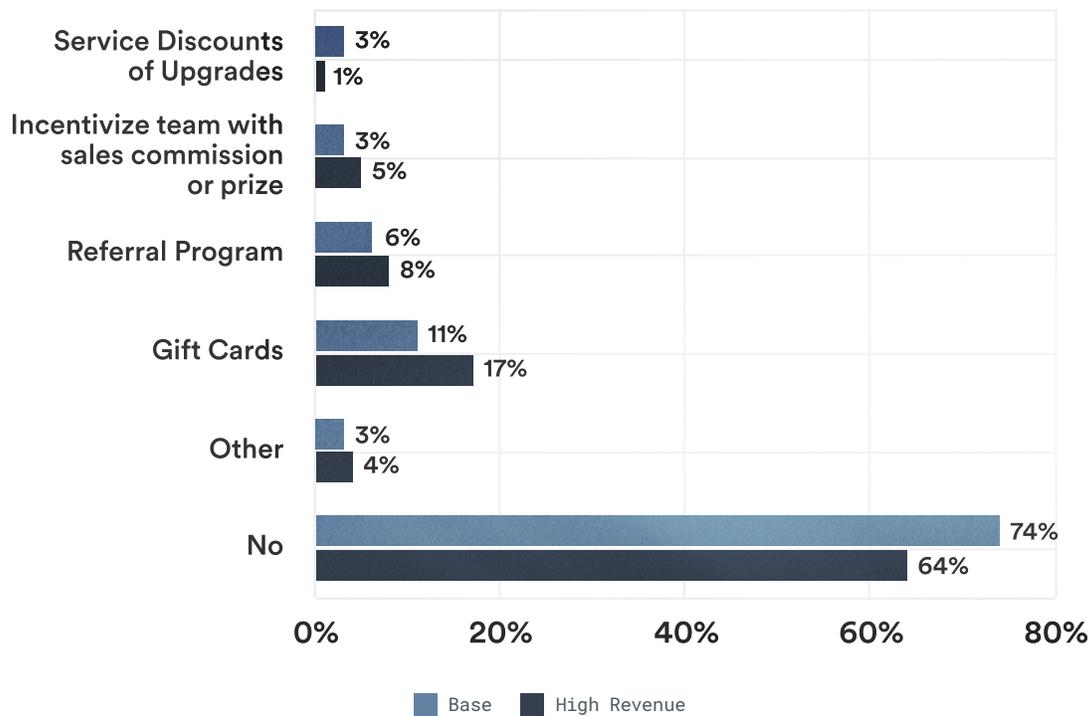
Synopsis

High-profitability and high-revenue companies do video marketing.

How to nail it

Leading companies know that video marketing has untapped potential. Now is a good time to start if you aren't already using video in your marketing strategy. Keep in mind that your video marketing doesn't have to be anything fancy. Just one person with a camera can make an impact.

Do you use incentives to get more reviews from your customers? If so, what are they?



Synopsis

High-revenue companies give more incentives, and they offer gift cards more than anything else.

How to nail it

Since over ¾ of all roofers don't offer incentives for reviews, offering them will help your company stand out for the right reasons. Gift card incentives are a great place to start.

“Reviews are crucial in a homeowner’s decision-making process. If you can win one extra job because of good reviews, then offering a \$10 gift card to anyone who reviews you is a no-brainer. Find out how much a review is worth to you and incentivize them accordingly.”

BRAD HODSON
DIRECTOR OF DEMAND GENERATION, JOBNIMBUS

Sales

“When selling in person, we hear time and time again that having the ability to present a beautiful, detailed, and accurate quote at the time of the estimate enables contractors to close more deals on the spot, grow their sales teams, and crush their competition.

With Good/Better/Best quotes and optional upgrades, our users can tell a story and empower homeowners—removing almost all barriers for closing in person.”

JAYDEN RUTKOWSKI
BUSINESS DEVELOPMENT MANAGER, SUMOQUOTE

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How many people do you have on your sales team?



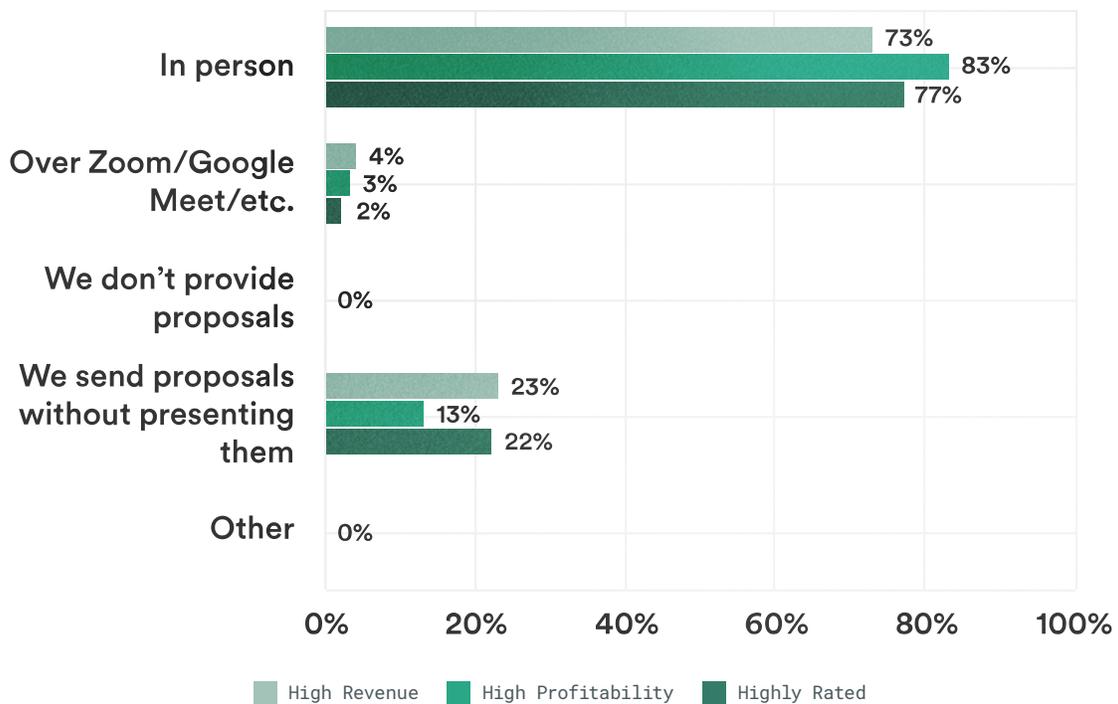
Synopsis

High-revenue and high-profitability companies have bigger sales teams.

How to nail it

If you want a successful business, you need to hire more dedicated salespeople. More salespeople will bring in more leads and more deals.

If you provide proposals to your customers, do you present them?



Synopsis

High-revenue, high-profitability, and highly rated companies present more proposals in person.

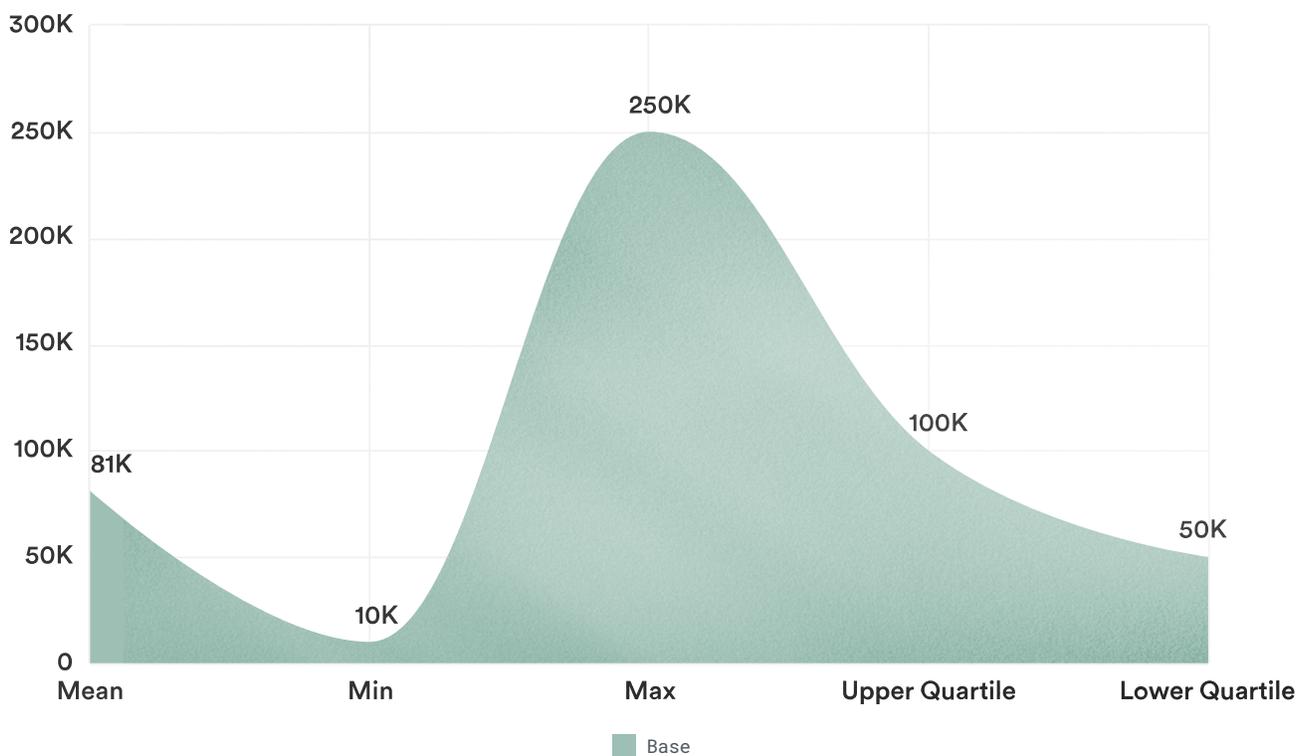
How to nail it

Presenting proposals in person gives you more upsell opportunities and lets you work through objections, leading to higher earnings.

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What is the average salary* of your sales team?

*(not including overtime or commissions)



Synopsis

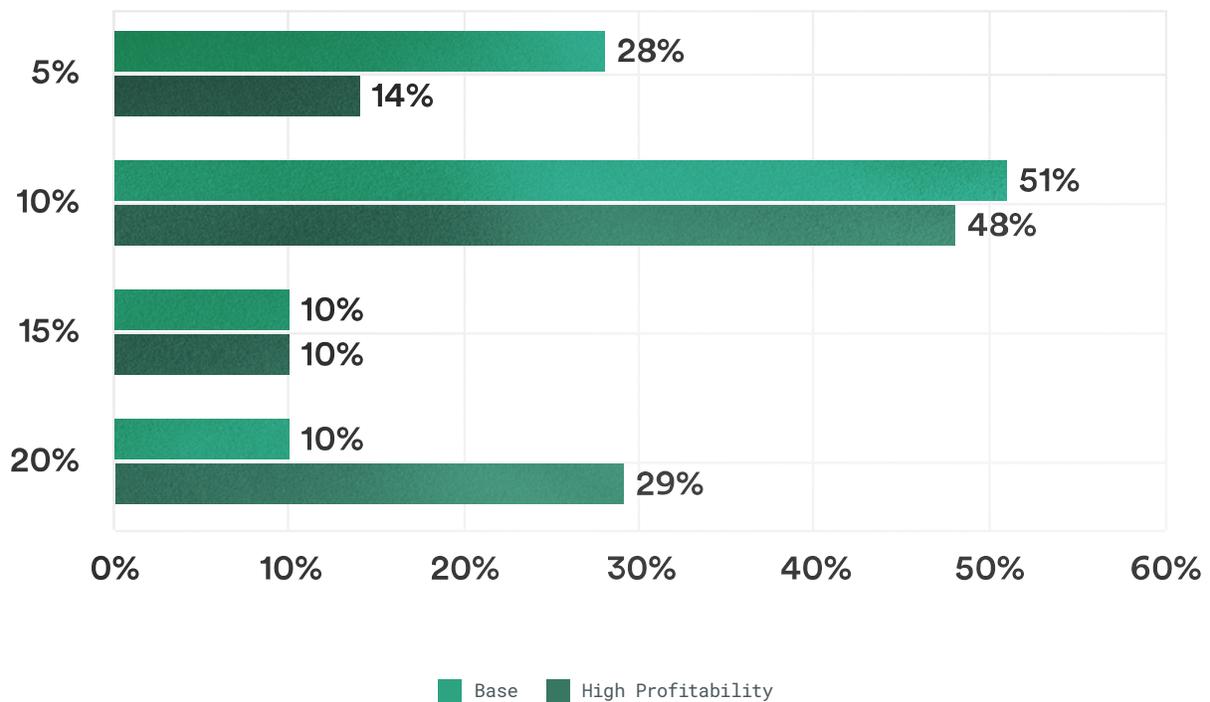
Roofing salespeople earn a salary of anywhere from \$10k to \$250k in the U.S., depending on where they work.

How to nail it

If you want a successful sales rep who's more likely to stay with your company, you can expect to pay them an average of \$81k.

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What is your base sales commission rate?



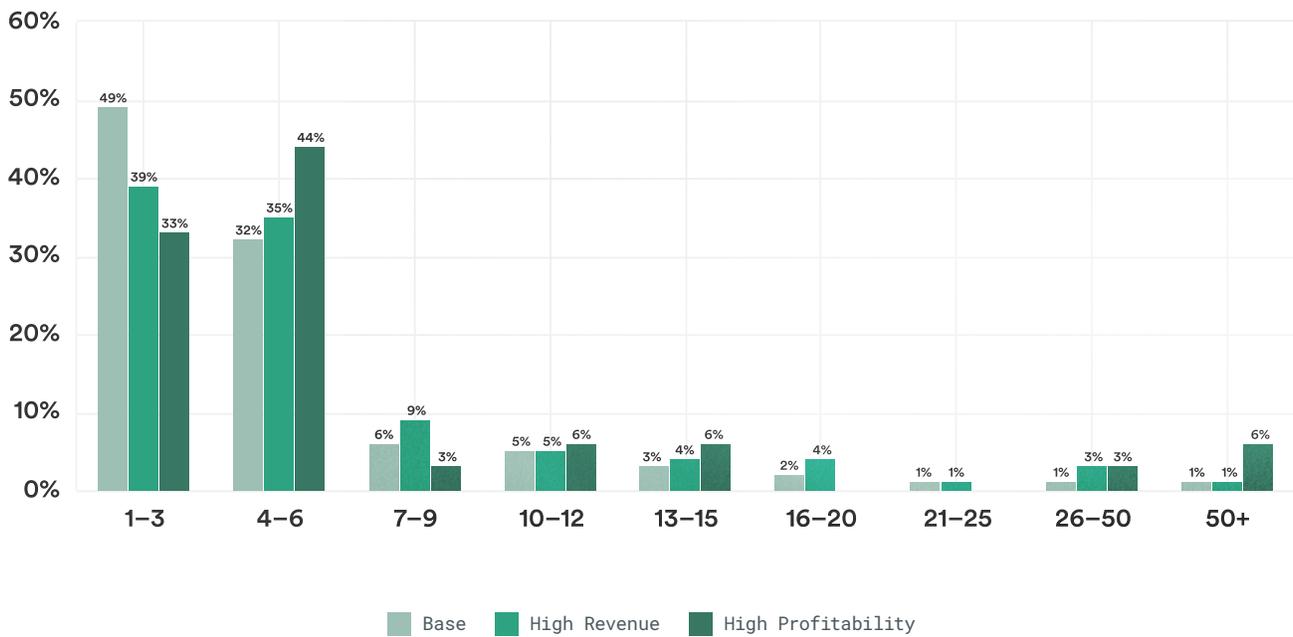
Synopsis

About half of roofing companies offer a 10% commission for salespeople.

How to nail it

You're safe paying a 10% commission rate, but if you want to increase your profitability, increase your sales commission rate to attract better talent. Give your salespeople a better cut, and they'll push more.

On average, how many leads do each of your salespeople bring in per week?



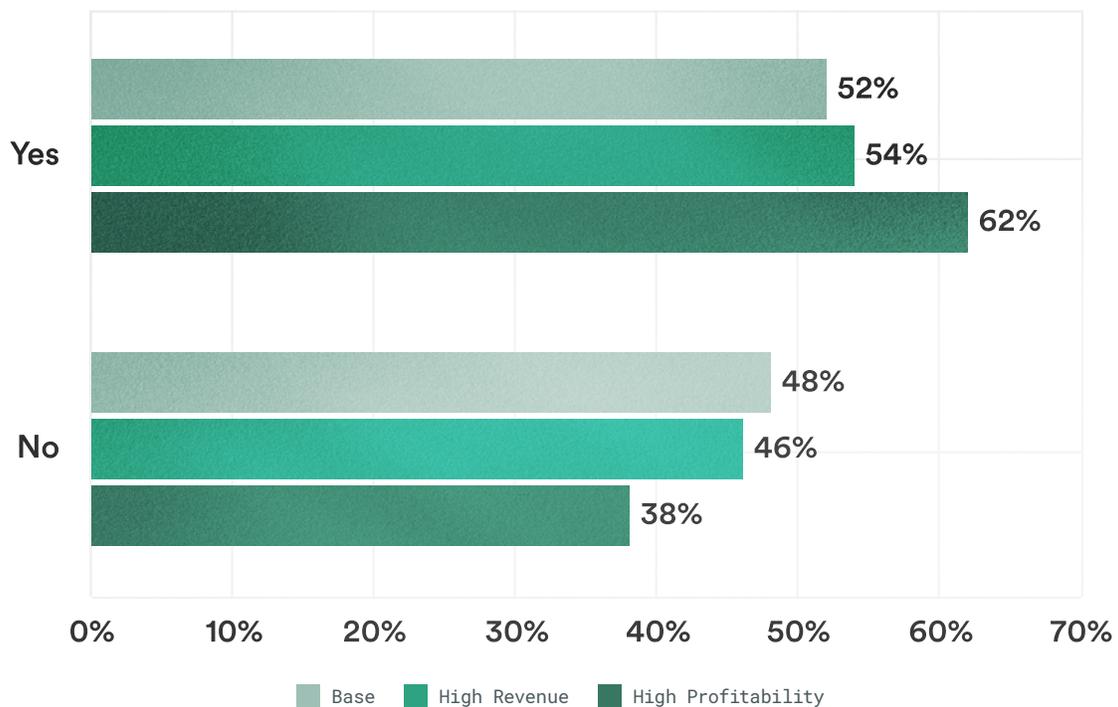
Synopsis

High-profitability and high-revenue companies bring in more leads per rep on average, with some reps bringing in 10, 12, and 50+ leads each.

How to nail it

Most sales reps bring in 1-6 leads per week. If one of your reps goes beyond that mark, they deserve some recognition!

Do you offer good-better-best estimates?



Synopsis

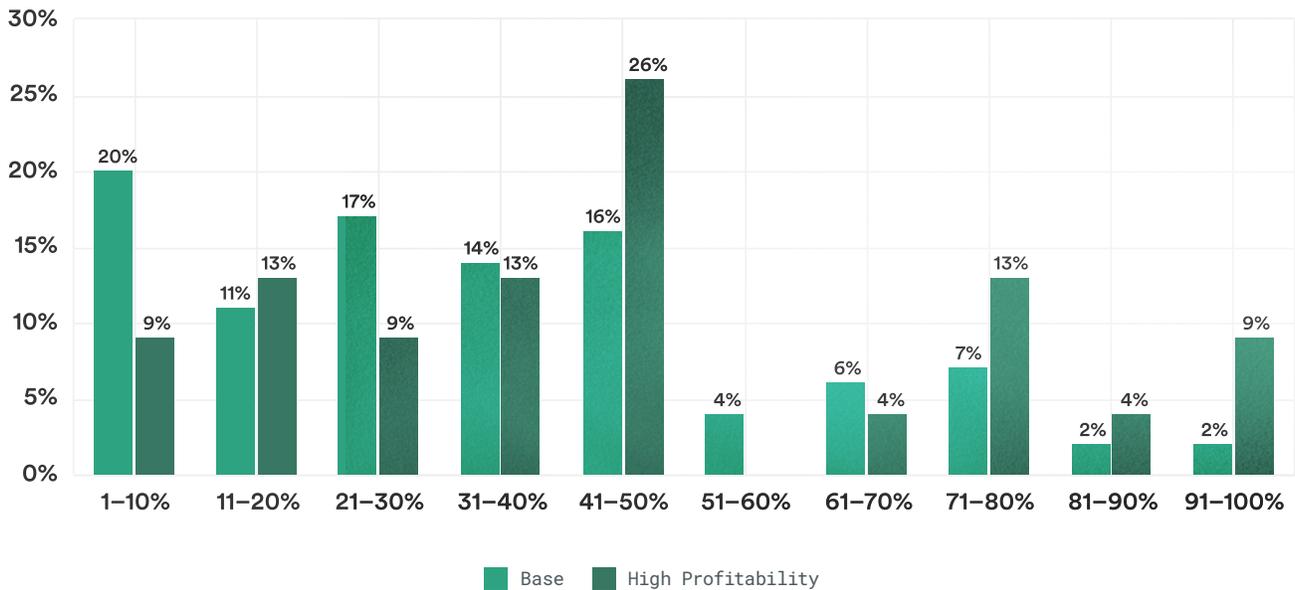
Barely half of roofers offer tiered estimates that allow customers to choose which level of quality they want.

How to nail it

Using the good-better-best estimate approach might not impact your perception in the marketplace, but it will affect your revenue and profitability.

17

What percentage of your customers choose the “best” or highest pricing option?



Synopsis

Higher-profitability companies have more customers choose their “best” estimate option.

How to nail it

If you’re not offering a “best” option in your proposals, you’re leaving money on the table. About 50% of customers pick the “best” option, so don’t worry if customers aren’t choosing that every time. Remember that even if one person chooses the “best” option, you’re still earning more than if you hadn’t offered good-better-best pricing in the first place.

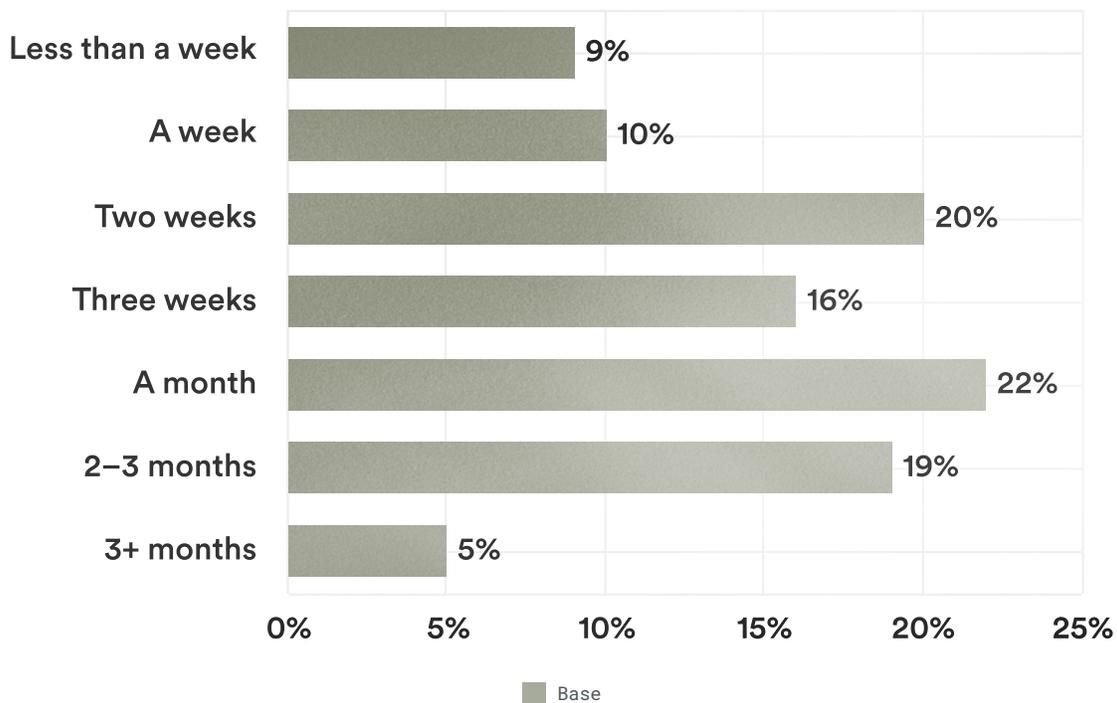
Production

“Too many roofing contractors go out to the job site and just do the bare minimum. If you want people to notice you, then you have to stand out in every aspect of the job—especially at the job site where everyone can see your amazing work firsthand.”

JOHNY WUDEL
COO, JOBNIMBUS

How long does it take to go from lead to final invoice*?

*sent after the job is complete



Synopsis

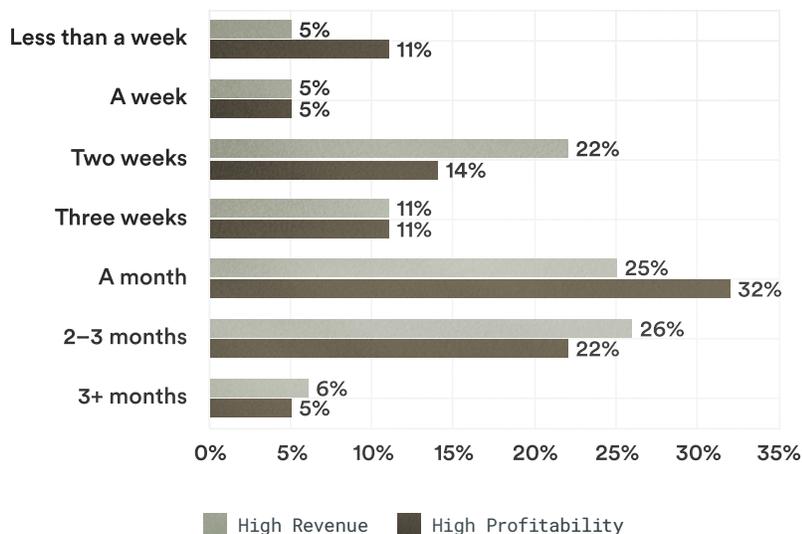
The time it takes to complete a job depends on job size.

How to nail it

Set expectations at the beginning of the project, especially if it will take longer. Be honest with yourself and your customers about your capabilities. Don't overpromise and underdeliver.

How long does it take to go from lead to final invoice?

**sent after the job is complete*

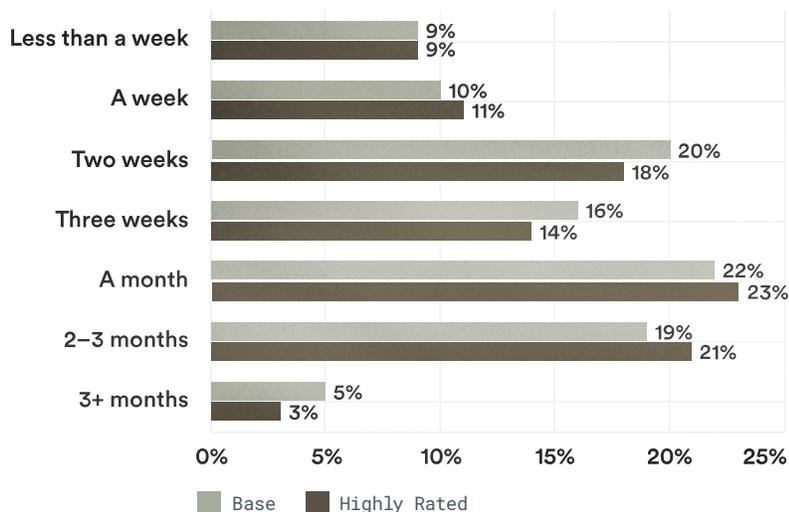


Synopsis

High-profitability and high-revenue roofing businesses tend to take a month or longer to see a job from beginning to end.

How to nail it

Don't shy away from long jobs. Those longer projects can have huge pay-offs.



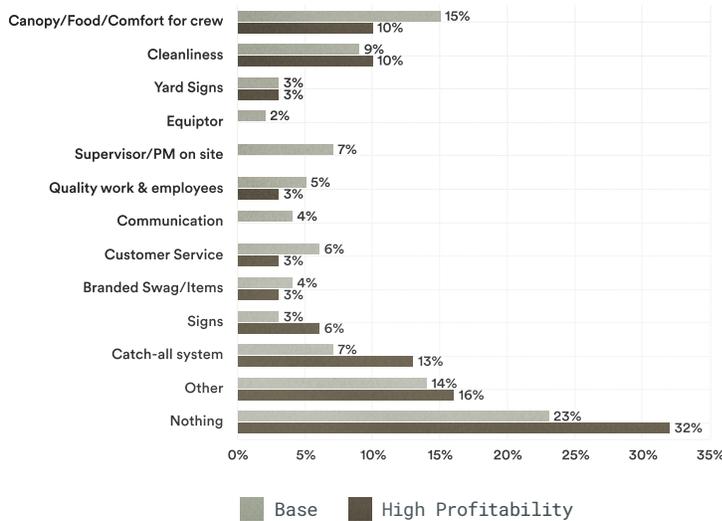
Synopsis

Companies that get five-star ratings take as long as the project requires to get it done right.

How to nail it

Either surprise and delight your customers quickly or set really good expectations. You don't always need to finish fast, but you do need to communicate regularly, especially if issues come up that will affect the timeline.

What do you do on production day to stand out from the competition?

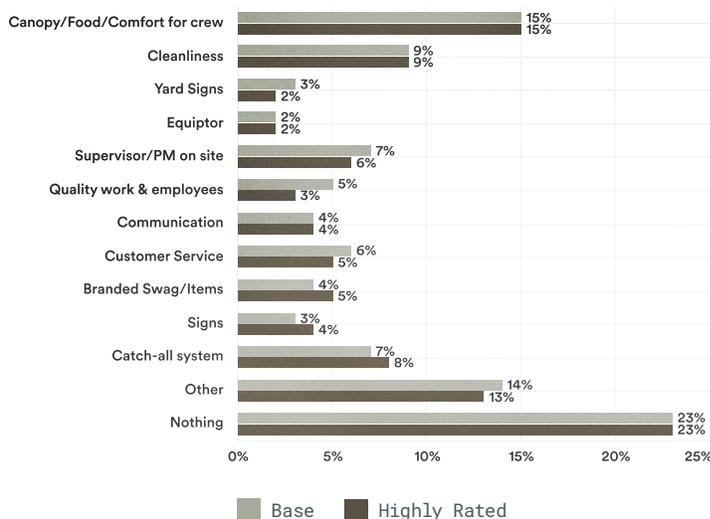


Synopsis

Nearly a third of high-profitability companies aren't doing anything to stand out from the competition on production day.

How to nail it

Don't be afraid to invest in yourself. Cutting into your profit margin is okay if it will help you market yourself and improve employee retention.



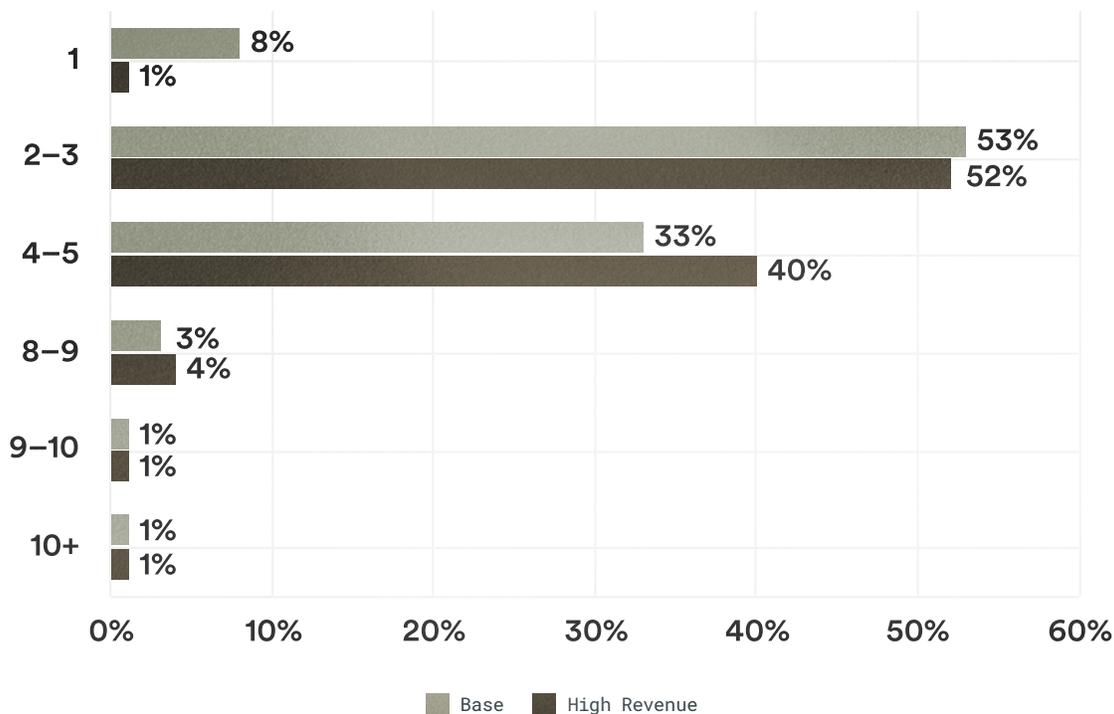
Synopsis

8% of highly rated companies use a catch-all system to keep the job site clean.

How to nail it

It's not just about how clean you keep the job site; it's about how your customers perceive the cleanliness of the job site. Having a catch-all system, for example, signals that you're committed to keeping things clean and tidy.

How many software tools does your company use on a daily basis?



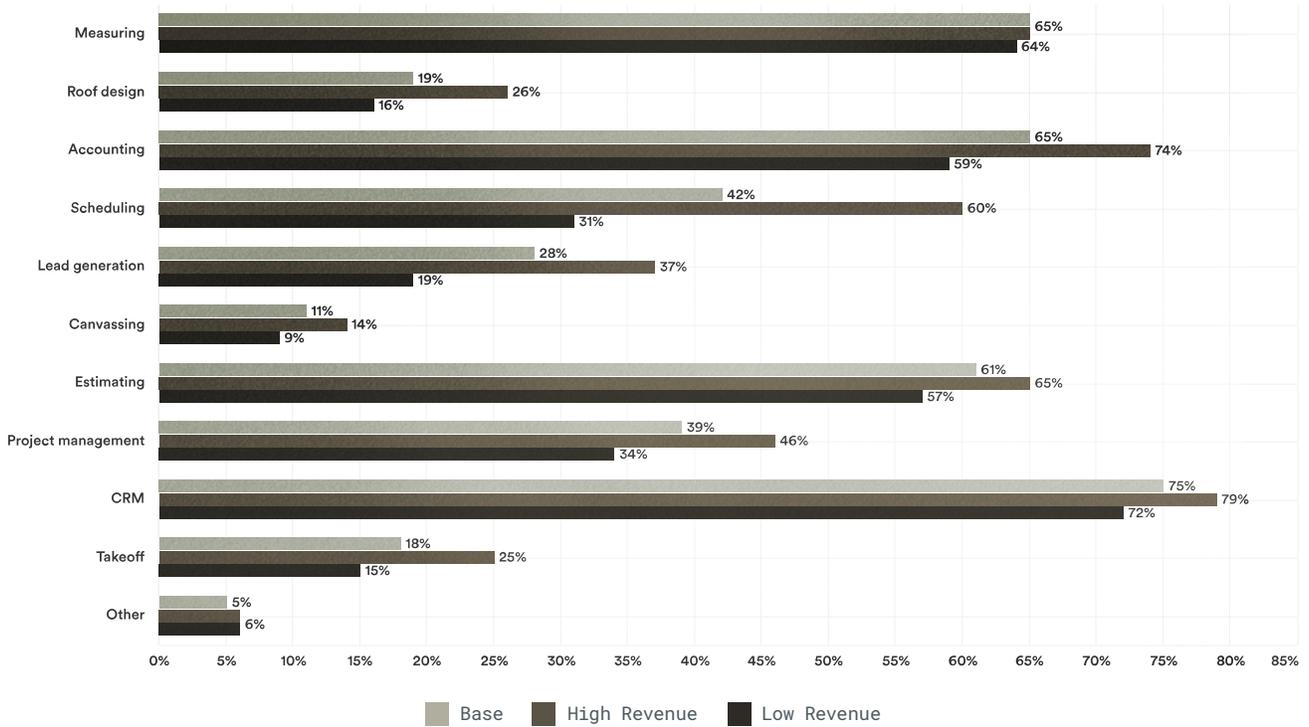
Synopsis

High-revenue companies tend to use 2–5 software tools on average.

How to nail it

You’ve got to invest time and money into your processes to have more time and make more money.

What types of software does your roofing company use?



Synopsis

High-revenue companies are using more of every type of software than low-revenue companies.

How to nail it

Accounting, scheduling, estimating, and CRM software are essential if you want to be a high-revenue business.

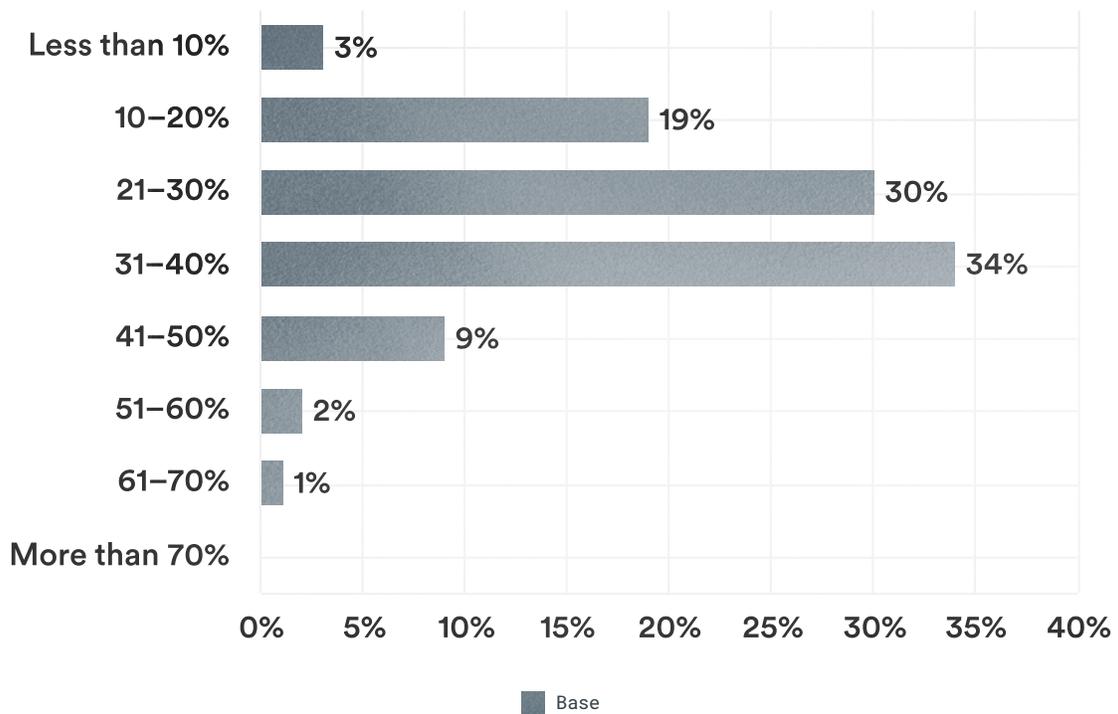
Cash Flow

“Everything goes back to cash flow. If you don’t have the money, you can’t run your business.”

BEN HODSON
CEO, JOBNIMBUS

What is your average gross profit margin* per job?

*after commissions are paid



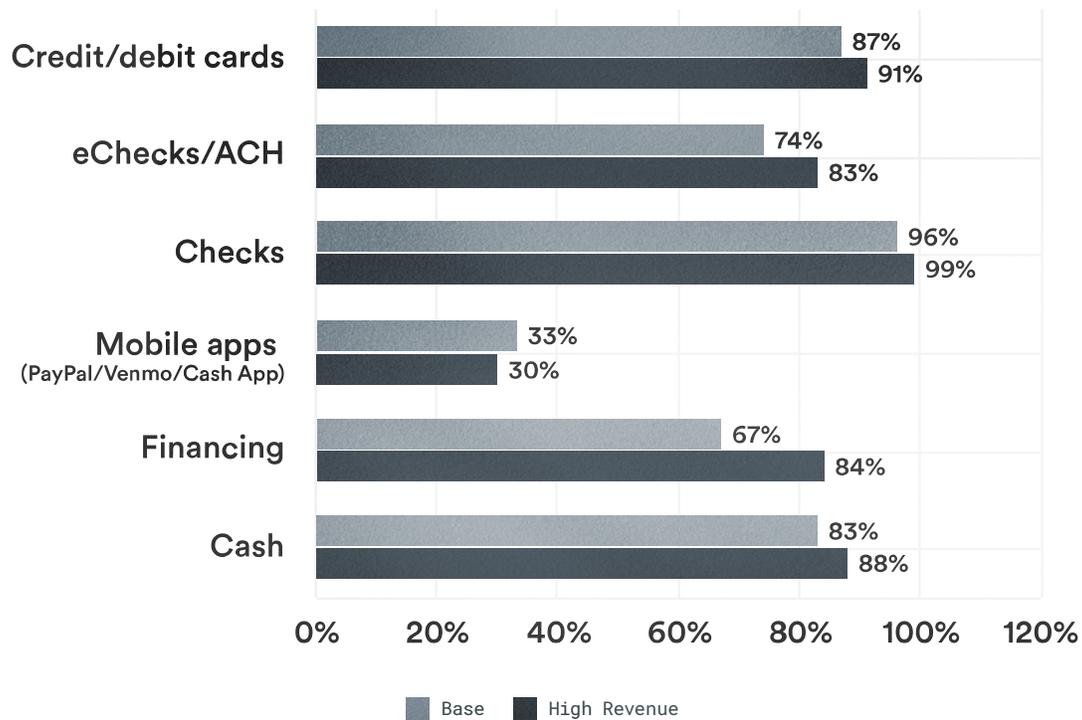
Synopsis

83% of roofers earn a profit margin of 10-40% per job, but some are even getting up to 70%.

How to nail it

If you get less than 10% profit on any job, you're shorting yourself. Increase your margins to increase your revenue.

What types of payment do you accept?



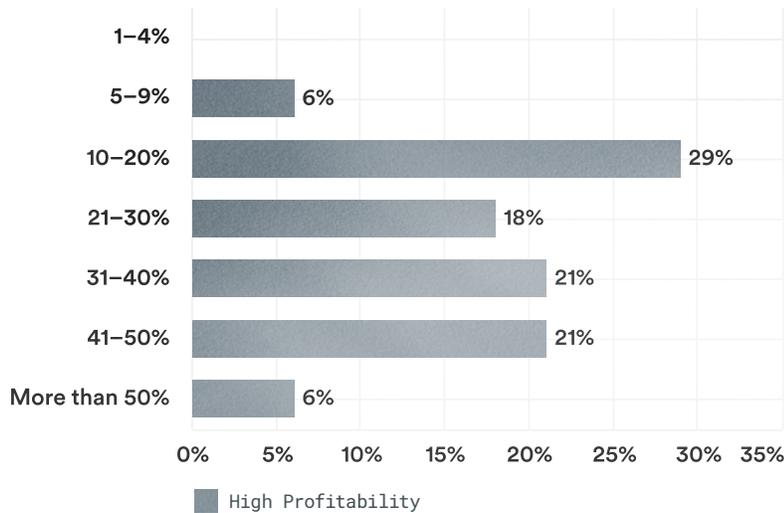
Synopsis

High-revenue companies accept more payment types in every category except mobile apps.

How to nail it

If you want more revenue, you need more ways to accept money. Meet your customers where they're at to reduce friction and improve profits.

What is your average markup on materials?

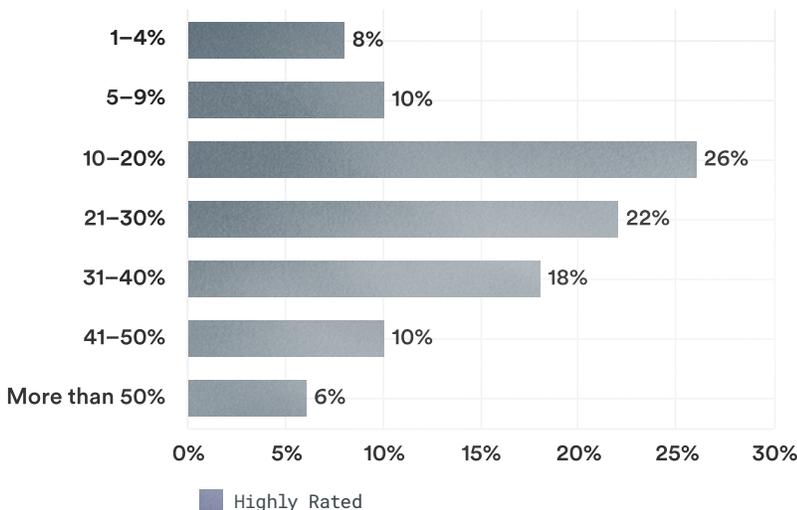


Synopsis

Nearly 70% of high-profitability companies charge between 10 and 40% for material markup.

How to nail it

Don't leave money on the table. You've got a wide window to play with, so find the sweet spot for your business within that range.



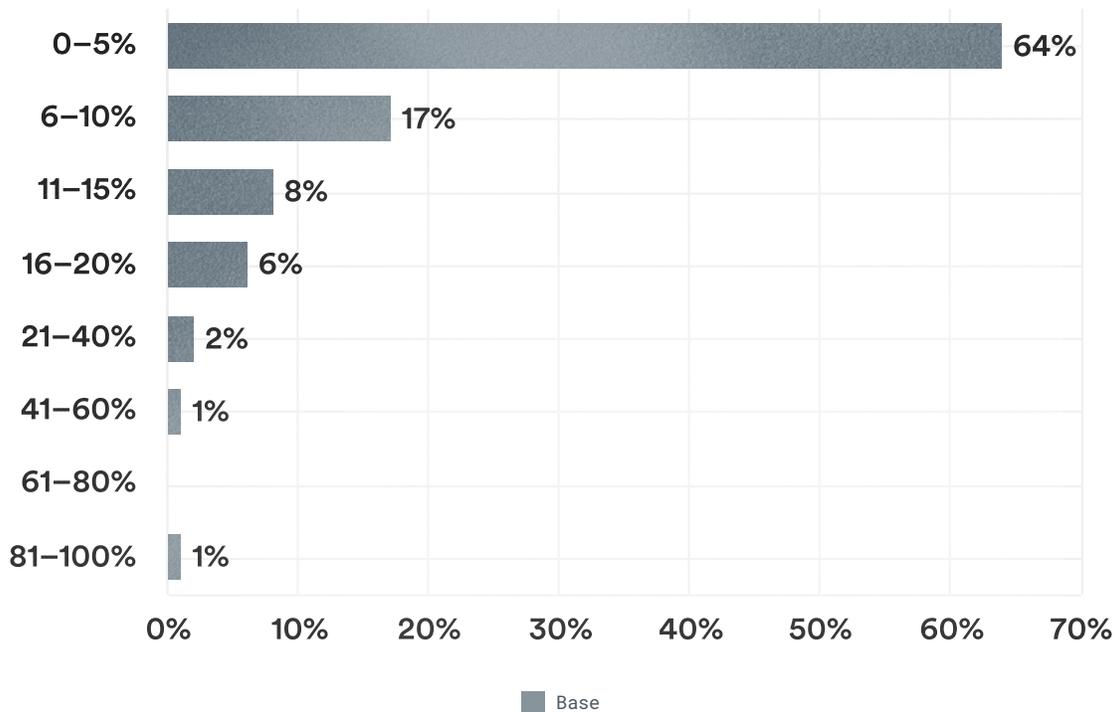
Synopsis

Most highly rated companies are in the 10-30% markup range.

How to nail it

If you brand yourself as a high-end company, you need to provide a high-end experience. Everything has to align because perception is reality.

What percentage of your customers are past due on their invoices?



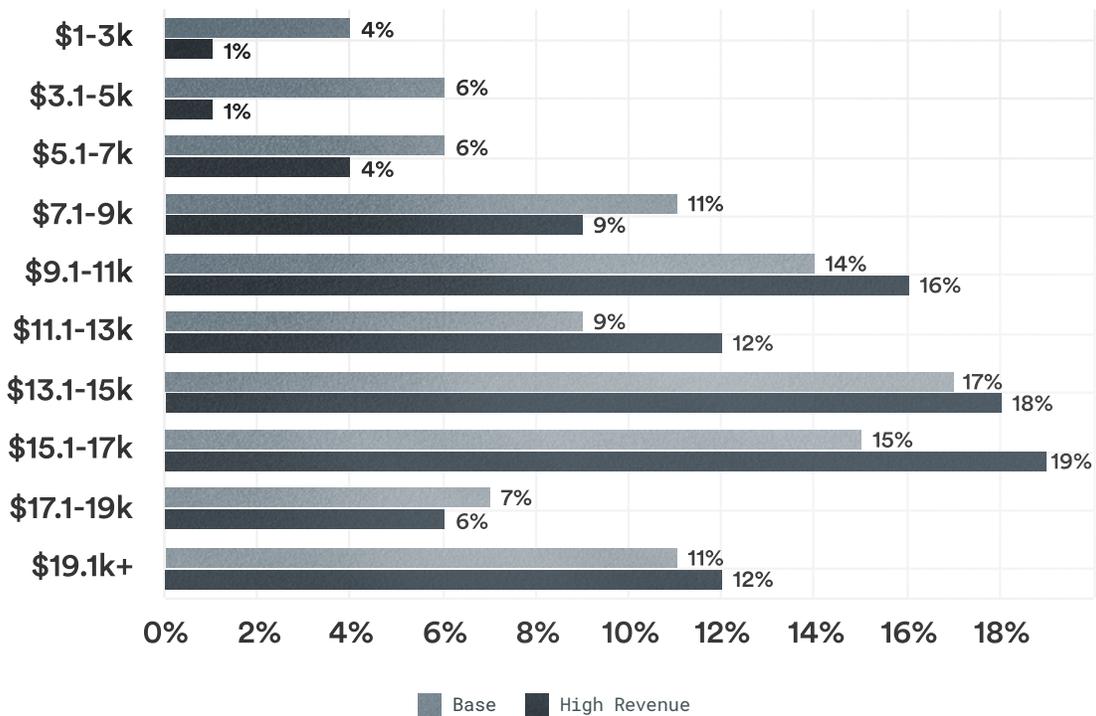
Synopsis

For the majority of roofers, 0-5% of their customers have past-due invoices.

How to nail it

Most roofers that we surveyed don't have overdue invoices. If you have more than 5% past-due invoices, it's time to work out a new strategy for collecting payments, and offering credit card processing will make it easier for more customers to pay you.

What's the average amount your customers are financing?



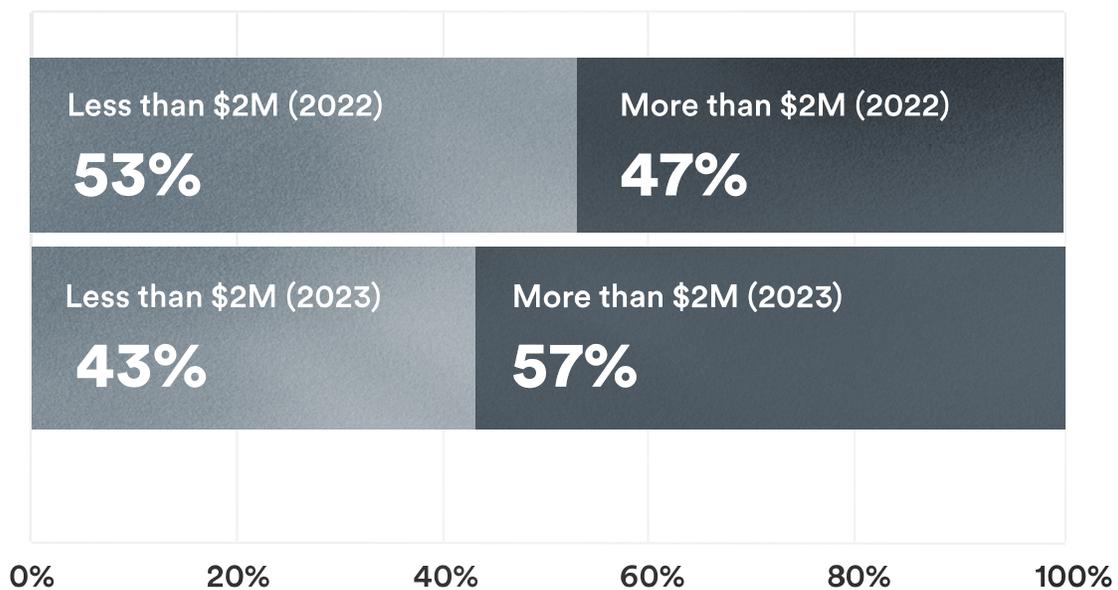
Synopsis

Over 50% of surveyed roofing contractors are seeing an average financing amount of \$7–15k.

How to nail it

Financing isn't just for "big" jobs. Work with a dependable financing provider to give your customers more ways to pay for your services.

Annual Revenue: 2022-2023



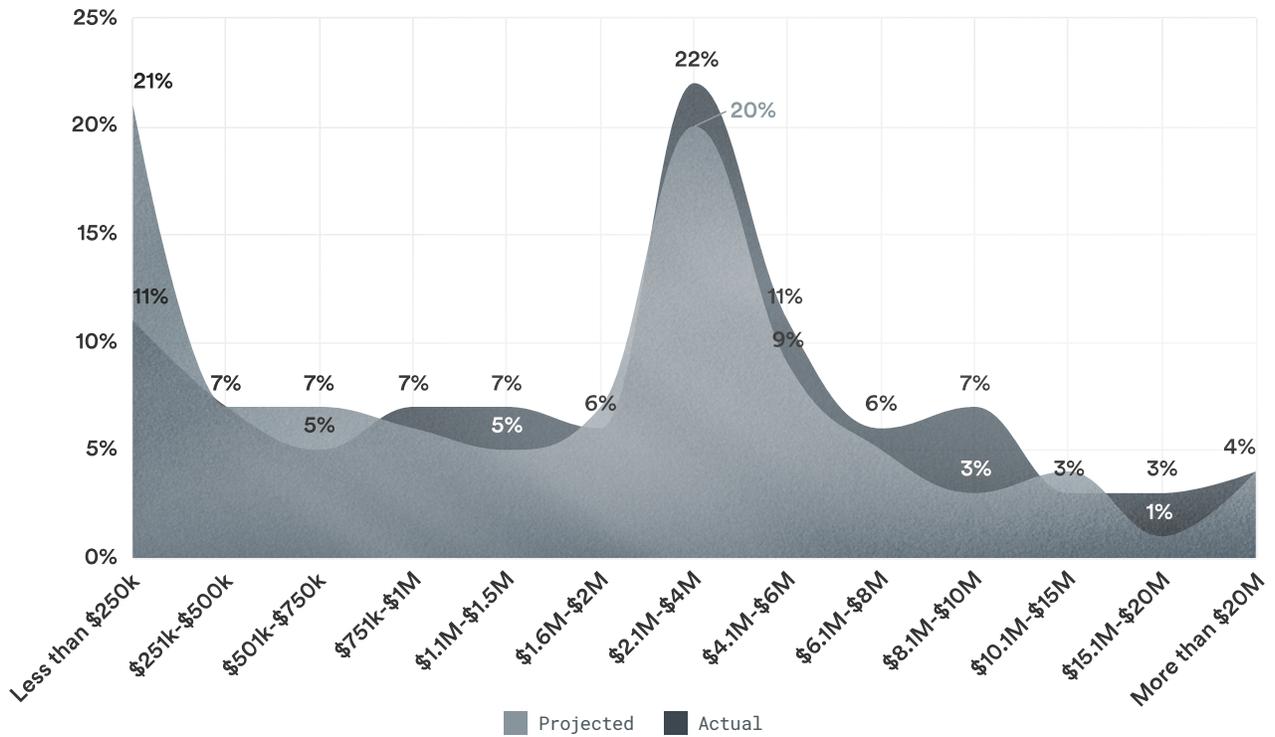
Synopsis

53% of roofers surveyed earned less than \$2M in 2022, but that number decreased to 43% in 2023.

How to nail it

We're seeing a shift in this graph, which could be due to several things like consolidation in the industry, inflation, or bigger jobs.

2023 Annual Revenue: Projected vs. Actual



Synopsis

34% of roofers surveyed said they would earn over \$20M in 2023, but only 4% actually made it.

How to nail it

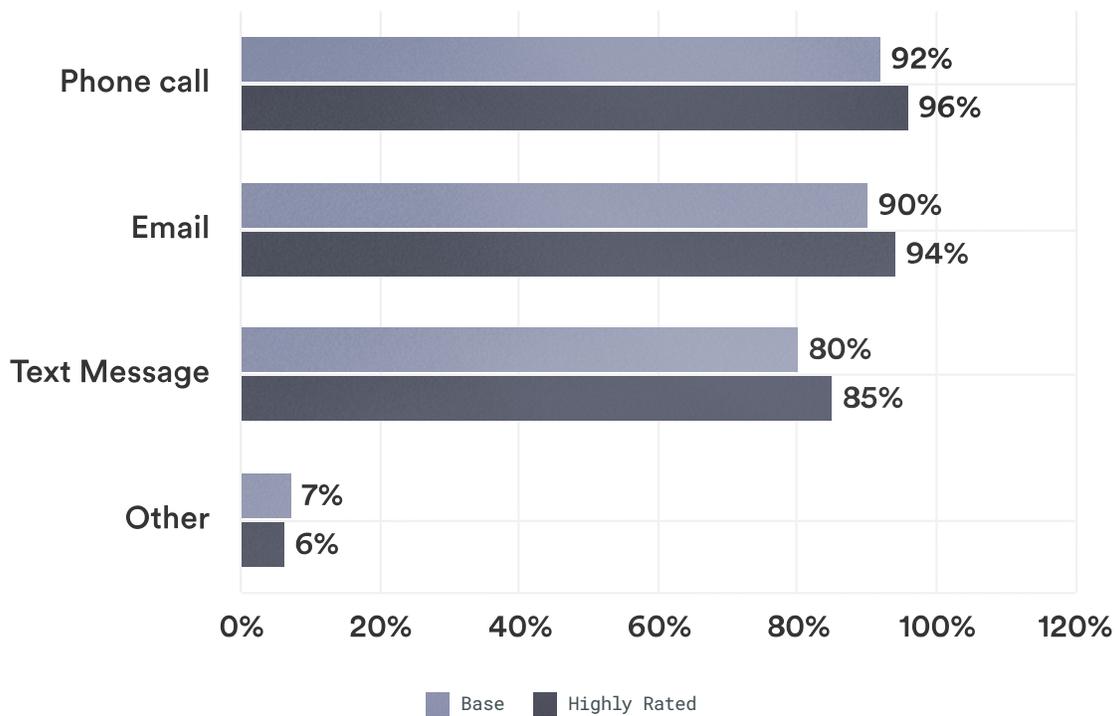
It's good to set your sights on high revenue goals, but you also need to be realistic and make sure you have the right processes to reach them.

Communication

“The early bird catches the worm. If you want to be the top roofer in your area, you need to have a plan to reach out to new leads within minutes. You also need to reach out in the way most homeowners want to hear from you, and more often than not, that means text messaging.”

TRENT CHAPMAN
CO-FOUNDER, KING CONSTRUCTION AND RESTORATION LLC

How are you following up with your customers?



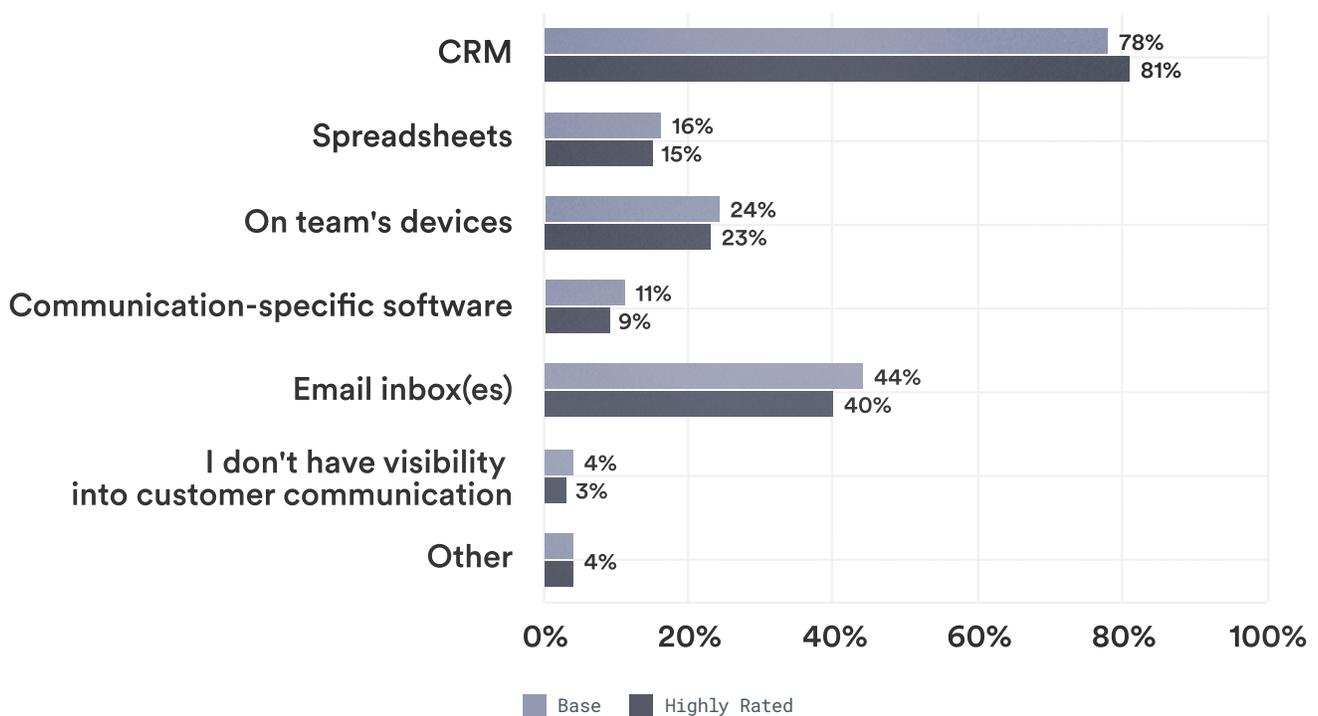
Synopsis

Highly rated companies are reaching out more with phone calls, emails, and texts.

How to nail it

Everyone wants to hear from their roofer in different ways. Be sure to ask homeowners how they'd prefer to communicate with you and empower your team to communicate accordingly.

Where do you store all of your customer communication?



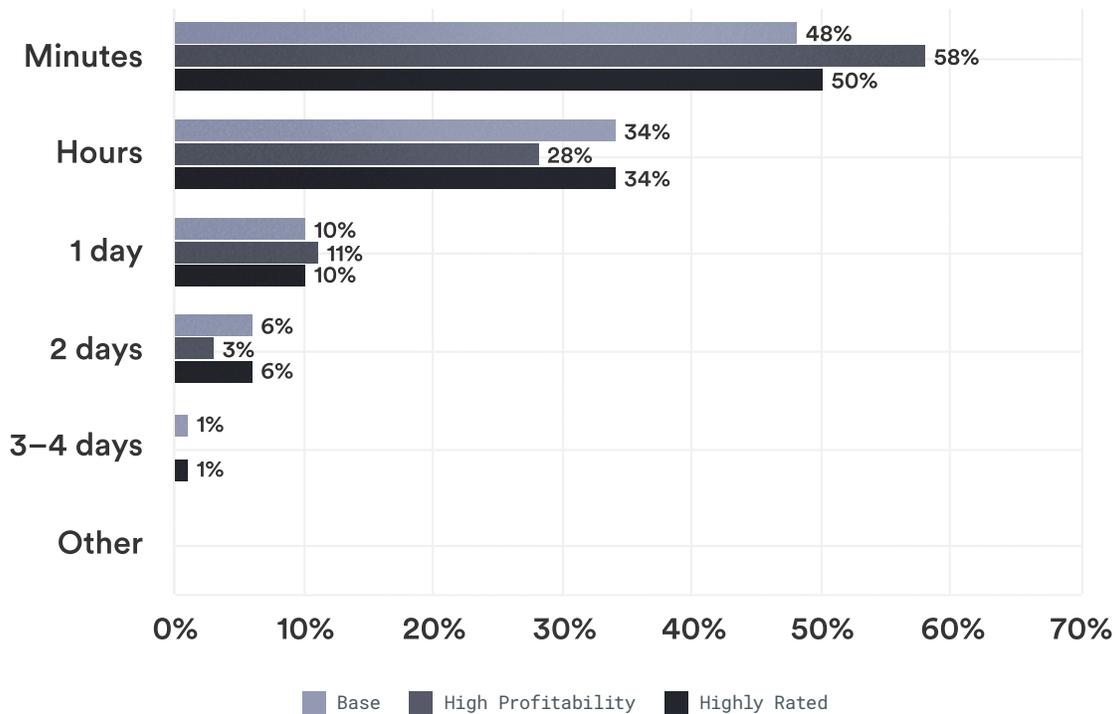
Synopsis

Highly rated companies are more likely to keep customer communications in a CRM and less likely to keep them in an email inbox.

How to nail it

Don't keep all your communications in an email inbox. You can easily lose that information if someone goes on vacation or quits. A CRM makes customer communication easily accessible to everyone in the company so you can provide a better customer experience.

How long does it take your company to reach out to a lead?



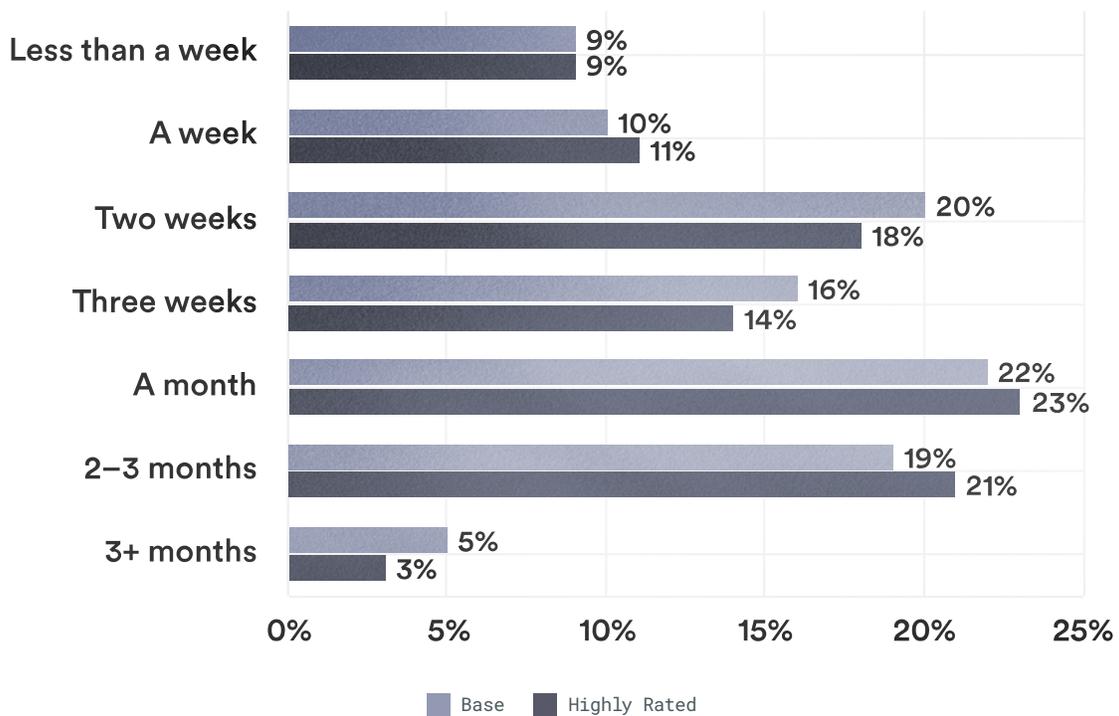
Synopsis

Over half of high-profitability and highly rated companies reach out to a lead within minutes.

How to nail it

Strike while the iron is hot! Get to your potential customers as soon as possible to increase their odds of converting into a job.

How many times do you reach out to a customer, from lead to end of job?



Synopsis

Half of highly rated roofing companies reach out to their customers 7–12 times from when they come in as a lead to when they close the job.

How to nail it

It's better to communicate with your customers more rather than less, but there is a sweet spot. Job length should influence the number of touchpoints, but the standard is between 7 and 12.

“In my experience, if you ever have an unhappy customer, there are only two reasons that they might be unhappy, and it either always boils down to communication or site cleanup at the end of the job.”

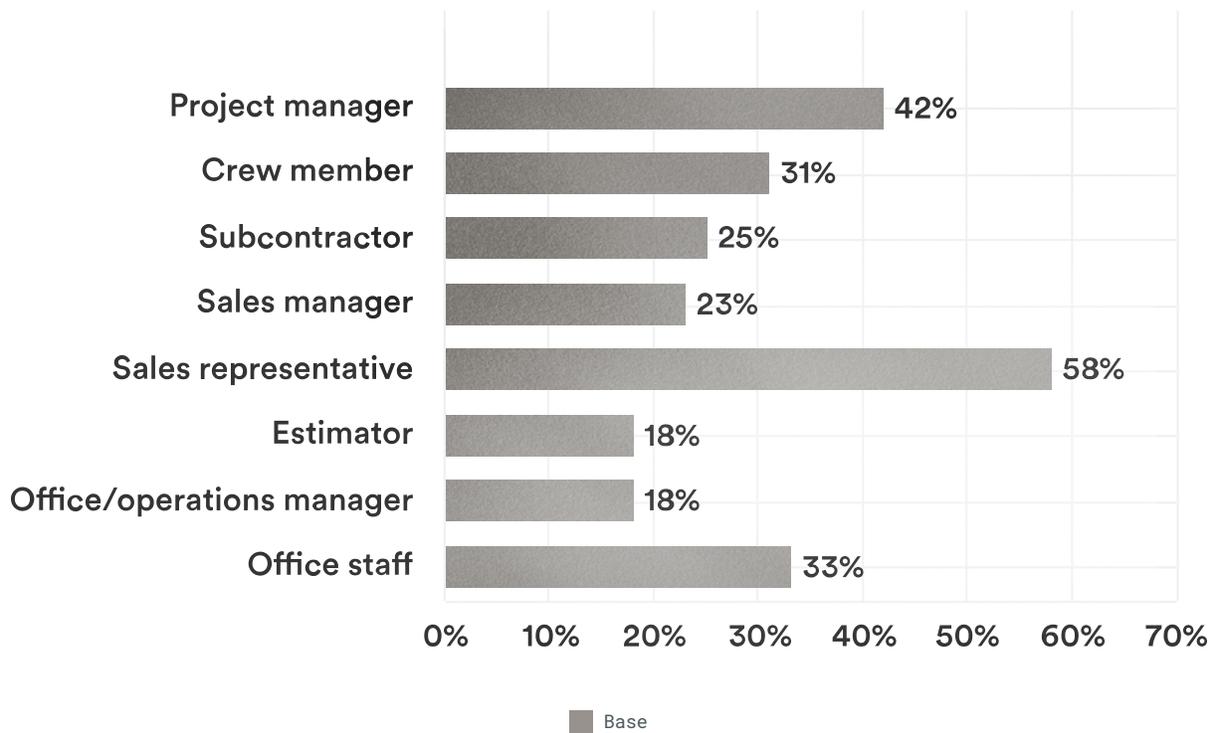
RYAN SHANTZ
CEO, SUMOQUOTE

Team & Culture

“Company values are the guiding principles of any good company. Your roofing business needs to have simple and powerful values your employees know by heart and your customers can feel through every interaction.”

JARED OLSEN
VICE PRESIDENT OF PEOPLE EXPERIENCE, JOBNIMBUS

What roles do you want to hire for next year?

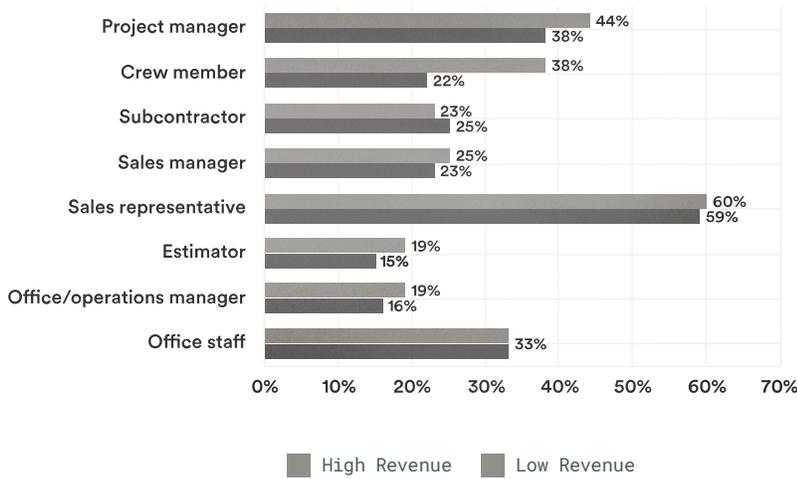


Synopsis

Sales reps are the most in-demand role in roofing for 2024.

How to nail it

Who you hire in 2024 should depend on where you're at and what you want to accomplish next year. Keep in mind, though, that you might face more competition when hiring for sales roles in 2024.

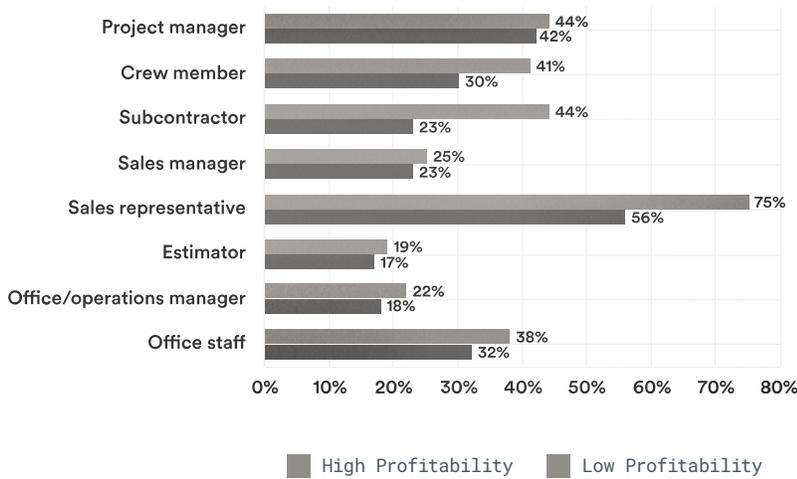


Synopsis

High-profitability roofing businesses want more sales reps and subcontractors than low-profitability companies.

How to nail it

Subcontracting out work can lead to higher profitability, but make sure the subcontractors you hire will provide the same level of quality in their work that you do.

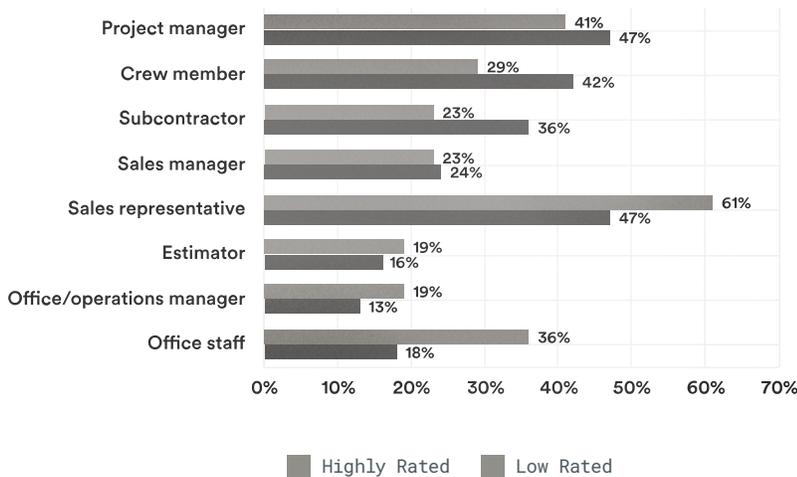


Synopsis

High-revenue companies are more focused on hiring crew members and project managers to build out their own teams.

How to nail it

Make your current employees more effective, so you won't have as much of a need to hire.



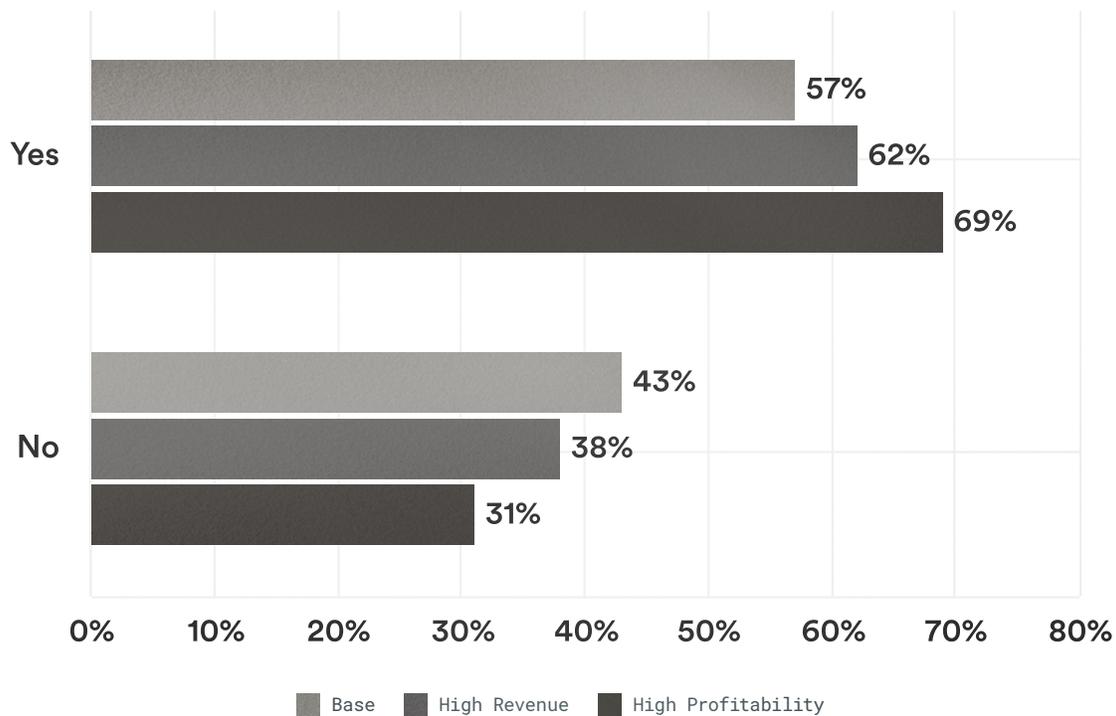
Synopsis

Highly rated companies want to hire office staff more than their low-rating counterparts in the coming year.

How to nail it

An optimized office staff will help keep your business firing on all cylinders. Get the right people and processes in your business to provide your customers with a better experience.

Do you have a consistent way of tracking employee performance and potential?



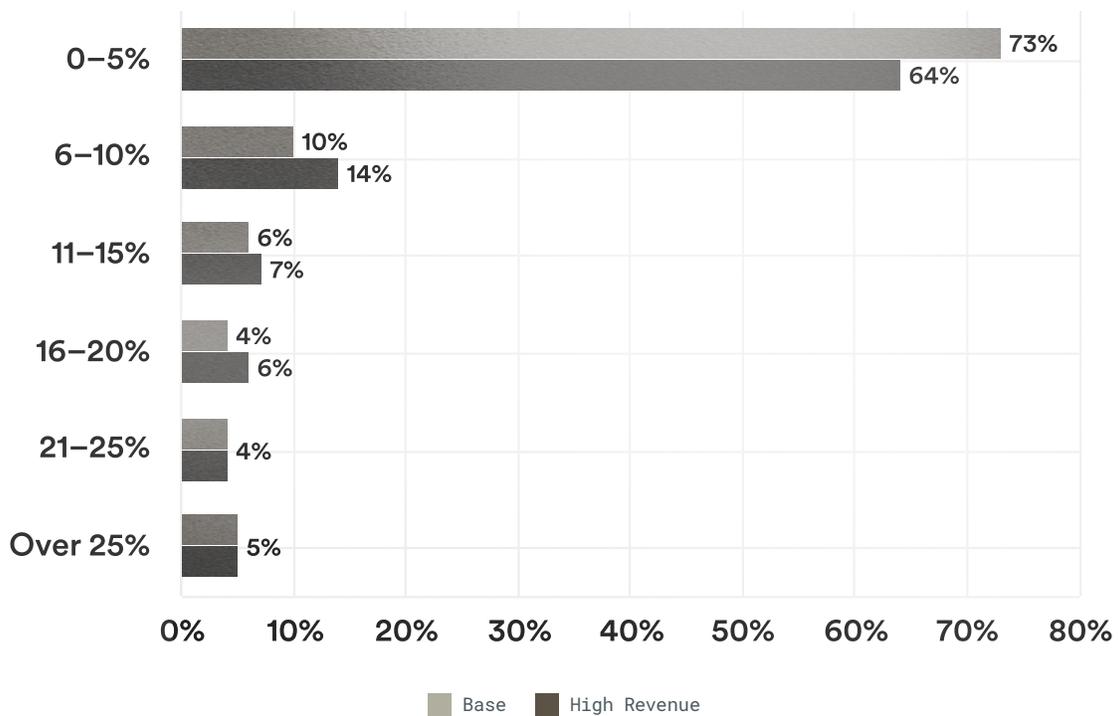
Synopsis

High-profitability and high-revenue companies are more likely to track employee performance.

How to nail it

You can't tell how well your employees are doing if you don't track their success. Have performance metrics in place for all your employees and review them together monthly if you want to be profitable.

What percentage of your workforce left your company this year?



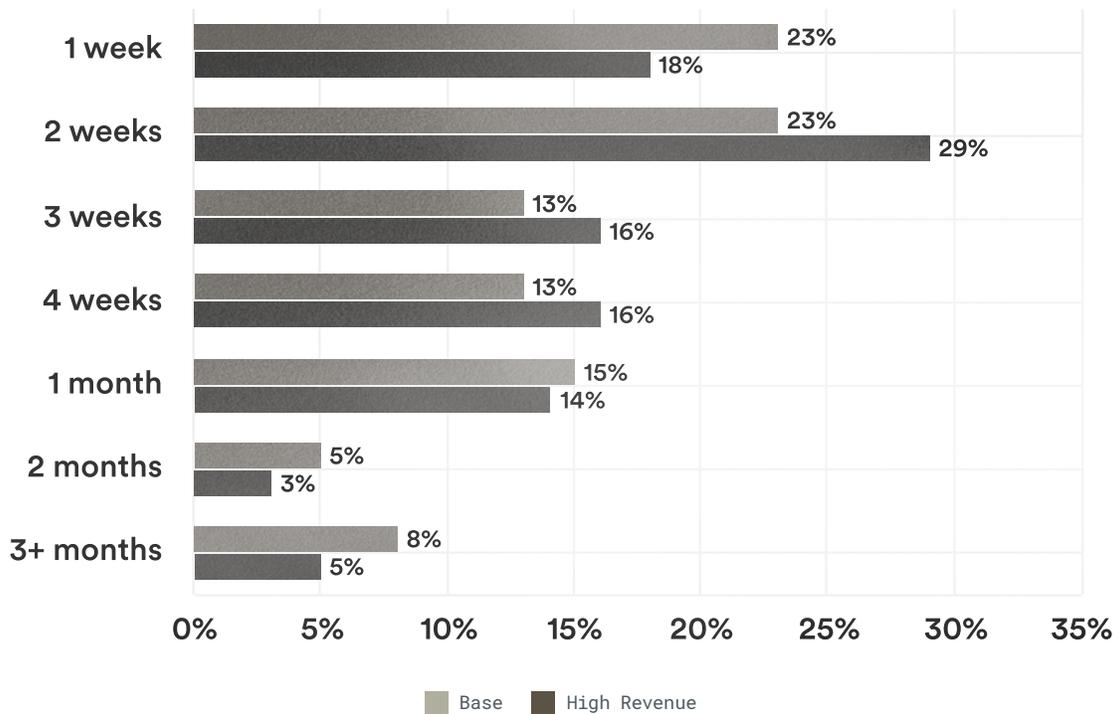
Synopsis

High-revenue roofing companies generally lost a higher percentage of employees in 2023.

How to nail it

If you're growing at the expense of your employees, try thinking about how you can invest in them as you grow. Consider low-cost, high-impact ways to improve employee satisfaction: company parties, awards, anniversary celebrations, free food, or wellness programs.

How long does it typically take for your company to fill a position?



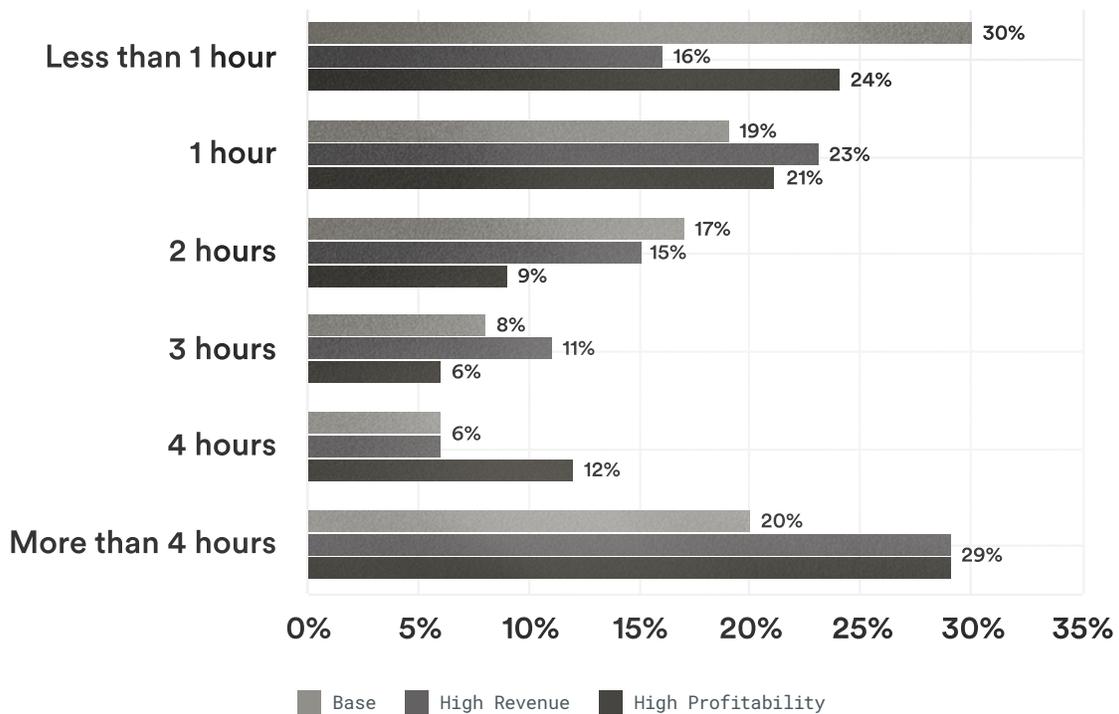
Synopsis

About 60% of high-revenue roofing companies fill positions within 3 weeks.

How to nail it

While getting someone to fill the job is important, it's more important to find the right fit. Take your time to find the right person for the job so they don't churn out.

How much time per week do you spend training your sales and office employees?



Synopsis

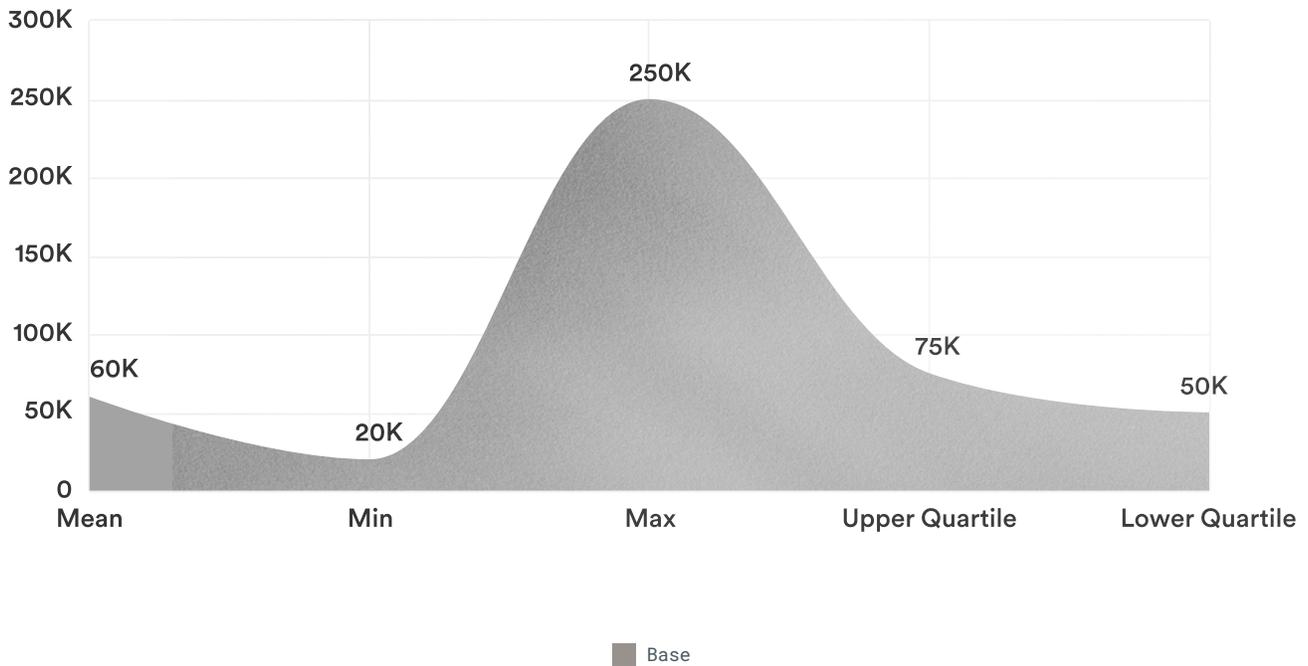
High-profitability and high-revenue companies generally spend more time training their sales and office employees.

How to nail it

Training has its place in your work week, but don't let it take over your employees' schedules to the point that there isn't time to get projects done.

What is the average salary* for your installers?

**(not including overtime or commissions)*

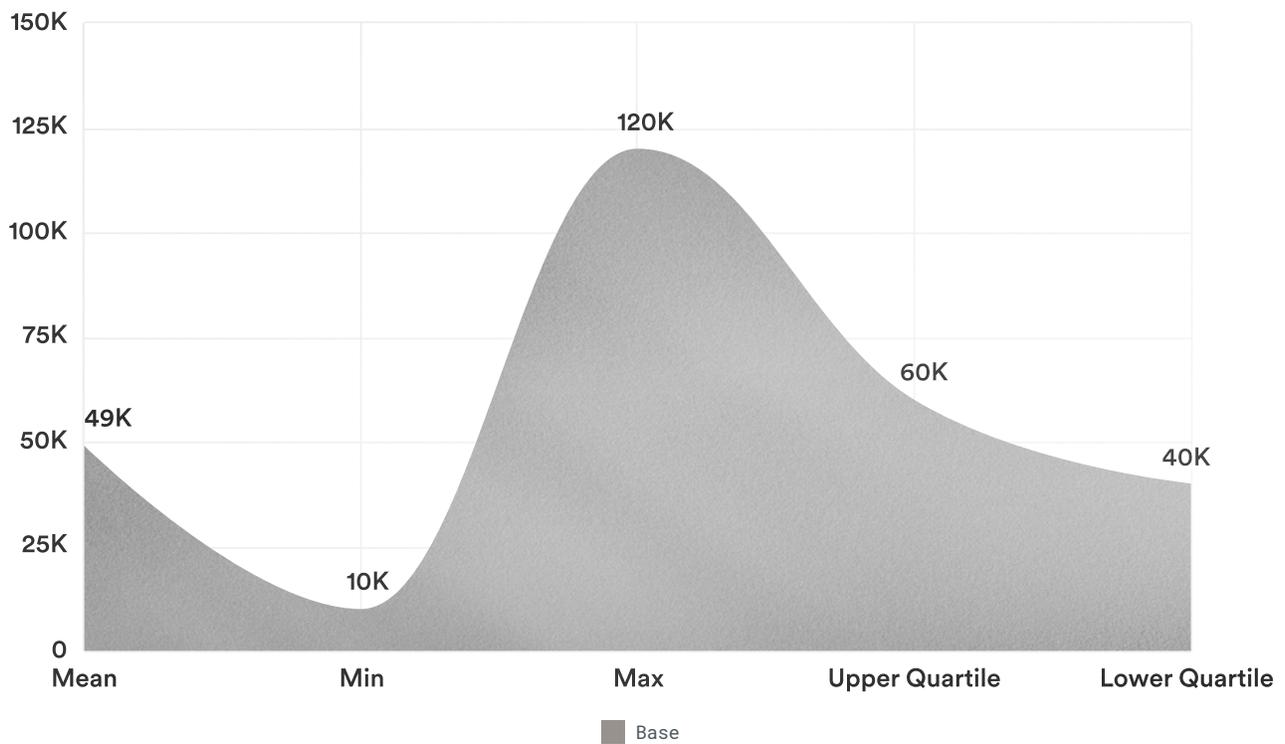


Synopsis

Not including overtime or commissions, an average roofing installer's salary is \$60k, but it can go as low as \$20k and as high as \$250k.

What is the average salary* for your office staff?

**(not including overtime or commissions)*

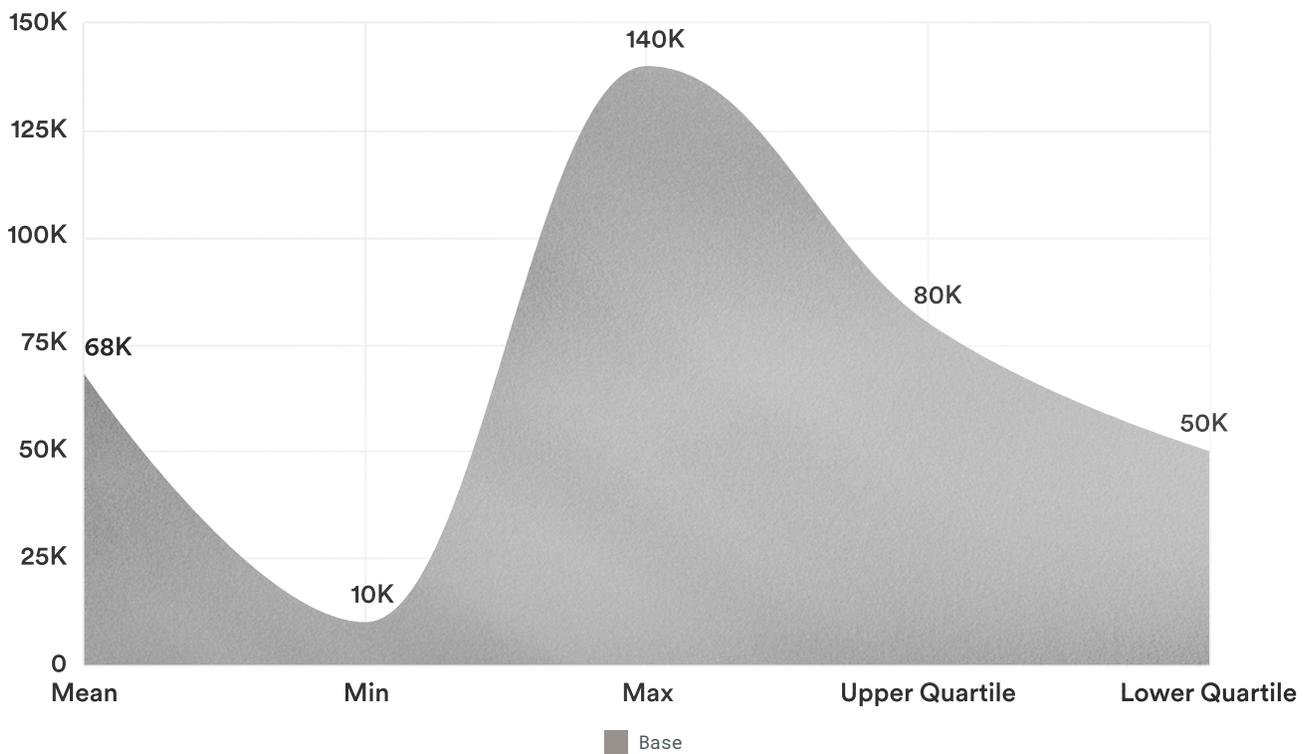


Synopsis

An average office staff salary is \$49k, not including overtime or commissions, but it can go as low as \$10k and as high as \$120k.

What is the average salary* for your production managers?

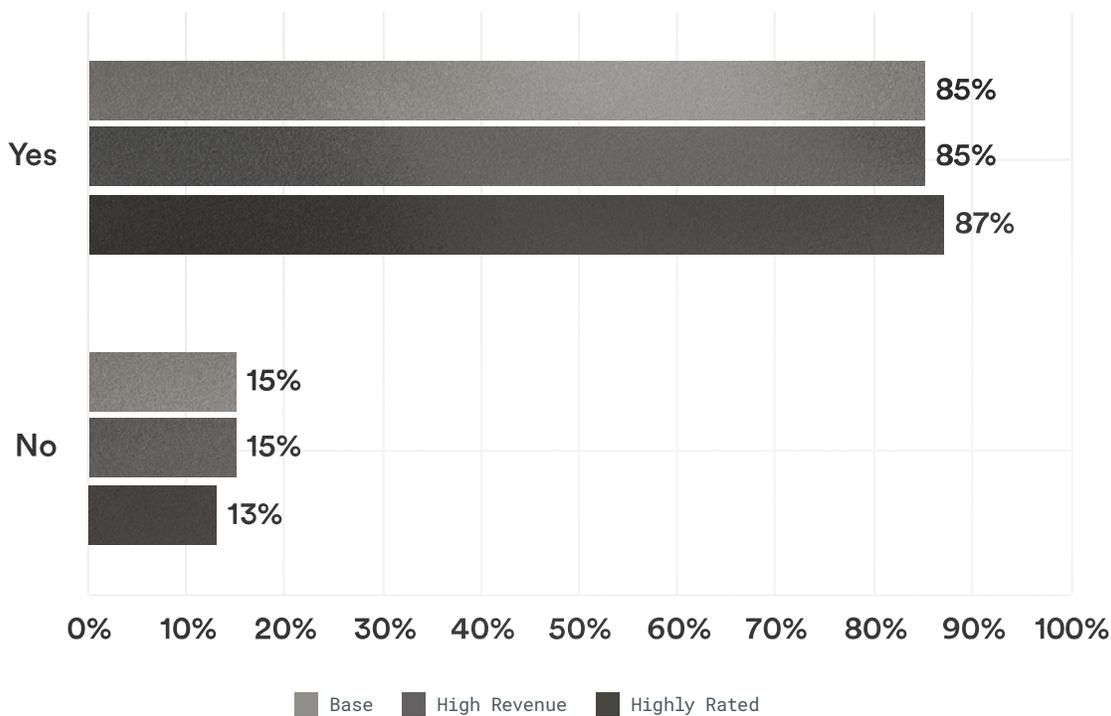
**(not including overtime or commissions)*



Synopsis

An average production manager's salary is \$68k, not including overtime or commissions, but it can go as low as \$10k and as high as \$140k.

Does your roofing business have company values?



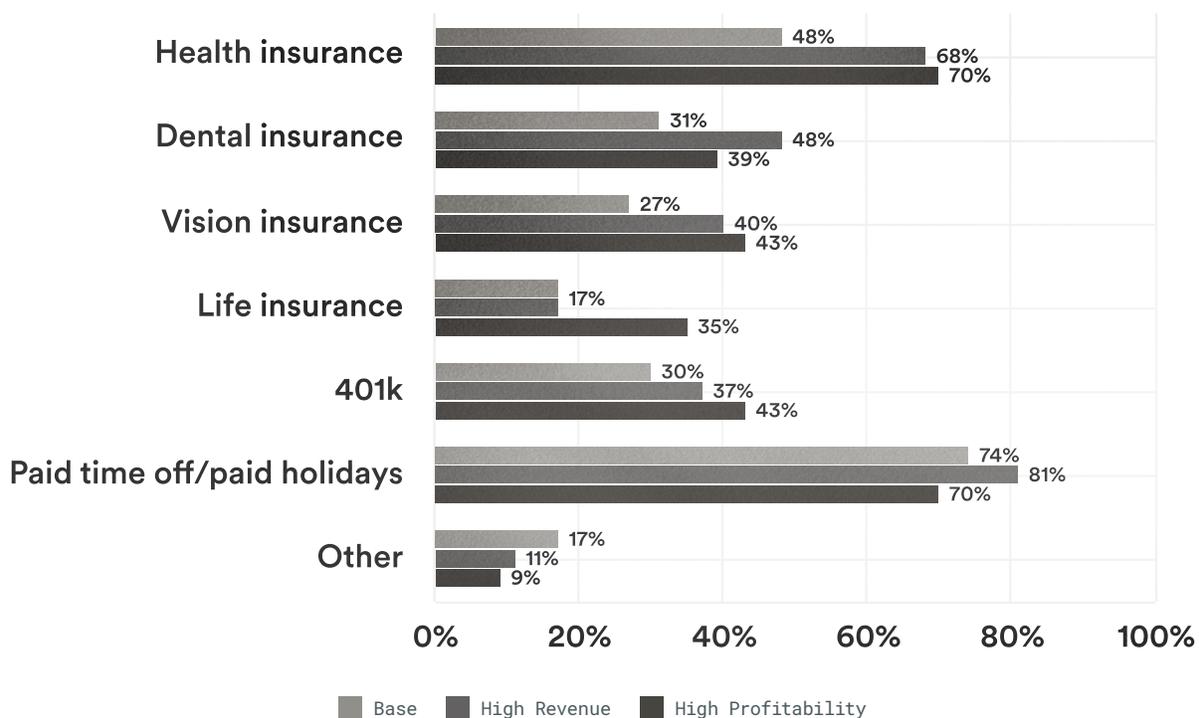
Synopsis

Most roofing companies do have company values. High-revenue and highly rated roofing businesses are more likely to have company values.

How to nail it

Company values give your employees something to rally behind and are a guiding compass for your business decisions. If you don't already have company values, it's time to choose some that reflect the way you run your business.

What benefits does your company offer?



Synopsis

Paid time off is the most common benefit in the companies we surveyed. High-profitability and high-revenue companies typically offer more benefits.

How to nail it

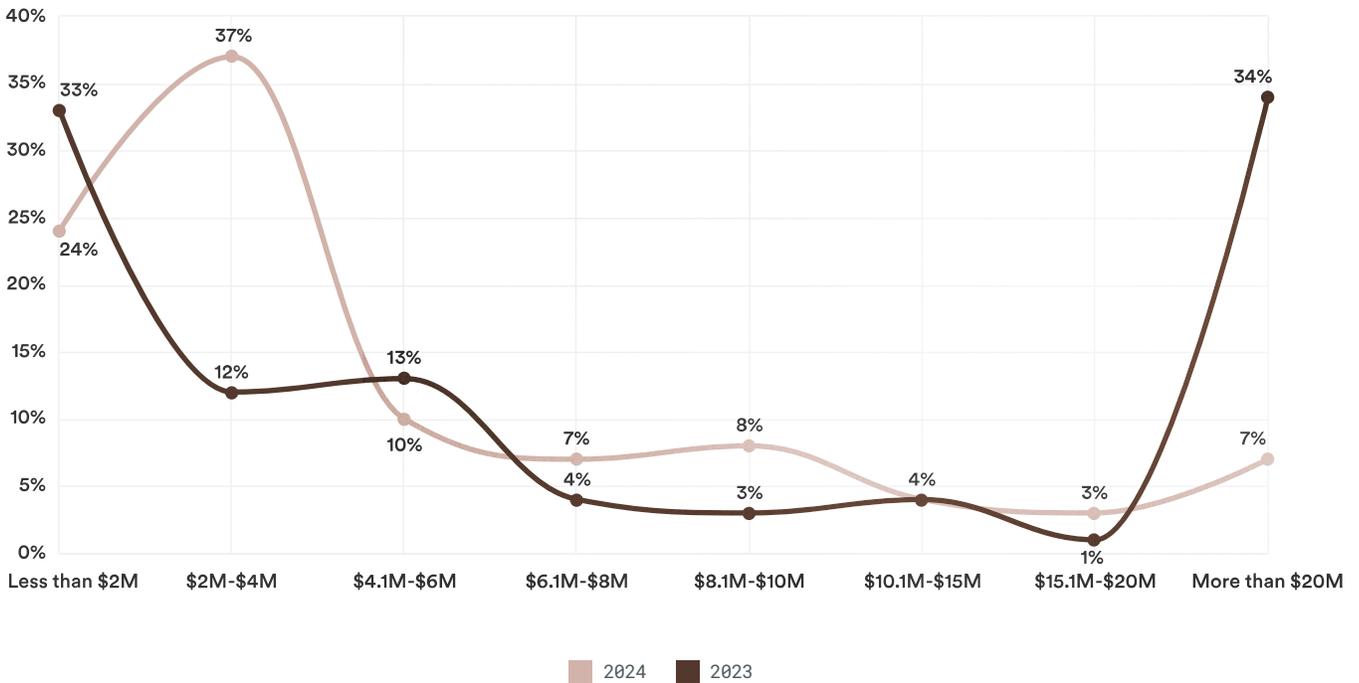
As you're growing, you should offer more benefits proportionally to that revenue. Consider offering vision and 401k to your benefits package this coming year to be more competitive in the job market.

Future Outlook

“Although the future is uncertain, you’ll naturally hit your goals by building a great company.”

MARK NOVAKOVICH
CFO, **JOBNIMBUS**

Projected Annual Revenue: 2023 vs. 2024



Synopsis

Roofers are being much more realistic about their 2024 revenue goals than they were about their 2023 revenue projections.

How to nail it

No matter your revenue, make sure you can back your revenue goal with numbers. Whatever your goal is, make sure you work backward to build your plan of attack to accomplish it. For example, know how many roofs you need to do in 2024 to hit your revenue target. Knowing that number will keep your goal measurable and attainable.

2024 Roofing Industry Predictions

The Bad

“I predict that in-house financing will be utilized more as insurance companies pay out less on claims.”

“Customers are going to be holding their money closer to their chest with the current state of the economy and the value of our dollar. Customers will be looking for value and honesty in a contractor.”

“Narrowing profit margins as the insurance industry tightens their payouts and as costs continue to rise.”

“Material shortages.”

The Good

“It should be a great year, considering the amount of work left over from 2023.”

“I am optimistic and expect the roofing market to grow in the next 10 years and reach an estimated value of \$37 billion.”

“Hopefully, a boom in sales due to increased home buying.”

“Another great year ahead of us to help homeowners with their roofing needs.”

In General

“More emphasis on online estimates.”

“Solar, metal shingles, and new abstract colorways.”

“Roofing companies will need to diversify their offerings, and more companies will need to go digital to stay relevant: no more handwritten estimates, instant online quoting, social media presence, and YouTube content creation for their customers.”

“Increased desire for professionalism, increasing difficulty to find quality workers, increasing prices. Everyone needs to start charging for estimations.”

What industry news concerns you?

Deductible amounts
Insurance rates
Material shortages

Fraud

Inflation and War

Interest rates
Rising material costs
Looming recession

Lack of rain and hail
Finance pricing increases

Insurance companies
leaving the state

Getting products
in on time

Insurance carriers
raising deductibles
Real estate market
high interest rates

Rising equipment
and fuel costs

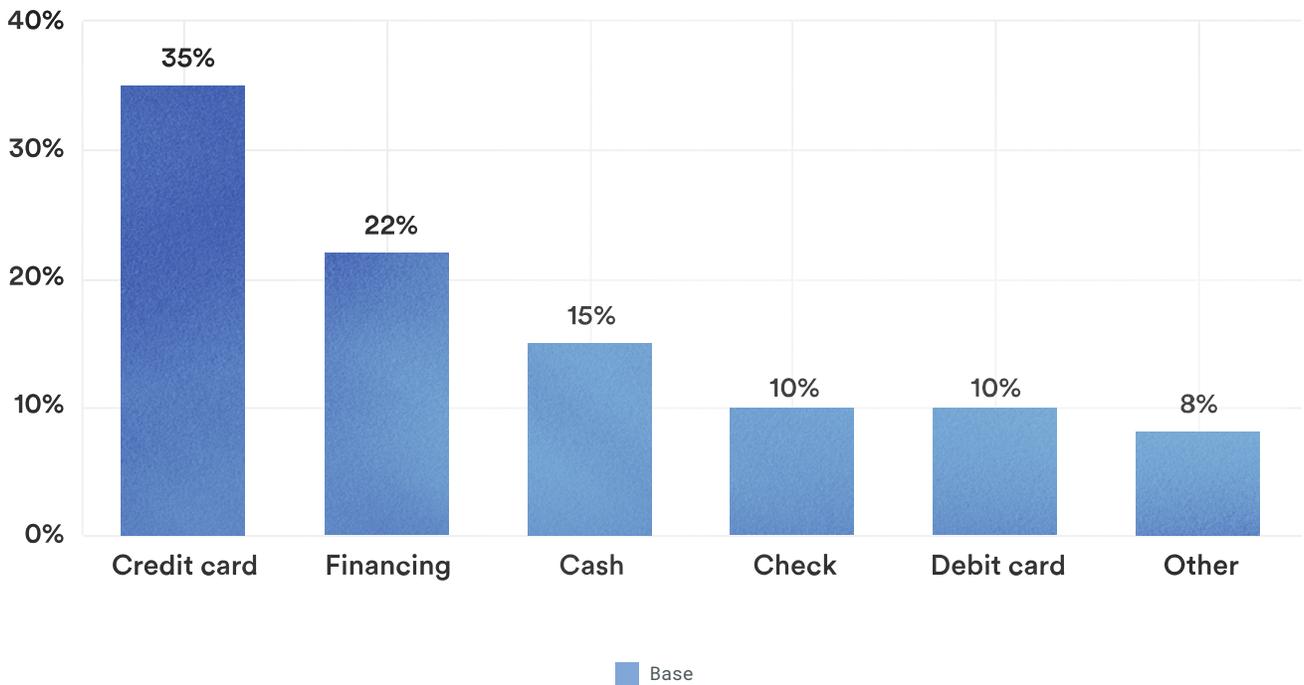
Workers' comp
insurance

Defects in shingles

Homeowner Perspective

We surveyed homeowners to find out what they really want from roofing companies. Here's what we found out.

How do you prefer to pay for your roofing projects?



Synopsis

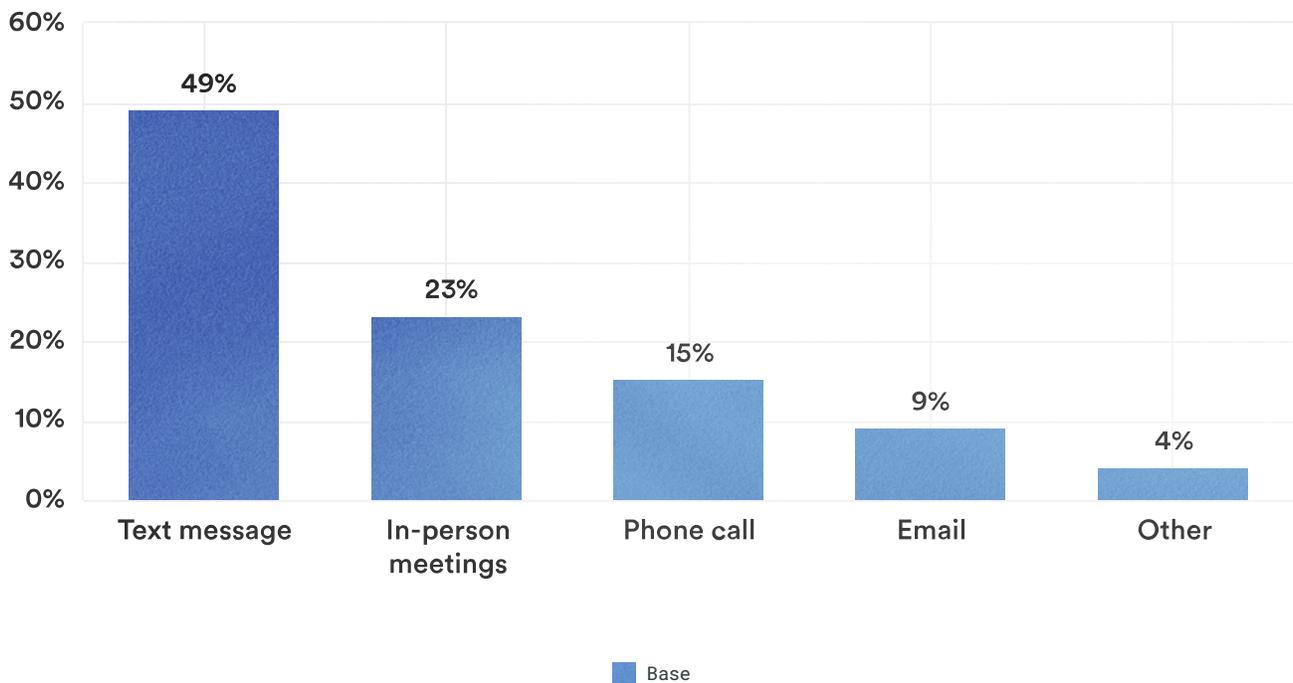
By far the most desired payment method for homeowners is credit card.

How to nail it

Offer credit card and financing options to give customers the experience they want.

47

What is your preferred method of communication with your roofer?



Synopsis

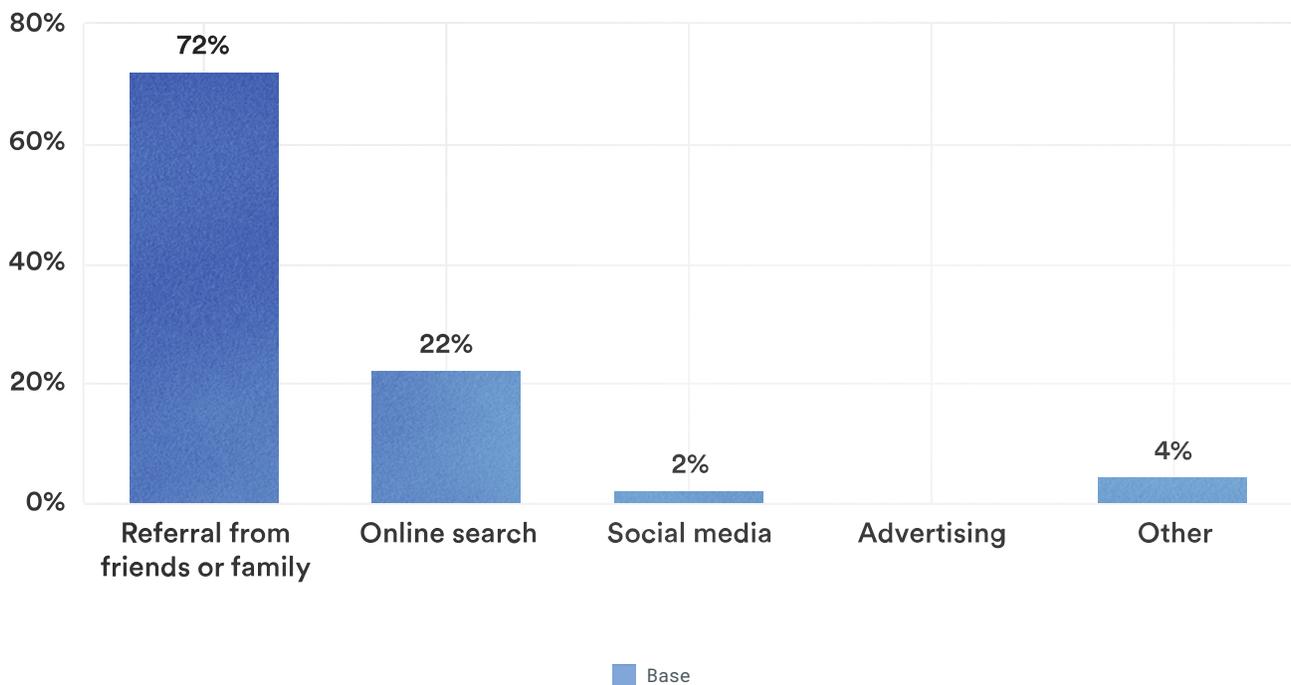
Homeowners like getting text messages from roofers 2x more than they like in-person meetings.

How to nail it

Different communication channels can be better for different parts of the process, but keep homeowners happy by communicating with them in person and over text. It's okay to keep communication casual.

48

How do you typically choose your roofer?



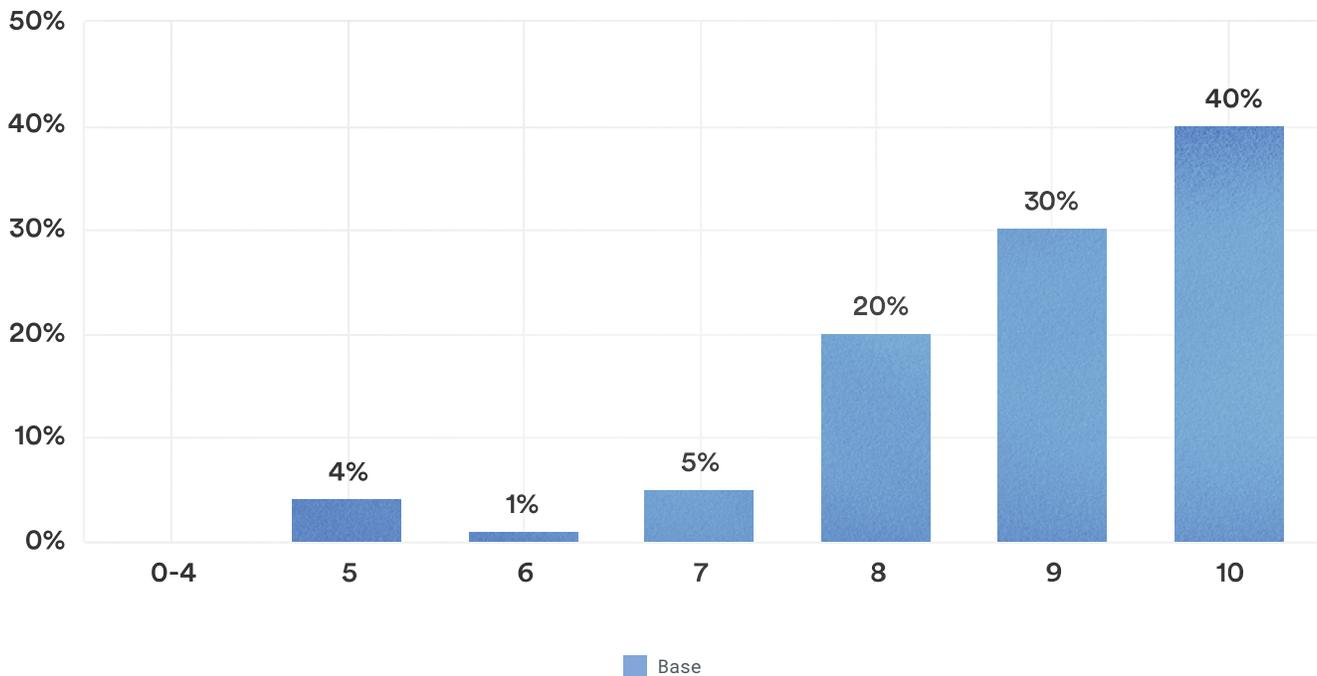
Synopsis

Over 70% of homeowners pick their roofer based on a suggestion from a friend or family member.

How to nail it

While you don't want to solely depend on referrals, don't underestimate the power they have on your leads. Give each customer such a great experience that your company is the first they think of for roof work.

How important are reviews to you when choosing a roofing company?



Synopsis

40% of homeowners believe reviews are super important when choosing a roofing company.

How to nail it

Homeowners rely on reviews when deciding which roofer to work with. Be sure to highlight positive reviews all over your website and remind happy customers to leave you a review online.

