

Roofing Growth Desk

Sample Weekly Recovery Report

A plain-English example of what a roofing owner should see each week: what was worked, what moved forward, what needs the roofer, and what still leaks.

This week at a glance

Follow-up items worked	Missed calls, estimates, stale leads, no-shows, review/referral asks, and past-customer checkups.
Booked or revived	Inspection requests, callback requests, revived estimates, referral leads, or repeat-inspection opportunities.
Waiting on roofer	Pricing, scope, estimate changes, insurance questions, scheduling judgment, or owner decision.
Closed out	Bad numbers, no response after approved attempts, not a fit, opt-out, already hired someone else.

Next week focus

Choose one lane: missed calls, unsold estimates, stale leads, no-shows, or relationship revenue from past customers, reviews, referrals, and repeat inspections.

Report rule

No vanity metrics. The report should help the roofer decide what to answer, what to send, and what lane to work next.

No guarantee of leads, jobs, rankings, reviews, referrals, revenue, or profit. Roofing companies remain responsible for inspections, estimates, licensing, permits, workmanship, contracts, customer promises, and legal compliance. Outreach must use approved lists, approved wording, and opt-out handling.

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