

Roofing Storm Damage Photo Checklist

A free storm-damage photo checklist for roofing companies that want better intake quality, faster estimate prep, and stronger homeowner guidance after weather events.

Roofing owners, office managers, estimators, and intake teams

GUIDE

A free storm-damage photo checklist for roofing companies that want better intake quality, faster estimate prep, and stronger homeowner guidance after weather events.

WHAT THIS ASSET COVERS

- A homeowner-friendly photo shot list for roofline, leaks, attic signs, and exterior damage
- A field for urgency, tarp status, and insurance context
- Estimator notes for what to verify on-site after the first contact

USE THIS WHEN

1. Storm volume spikes and homeowners need clearer instructions
2. Your team wants better pre-visit intake before dispatching an estimator
3. Insurance and documentation expectations are creating confusion early in the process

WORKING ASSET

ROOFING STORM DAMAGE PHOTO CHECKLIST

Use this checklist to guide homeowners before the estimator arrives. Better intake photos mean faster qualification, cleaner insurance conversations, and less wasted scheduling.

ASK FOR THESE PHOTOS FIRST

1. Front elevation of the house
2. Rear elevation of the house

3. Each roof slope visible from the ground
4. Close-up of missing shingles, flashing damage, lifted edges, or punctures
5. Interior leak spots, ceiling staining, or wet insulation
6. Gutters, downspouts, and visible debris impact
7. Any temporary tarp or emergency patch already installed

CAPTURE THESE DETAILS

- date storm damage was first noticed
- active leak or no active leak
- interior staining present or not
- insurance claim started or not
- best contact and best appointment windows

INTAKE NOTES FOR THE OFFICE

- mark jobs with active interior leaks as same-day review candidates
- ask whether photos can be texted before the call ends
- note if the customer has already contacted insurance

HOMEOWNER GUIDANCE MESSAGE

Please send wide photos first, then close-ups. If it is safe, include interior leak photos and any visible damage near gutters, flashing, or fallen debris. Do not climb the roof.

SUGGESTED ROLLOUT

1. Add this checklist to your storm-response text sequence.
2. Train CSRs to request wide shots before close-ups.
3. Use the same intake order on every storm lead.

DEPLOYMENT NOTES

HOW STRONG TEAMS ACTUALLY USE THIS ASSET

- Assign one accountable owner instead of letting "Roofing Storm Damage Photo Checklist" become shared but unmanaged work.
- Use it with roofing owners, office managers, estimators, and intake teams in a weekly rhythm so the asset drives decisions rather than sitting in a folder.

- Decide in advance what counts as green, watch, and red performance so the team knows when to escalate.
- Capture learnings directly in the document every week so the asset becomes smarter over time instead of resetting to zero.

BEST DEPLOYMENT SEQUENCE

- Storm volume spikes and homeowners need clearer instructions
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WHAT SEPARATES A SERIOUS VERSION FROM A BASIC TEMPLATE

- Clear ownership for every step, not generic advice without accountability.
- Targets, thresholds, or decision rules that tell the team what good looks like.
- Specific working components: A homeowner-friendly photo shot list for roofline, leaks, attic signs, and exterior damage, A field for urgency, tarp status, and insurance context, Estimator notes for what to verify on-site after the first contact.
- A built-in review cadence so the document becomes part of operations rather than a one-time download.