

Bringing Transparency...

Today's Roofing Company, the Ultimate Third Party Broker!

Finding the leads and getting the sale is their hardest challenge. Often companies buy contracts from independent sales reps because in house sales retention is very difficult.

Most companies are owned and operated by ex-roofing sales people that have figured out the secrets behind insurance claims and storm damage. When discovering how easy it was to manage a residential roofing project they decided to cut out the middle man. Why share profits with the general contractor that originally hired them when the sale is THE EVERYTHING? A new Roofing Company is born.

Additionally, some of these new companies come from professional sales people (not even in roofing) running from a position that no longer exists or doesn't pay as much as it used to. With all of the insurance money being handed out and with no roofing experience required, it is easy for these professional sales people to enter in the roofing business and win your trust.

It takes a day or two to set up a new legal roofing company and be ready for business. I know because I did it and I've seen it done over a dozen times. Almost anyone can be in the roofing business.

Make no mistake, they are not skilled or experienced tradesman and know very little about construction and more importantly how to install or repair a roof.

When hiring a company like this, you are paying them to make a few simple phone calls and is easy money for these predatory brokers.

Once the sale is made or insurance claim accepted they simply call in the material order to a supply distributor and call an independent sub crew to install the roof. They follow the money and insurance claims are the best place to find it in a hard slow economy.

With 30% profit margin, they spend most of their time collecting money and trying to get the insurance adjuster to increase the value on your roof – keeping 100% of this revenue increase for themselves.

Want to save the 30% in profit or line the pockets of business owners? It's your money!

As the owner of a successful roofing company for the last 17 years with absolutely no roofing experience or desire to get on your roof... I can show you exactly how you can easily and quickly manage your residential roofing project all from the safety of your home.

Hint: The roofing crew does all the work.

Sincerely,

Chris Toepfert