

Roofing Storm Response Kit

A starter kit for roofing companies that need better post-storm documentation, homeowner guidance, and estimate-ready intake.

Roofing owners, office managers, estimators, and intake teams

GUIDE

A starter kit for roofing companies that need better post-storm documentation, homeowner guidance, and estimate-ready intake.

WHAT THIS ASSET COVERS

- Roofing Storm Damage Photo Checklist
- Front Door Score Tool for Small Businesses
- Booking Readiness Checklist for Small Businesses
- Estimate Follow-Up Cadence Playbook

SUGGESTED ROLLOUT

1. Guide homeowners toward better pre-visit storm documentation.
2. Expose intake and callback leaks before storm volume increases.
3. Tighten booking readiness around inspections and estimates.
4. Follow up on pending storm jobs with more structure instead of guesswork.

WORKING ASSET

ROOFING STORM RESPONSE KIT

This kit helps roofing teams turn storm traffic into organized intake, better estimate readiness, and stronger homeowner confidence.

INCLUDED RESOURCES

- Roofing Storm Damage Photo Checklist
- Front Door Score Tool
- Booking Readiness Checklist
- Estimate Follow-Up Cadence Playbook

RECOMMENDED ROLLOUT

1. Send the photo checklist before every post-storm estimate.
2. Review how quickly office staff turns storm inquiries into appointments.
3. Standardize your follow-up rhythm for undecided homeowners and insurance-related delays.

WHAT GOOD LOOKS LIKE

- homeowners send usable documentation before the first visit
- estimators arrive with cleaner context
- storm leads stop drifting after the first conversation

DEPLOYMENT NOTES

HOW STRONG TEAMS ACTUALLY USE THIS ASSET

- Assign one accountable owner instead of letting "Roofing Storm Response Kit" 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.

30-DAY ROLLOUT SEQUENCE

- Guide homeowners toward better pre-visit storm documentation.
- Expose intake and callback leaks before storm volume increases.
- Tighten booking readiness around inspections and estimates.
- Follow up on pending storm jobs with more structure instead of guesswork.

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: Roofing Storm Damage Photo Checklist, Front Door Score Tool for Small Businesses, Booking Readiness Checklist for Small Businesses, and more.
- A built-in review cadence so the document becomes part of operations rather than a one-time download.