
WIN THE STORM 2026
RESPONSE CLOCK
04:59
LEAD #0417 · SOLD · $21,800
YOUR NEXT 100 JOBS ARE IN
SOMEONE ELSE'S CRM.
Why the first one there wins the job.
CONTRACTOR A · CALLING
CONTRACTOR B · CALLING
CONTRACTOR C · CALLING
YOU · ?



WHO'S TALKING

TRAVIS HARVEGO

VP Business Development, Sales Rabbit

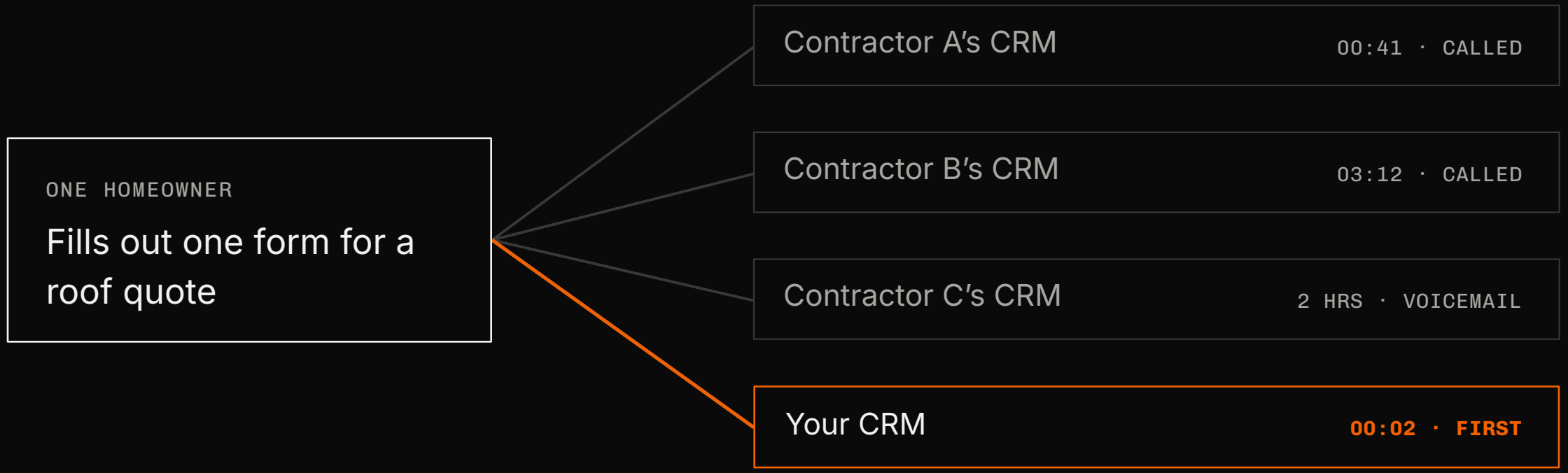
Co-founder and former CEO of ROOFLE

16 years in roofing: door knocker, sales, PM, GM, CEO

Grew a $40M+ exterior contractor

RACE #1 · THE PHONE

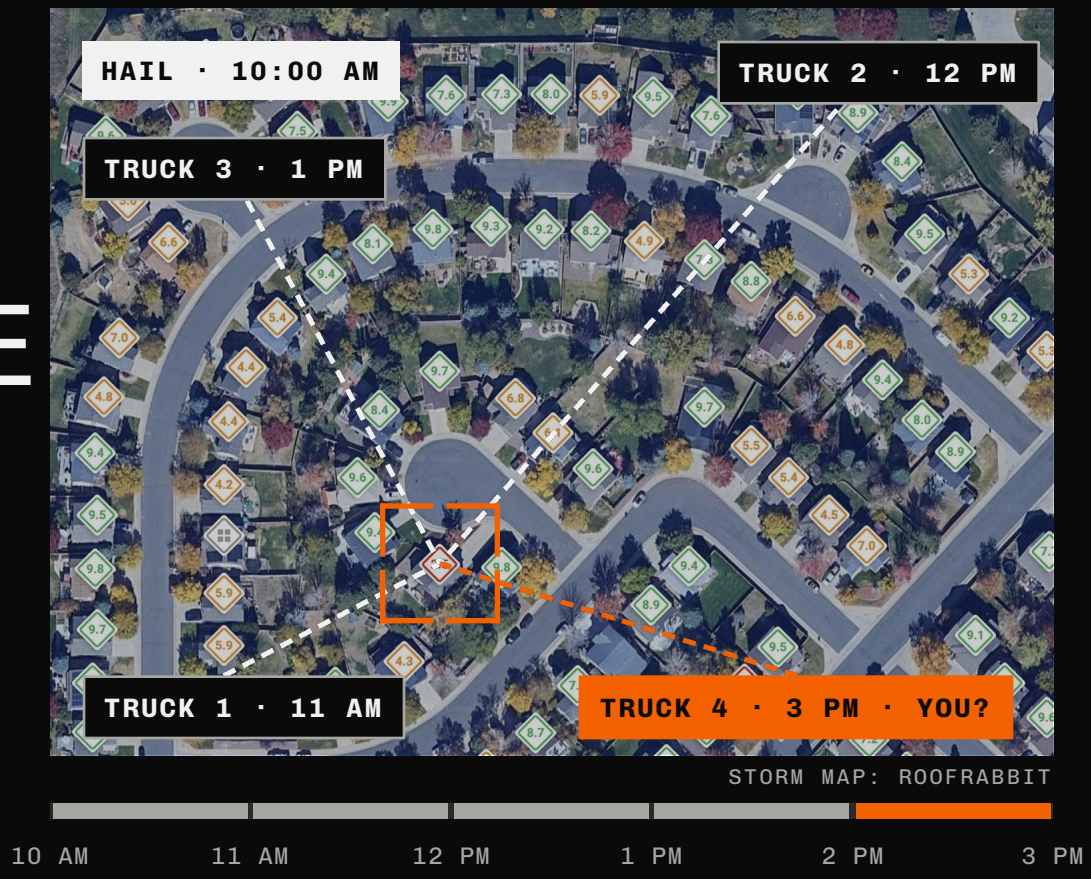
ONE LEAD. FOUR CRMS.



The homeowner answers the first call. The other three go to voicemail.

Source: Angi (HomeAdvisor) matches each homeowner request with up to 3 pros. Many homeowners fill out forms on more than one site.

STORM HITS AT 10 A.M. FOUR TRUCKS IN THE DRIVEWAY BY 3.



83%

hire the business that responds first. **Not the cheapest. The first.**

Two races, one rule. On the phone or at the door, first one there wins.

Source: Moneypenny survey of 2,000 consumers and 500 construction and building-trade companies, 2026.

SPEED TO LEAD

THE FIRST HOUR DECIDES IT.

7×

more likely to reach the decision maker when you respond within an hour instead of an hour later

60×

more likely than a company that waits 24 hours or more

42 hrs

the average company's response time to a web lead

Source: "The Short Life of Online Sales Leads," Harvard Business Review, March 2011 (1.25M leads; audit of 2,241 US companies).

ROOFING EVOLUTION

SAME JOB. TWO RACES.

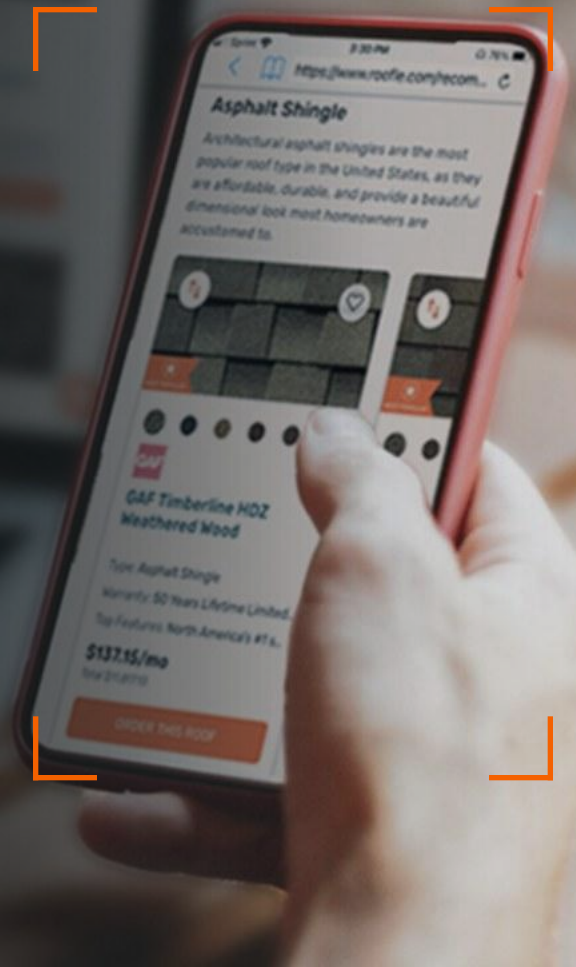
THE OLD WAY — ABOUT A WEEK

DAY 2	DAY 3	DAY 6	DAY 7+
Callback	Inspection	Paper estimate	“We’ll get back to you”

THE NEW WAY — MINUTES

5 MIN	5 MIN 30 SEC	10 MIN	15 MIN
Text/Call back	Instant online quote	Financing options	Inspection booked

Every box on top is a day the homeowner is talking to your competitor.



FIRST WITH A REAL ANSWER

DON’T BE AFRAID TO SHOW YOUR PRICE.

82%

of homeowners say getting a straight price from a roofer is a challenge.



NEW LEAD · ROOF REPLACEMENT

How much for a new roof?

Contractor A: We need to inspect first.

Contractor B: Depends. When can we come out?

Contractor C: We’ll get back to you.

You: $21,800 for GAF Timberline HDZ. Here’s your quote.

Source: [homeowner survey roofing contractor magazine , 2025]

KNOW YOUR NUMBERS

SAME ADS. SAME TRAFFIC. A PRICE UP FRONT.

PER MONTH	REGULAR FORM	ONLINE QUOTES
Ad spend	$2,625	**$2,625**
Website visits	345	**345**
Visit to lead rate	3%	**6%**
Leads	10	**21**
Appointments	6	**14 · 65%**
Demos	5	**11 · 80%**
Sales	2	**5 · 45%**
Revenue	$44K	**$110K**
Ad cost per sale*	$1,313	**$525**
Marketing cost, % of revenue	6%	**2.72%**

2.5×

the revenue from the same ad spend, for about $375 more a month

EVEN A CONSERVATIVE 2-POINT LIFT

+$528K / yr

$22K average job, $7.60 cost per click. Online quotes: $2.6K ads + $350/mo tool. *Ad spend ÷ sales, calculated from ROOFLE data 2025.

THE PLAYBOOK

HOW TO WIN BOTH RACES.

RACE #1 · THE PHONE

FIRST CALL

5 minutes from form to first text

The price is in that text

NEXT → WIN THE PHONE RACE

RACE #2 · THE DOOR

FIRST AT THE DOOR

Hardest-hit streets first

A real price on the spot

NEXT → WIN THE DOOR RACE

Same rule both times: **first with a real answer wins.**

RACE #1 · THE PHONE

WIN THE PHONE RACE IN FIVE MINUTES.

5 min

FROM FORM TO FIRST TEXT

100× more likely to reach the lead at 5 minutes than at 30.

Text every new lead automatically. No one waits for the office to open.

Route it to a rep instantly, not tomorrow morning.

Put the quote link in that first text. The price lands before the other three call.

Source: Lead Response Management Study, James Oldroyd (MIT) with InsideSales.

RACE #2 · THE DOOR

WIN THE DOOR RACE WITH A REAL NUMBER.

BEFORE THE KNOCK Map the storm and knock the hardest-hit streets first.	AT THE DOOR Show a real price on the spot, not “we’ll write it up.”
BEFORE YOU LEAVE Text the quote link so the spouse who wasn’t home sees it tonight.	WITH THE PRICE Show financing next to it, for the homeowner who just met their deductible.

BONUS · THE LEAD NOBODY ELSE HAS

YOUR NEXT JOB IS ALREADY IN YOUR OWN CRM.

› Find past roof jobs where the photos show old siding



94% Job #2217 · roof 2023
SIDING FLAGGED: AGED, WARPED

91% Job #1984 · roof 2022
GUTTERS FLAGGED: SAGGING

88% Job #2051 · roof 2024
WINDOWS FLAGGED: DATED

No lead vendor. No shared list. You're first because you were already there.

BLOCKBUSTER

HAD THE STORES.

9,000 stores
Late fees
Drive there, hope it's in stock

2000 · PASSED ON BUYING NETFLIX FOR $50M

2010 · BANKRUPT

NETFLIX

HAD NO WAITING.

0 stores
No late fees
On demand

IS YOUR COMPANY THE NEXT BLOCKBUSTER?


SALES RABBIT
YOUR LEAD IS IN FOUR CRMS. CALL FIRST.
LEAD #0417 · SIGNED · YOURS
FIRST CALL
04:12
LEAVE NOTHING WAITING.
Travis Harvego
VP Business Development, Sales Rabbit
SCAN OR STOP BY BOOTH #446
CONTRACTOR A · VOICEMAIL
CONTRACTOR B · VOICEMAIL
CONTRACTOR C · VOICEMAIL
YOU · SIGNED