

PLAYBOOK

Roofing Contractors

Handshake Outreach email sequence, adapted.

Four messages, one sequence. Mail-merge ready.

ADAPTATION 8

Category notes

Roofing has a nationally recognized trust problem. After every major hail or wind event, storm chasers descend on the affected area, knock doors, claim damage that may or may not exist, sometimes manufacture damage during “free inspections,” and disappear after collecting insurance money or a deposit. State Attorneys General regularly file suit against the worst offenders. The opportunity for a real local roofer is enormous: the bar for sounding trustworthy is unusually low.

Insider terms: storm chaser, deductible (and why “eating” it is illegal insurance fraud), GAF Master Elite, Owens Corning Platinum Preferred (manufacturer certifications that signal real qualification), step flashing, ice & water shield, synthetic vs. felt underlayment, drip edge, ridge ventilation, ACV vs. RCV (Actual Cash Value vs. Replacement Cost Value) on insurance policies, supplements (revisions to insurance scope), public adjuster.

MESSAGE 1 OF 4 / SEND WITHIN 4-24 HOURS

Message 1: The Honest Hello

Acknowledge the cold contact. Promise no storm-chaser games. Give one useful warning.

Subject: A note from [First Name] at [Company] – not a storm chaser

Hi –

You stopped by [Company]'s site recently. If you're researching roofers, you've probably been knocked on by a few door-to-door crews already – it's the worst part of this industry. I'm not going to do that.

I'm [Name], [role] at [Company]. We've been in [city/region] since [year]. The opposite of a storm chaser: physical address, local crew, manufacturer-certified, and we'll be here next year and the year after.

One useful thing for someone in the research phase: if a contractor offers to “eat” or “waive” your insurance deductible as part of an insurance claim, it is insurance fraud. Not “gray area” – actual fraud. The contractor is required by law to charge you the full amount the insurer pays for, and you're required to pay your deductible. When a contractor offers to absorb it, they are inflating the invoice to the insurer to cover the deductible – which is fraud you can be held liable for as the homeowner. Walk away. If you've already signed with a contractor who pitched this, you can usually cancel under your state's three-day right-of-rescission rule.

I'll send two more notes – short, focused on the things worth knowing whether you ever hire us or not. Easy unsubscribe.

– [Name]

[License/Master Elite #, direct line, reply-to]

MESSAGE 2 OF 4 / SEND 3-4 DAYS LATER

Message 2: The Inside Knowledge

The costly signal: how to read a roofing estimate and spot a substandard one.

Subject: How to read a roofing estimate (and spot a substandard one)

[Name],

Following up. The fastest way to tell whether a roofing estimate is honest is to read what's actually specified – and what isn't.

Honest estimates name brands and product lines. “Architectural shingles” isn't a spec – it's a category. A real estimate says something like “Owens Corning Duration Storm shingles, color [specified], 130 mph wind warranty” or “GAF Timberline HDZ with WindProven warranty.” Underlayment should be specified by brand: synthetic (e.g., GAF FeltBuster, Owens Corning ProArmor) or felt. Ice & water shield should be listed by brand and applied to the eaves, valleys, and around all roof penetrations – not “where needed.” Step flashing at every wall-roof junction. Drip edge along all rakes and eaves. Ridge ventilation calculated to your attic square footage.

If an estimate says “synthetic underlayment as needed” and “flashing replaced where required,” the contractor is reserving the right not to do the work and not to be accountable when it leaks. That's the most common substandard-install pattern.

Here's the costly part most homeowners don't know. After a storm, your insurance company pays an initial scope based on what their adjuster sees. That scope is often incomplete. A real roofer will document additional damage during tear-off (rotted decking, code-required upgrades, ventilation deficiencies) and submit a supplement to your insurer for the additional work. A storm chaser will do the work without the supplement, charge you the difference under “unforeseen costs,” and pocket the gap. If your contractor isn't talking about supplements, they either don't know what they're doing or they're billing you for things the insurer should be paying for.

[Company]'s sample written estimate – with every line annotated so you can compare it to what you receive from anyone – is at [link]. No form.

– [Name]

MESSAGE 3 OF 4 / SEND 5-7 DAYS LATER

Message 3: The Story

One real customer told their roof didn't need replacing yet. Honesty over volume.

Subject: The roof we told a customer not to replace

[Name],

Wanted to share a story.

A homeowner I'll call Lisa called us last spring. She'd had two contractors on her roof in the previous month – both door-knockers after a hail event – and both had told her she needed a full replacement. Her insurance had approved a claim. The contractors were ready to start the next week. She called us for a third opinion because something didn't sit right with her.

I sent one of our certified inspectors. He spent 45 minutes on the roof and another 30 in the attic. He took photos of every slope. He found exactly four hail strikes on the entire roof – well below the threshold for a manufacturer-warranted replacement – and zero functional damage. The shingles were 9 years old, in good condition, and had at least 12 more years of life. The hail strikes had hit a couple of plumbing vent boots and bent a section of ridge cap. Total real damage: about \$400 in spot repairs.

We told her to call her insurance company and report what we'd found. We also gave her the photo report we'd taken and told her she was welcome to share it. She did. The insurer pulled the claim approval back to a \$400 repair authorization. We did the repair. She paid the \$400 – her deductible was higher than that – and the original two contractors went away when they realized the claim wasn't going to pay them out.

Here's the punchline. Two months later, a real storm hit her area. She called us again. By then she trusted us. We did a full replacement that summer, with a real claim, real damage, and real documentation. The replacement was about \$26,000.

I'm sharing this because the roofers who tell you you don't need a replacement when you don't are the only ones to trust when they tell you you do. The two contractors who'd been ready to file the inflated claim weren't crooks in the technical sense. They were just doing what storm-chase roofers do. The financial difference to Lisa was thousands of dollars in deductibles, premium increases, and a roof that was nine years younger than it needed to be when replaced.

If you want a real, honest roof inspection – photos, attic check, written report – reply or call [number]. Free, no pressure, no upsell. One more note and I'll leave you alone.

– [Name]

MESSAGE 4 OF 4 / SEND 5-7 DAYS LATER

Message 4: The Clean Close

Three options. The exit is graceful. The questions are theirs to use — with anyone.

Subject: Last note from me

[Name],

Last email unless you want to stay in touch. Three options:

If you want an inspection: Reply or call [number]. Free, no obligation, written report with photos. We'll tell you whether you need a replacement, a repair, or nothing. If we don't think you need work, we'll tell you that and we won't try to sell you anything.

If you want to keep learning: [Company] sends a quarterly homeowner newsletter — storm season prep, attic ventilation basics, how to read your shingle warranty, and what's actually changing in the local code. [link].

If [Company] isn't the right roofer: Whoever you end up working with, five questions will protect you: (1) are you a manufacturer-certified contractor (GAF Master Elite, Owens Corning Platinum Preferred, or equivalent) — and what's your certification number? (2) is every line on the estimate specified by brand and product? (3) who handles supplements with my insurer? (4) what's your warranty — specifically on materials and on workmanship? (5) what's your physical address and phone number, and how long have you been at it? If a contractor offers to “eat” your deductible, walk away — that's insurance fraud, and you can be held liable.

Either way, good luck with the roof.

— [Name]

How to ship this

- **Replace the brackets.** [Company], [Name], [role], [number], [link], [state] — every placeholder filled, nothing left in template form.
- **Pick a real owner or project lead as the sender.** Not a storm-chasing sales rep. Use a direct line and reply-to that reaches them.
- **Render the body as plain text.** HTML email part, slightly large font (~16-17px), warmer-than-white background. Looks typed. Reads typed. People scan plain text differently.
- **Mind the cadence.** Message 1 within 4-24 hours. Message 2 at day 3-4. Message 3 at day 8-11. Message 4 at day 13-18. Then stop.
- **Honor the promise.** If you said “last email,” it's the last email. Reactance kills the relationship faster than silence.