THE EVERYTHING · FIELD GUIDES FOR TRADE BUSINESSES

The AI Roofer Playbook

How to run a roofing business in the age of AI — and own your patch the morning after the storm.

THE COMPLETE SYSTEM · NO FLUFF · FREE TO SHARE

THE EVERYTHING

Read this first

The morning after a big blow, your phone rings eighty times before ten o'clock. Lifted sheets, a ceiling coming down in the back bedroom, tiles all over the driveway. Whoever answers those calls books the next year's work. Everyone else gets the leftovers.

You cannot answer that phone. You're on a roof, in a harness, with both hands full and a wind that hasn't finished yet. That's the whole problem with this trade in one sentence — **the busiest hour of your year is the hour you are least able to pick up.**

Meanwhile there's a roofer across town, one ute, no office, who somehow answers every one of those eighty calls, has the leak call-outs booked into a run by lunch, and has the re-roof quotes out before the assessor's even been. He's not a better roofer than you. He's not a computer person either — plenty of the best we've seen were pricing re-roofs off a pad in the ute two years ago. He worked out one thing early: **the boring half of the business — the calls, the inspections, the quotes, the invoices, the chasing, the insurance paperwork — can now do itself.** So he put his energy where the money is: on the roof, and on the customer.

This is the playbook for how he does it. No "50 prompts to copy". No tech-bro nonsense. The actual system — how to think about it, what to set up, in what order, and the mistakes that make good roofers quit before it clicks. The stories in here are real trades and real small businesses we work with — names left out, numbers left in. Read it start to finish and you'll run a tighter, more profitable roofing business than you do right now, even if you never spend a cent on software.

> **A STRAIGHT WORD ON YOUR LICENCE**
>
> Nothing in here certifies a roof, rules on whether a structure will carry a new load, clears a job for working at heights, or decides what happens when you find asbestos under the sheets. It carries the *admin*. The roof — and the responsibility for it being safe, sound and watertight — stays yours, start to finish.

What's inside

01

CHAPTER ONE

The New Playing Field

A homeowner with a bucket under a bedroom ceiling can't tell if you're a good roofer. They can't even see the roof. They judge you on what they can see — and that's where most roofers quietly lose work they'd have walked.

When the ceiling stains, when the tiles slide, when the twenty-year-old Colorbond finally goes at the laps — they don't ring one roofer. They ring five, off the top of the Google list, and the job goes to whoever gets three things right first:

1. **Did you actually pick up — or call straight back?**
   The leak goes to the first roofer who answers, not the best one. Ring out to voicemail with water coming through their light fitting and it's lost before you've been up the ladder.

2. **Did the quote turn up fast, and look the part?**
   A tidy, itemised re-roof quote with the inspection photos in it, within a day, beats a number over the phone next week — every single time.

3. **Was dealing with you easy?**
   Clear updates, no chasing, no "sorry mate, forgot to send that". Easy-to-deal-with turns a $400 leak call-out into the whole re-roof two years later.

Notice what none of those are about? How good a roofer you are. Nobody's up there checking your flashings. All three are about **admin and communication** — the exact stuff you hate and never have time for after a day in the sun on a pitched roof.

And here's the bit nobody's telling you: the other side of the table already runs on AI. The insurers run it over every claim. The assessor's scope comes out of a system that prices your make-good against scheduled rates before you've read the email. The big storm-chaser mobs that roll into town after a hail event have a call centre and a CRM. The question isn't whether AI comes into roofing — it's already in. The question is whether it's working *for* you or *against* you.

The good news? This is the first time in history the technology favours the small operator. The big firms have to run committees, rollouts and training programs. You can decide on a Tuesday and be running by Friday — which matters more in this trade than most, because your year is made in the fortnight after a storm and nobody's rolling out software in that fortnight. The playing field just flipped: the small, fast, well-organised roofer can now look and perform like the outfit with the call centre — without the call centre.

"But I'm not a computer person"

Neither are the trades doing this best. One of the fastest adopters we've seen is a builder with 26 years on the tools who only picked up a computer three years ago. His words: *"Don't worry about spelling. Don't worry about grammar."* If you can send a text or leave a voice message, you can run everything in this playbook. Being good at typing was the old requirement. Being able to *say* what you want is the new one — and roofers, yelling scope at each other across a ridge line all day, are already good at that.

$300–1,000
+ per month

What most trade job-management and estimating software charges — and it *still* makes you do the typing and the take-off. One owner we know was paying a grand a month, some months three, for software his crew barely used. Keep that number in mind: everything in this playbook either replaces that spend or makes it earn its keep.

The firms three times your size are slow because they're big. That's your opening. This playbook is about walking through it.

02

CHAPTER TWO

Think AI-First

Before we touch a single tool, we need to fix how you think about this — because the biggest mistake isn't buying the wrong software. It's bolting AI onto your old way of working and wondering why nothing changed.

Every process in your business was built on one assumption: a human has to do each step. Someone answers the phone. Someone measures the squares and types the quote. Someone chases the assessor. Someone files the photos, the safe work method statement, the warranty docket. Your whole day is shaped around that assumption — and that assumption just died.

Don't automate your old process. **Re-draw it** — with the AI touching everything first, and you supervising. Three mental shifts, every one of them learned by a real trade business we work with:

Shift one — delegate outcomes, not steps

Stop thinking "which buttons do I click". You now talk to your business the way you'd talk to a good offsider on the other side of the ridge: say the outcome, let it work out the steps. One owner cancelled an invoice, re-issued it pro-rata and emailed the customer by saying exactly that, in one sentence. Another buys materials by sending one message from the supplier's trade counter — *"I'm at the roofing supplier grabbing the ridge capping and the valley iron for the Nguyen re-roof"* — and the purchase order, the expense and the books sort themselves. His words: *"It's one text message that just does heaps of data."*

Shift two — AI first, you second

Old way: you do the work, maybe a tool helps. New way: the AI does the first pass of everything, and you approve, tweak or overrule. The quote is drafted before you sit down. The reply is written before you open the email. The call is answered before you're off the roof — and in this trade, that last one isn't a nicety, it's the business. One customer described the routine: *"Nine times out of ten it's perfect. Just go — yep, send."* Your job shrinks to ten seconds of judgment, not forty minutes of typing. (And no — you don't hand over the keys on day one. It asks permission for everything at the start, especially money. You loosen the leash as it earns it — Chapter 9.)

Shift three — corrections are investments

With normal software, you fix the same mistake forever. With AI, you fix it once. A roofer tells it that a standard re-roof quote includes the sarking, new battens where they're shot, all new flashings and ridge capping, the gutter and downpipe change-over and the tip fees — it answers, *"I'll remember that from now on."* And it does. Tell it once that you don't touch a roof with suspected asbestos without a licensed removalist and a separate line for it, and it never quietly drops that off a quote again. Every correction compounds. Six months in, it quotes like you, writes like you and knows your rules — because you taught it, once.

The re-imagining exercise

Walk your business and ask one question about every interaction: *"What would this look like if the AI touched it first?"*

INTERACTION	THE OLD WAY	AI-FIRST
Storm hits, phone rings 80 times	Voicemail. You get to twenty of them. The rest ring the next mob.	Every one answered, address and damage captured, the dangerous ones pushed to the top of your run.
Sheets turn up in the wrong Colorbond colour	You notice on the roof Thursday, chase Friday, forget Monday.	Flagged against the order the day it lands, chased automatically — you hear only if they don't fix it.
Assessor emails a scope to argue about	Buried under 200 emails. You reply four days late from the couch.	Pulled out, summarised against your quote — "they've left the sarking and the tip fees off."
Job finishes	Invoice "tonight". Review never asked for.	Invoice sent from the driveway. Review asked while they're still dry and grateful. Gutter clean flagged for autumn.

Every chapter from here is just this exercise applied to one part of your business. You don't become an office worker. You become the owner of a business that runs itself around you.

03

CHAPTER THREE

Never Miss a Job Again

Let's start with the leak that costs you the most and hurts the least — because you never see the bill.

Roofers have it worse than any other trade here, and not because you're disorganised. You are clipped on, on a wet 25-degree pitch, carrying a sheet in a breeze, with a phone buzzing somewhere under a wet-weather jacket. **Taking that call is not a choice you're allowed to make.** So it rings out. That caller — a leak call-out, a full re-roof, an insurance job worth five figures — rings the next roofer on the list. Gone, and you never knew they existed.

30 jobs
a year, unseen

Say you miss four calls a week — and be honest, on a flat-out week in autumn you miss far more than that. Plenty are the supplier, the crew, an assessor. But say two a week are live enquiries: that's about a hundred a year. Water doesn't wait, so whoever answers first usually gets it — say you'd convert one in three, and that's roughly thirty jobs a year walking to whoever picked up. Most are leak call-outs worth a few hundred. But a handful of those callers wanted a private re-roof measured in squares, and you never knew which. (Illustrative — but run your own numbers on your last storm week and it'll sting.)

And the kicker: nobody with water coming through a ceiling leaves a voicemail. They ring the next bloke, right then, standing in the wet. **Voicemail is where roofing jobs go to die.** The old fix was "answer more calls" — useless advice for a bloke in a harness. The AI-first fix is bigger, because a call is really two problems, and most roofers only ever think about the first.

Problem one — the call you physically couldn't take

You're on the ridge, in the gutter line, or driving with a load of sheets on the trailer. An AI receptionist answers in your business's name, 24/7, sounds normal on the phone, gets what it needs — *what* (leak, lifted sheets, tiles down, gutters, a re-roof price), *where*, *how bad*, and whether it's going through insurance — books the inspection into your calendar, pushes the ones with water actively coming in to the top of the run, and texts you a summary before you're back on the ladder. It doesn't take smoko, doesn't get sick, and it does not fall over on the one morning a year when eighty people ring at once.

Problem two — the call you took, and half-forgot

Be honest: how many times have you said *"yeah mate, I'll get you a price for the re-roof by Thursday"* from the driver's seat — and by the next job it's gone? You're not disorganised. You're busy, and your head is your filing system. This is where AI-first changes what a phone even *is*:

- **Every call is captured.** Recorded, transcribed, filed against the job. Six months later, when the customer says "but you said the new gutters were included", you can check what was actually said.
- **The promises come out automatically.** "Price by Thursday." "Ring the supplier about the Colorbond lead time." "Send the assessor the photos of the valley." Pulled out of the conversation — you don't write anything down, because you were up a ladder.
- **The promises chase you.** Thursday morning: "You told Dave he'd have his re-roof price today — want me to get it moving?" The follow-up your competitors never send now happens every time.
- **And if it has what it needs, the work starts itself.** The call captured the address, the roof type, the scope — so the quote isn't a reminder on a list, it's a draft waiting when you get down.

What to insist on — however you solve it

✓ Every call answered in your business's name — including 6pm, including Sunday, including the morning after the blow.

✓ A searchable transcript of every call — "what did we agree about the ridge capping?"

✓ Promises land somewhere that chases you — not a notebook, not your memory.

✓ Job details from the call flow into the job — not re-typed three times.

THE DIY VERSION

Forward your number to a call-answering service with a tight script — name, suburb, is water coming in right now, roof type, "he'll call back this arvo". And voice-memo your promises before you drive off. That alone wins jobs.

THE DONE-FOR-YOU VERSION

An all-in-one AI phone system (the sort of thing The Everything does) covers the whole standard — answered, transcribed, triaged by urgency, promises chased, quote drafted from the call. Either way: never let a call — or a promise — hit the floor.

04

CHAPTER FOUR

Quote Before You're Off the Roof

Second-biggest leak: the quote that goes out "tonight".

Here's what actually happens. You do the inspection, you take forty photos, you say "I'll get that over to you tonight" — then you get home cooked from six hours in the sun, and the quote gets done at 9:30pm. Or tomorrow. Or Thursday. Meanwhile the customer had two other roofers up there the same day, and one of them sent a price from his ute.

Speed
wins quotes

Not price. Speed. The roofer whose quote lands while the customer's still looking at the stain on the ceiling wins a shocking amount of the time — even when he's dearer. A fast, professional quote signals the one thing a customer with a leaking roof desperately wants: this bloke's got his act together and he'll actually turn up.

The old advice was "use templates, quote from your phone". Forget that. AI-first quoting means **the AI builds the quote. You check it.** Here's what that looks like in a real roofing business today.

- **You talk, it builds.** Come down off the roof, dictate what you saw — *"about 22 squares, concrete tile, battens are shot on the north side, strip and re-roof in Colorbond, new sarking, all new flashings and ridge capping, gutters and downpipes while we're there, three days, scaffold to the high side"* — and it turns that into a priced, itemised, professional quote on your template, with your inspection photos in it.
- **It prices from YOUR history.** Feed it your past quotes and it learns your rates — your per-square re-roof pricing, your lineal-metre on gutter, your call-out and your margins. Different rates for a builder you sub to vs a one-off homeowner? It keeps them straight.
- **It knows your rules — because you taught it once.** What "supply and install" includes on your jobs, your standard re-roof inclusions, your scaffold and access allowance, your tip fees, your wastage on sheets.
- **It writes the honest bits for you.** The line every good roofer needs and half forget to put in writing: *"pricing assumes the existing battens and structure are sound — we won't know until we lift a few sheets, and anything we find gets quoted before we touch it."* It puts that in every time, in your words. That one paragraph is the difference between a variation and an argument.
- **It catches what you forgot.** A real trade business fed a job report in, and the AI's quote came back including the travel a paid estimator had left off the same job. It doesn't get cooked at 9:30pm and forget the tip run or the access.

2–3 days
→ half a day

A builder we work with — 26 years on the tools, barely touches a computer: *"Quotes that used to take me two or three days, my AI does in half a day. I did one yesterday that would've taken two days — sent it off the same day."* Pricing came in "pretty much on par" with his own numbers, because it learned from his past quotes. On a re-roof, that gap is the job.

Then the bit everyone skips — **the follow-up.** One message, two days later: *"Just checking you got the price for the re-roof — happy to walk you through what we found up there."* That single message wins more jobs than dropping your price ever will, because most competitors never send it. On a re-roof the customer is weighing up serious money and they're nervous about all of it, so a quiet nudge at the right moment is often all it takes to tip them your way. AI-first, the follow-up isn't a habit you build. It's a thing that just happens.

> **THE POINT ISN'T THE SOFTWARE**
>
> It's the standard: same-day, professional, priced from your own numbers, photos attached, honest about what's under the sheets, followed up. A roofer with a notepad who hits that standard beats a roofer with an app who doesn't. The AI just makes the standard effortless.

05

CHAPTER FIVE

Get Paid Without the Awkward Chase

You've done the work. Now you've got to get the money — which for most roofers is a second unpaid job nobody warned them about, and insurance work makes it worse.

7 days
not 47

The average trade invoice gets paid around six weeks after it's sent. Not because customers won't pay — most just forget, and you feel weird nagging them. Insurance work is slower again: it moves when the assessor moves. So the money sits out there while you fund a trailer of sheets and a scaffold hire on the card.

The chasing is a **system** problem, not a people problem. Fix the system and you never have the awkward conversation — or send that cringey "just following up on that invoice mate" text — again.

The system that gets you paid

1. **Match the terms to the job type**
   A leak call-out should be paid before you leave the driveway — you were there an hour, they're dry, invoice it on the spot. A private re-roof is deposit up front, balance on completion. An insurance job runs to the insurer's rhythm, so it needs chasing, not hoping. AI-first, it's one sentence: "invoice the Wilson call-out." Line items from the quote, your terms, their email, done before you're back in the ute.

2. **Make paying stupidly easy**
   A "pay now" link gets paid faster than "here are my bank details". Remove every step between them wanting to pay and it being done.

3. **Automate the polite nudges**
   A friendly reminder at day 3, 7 and 14 — automatic, so you never send it. Then a monthly statement, and a flag only if someone's genuinely overdue. Worth thousands in cash flow.

4. **Chase the assessor like a customer**
   Insurance work doesn't get forgotten by you — it gets forgotten by a busy stranger with 200 claims open. It gets a polite, dated, documented follow-up: photos, scope, variation, invoice, in one thread the AI keeps warm. Most roofers just wait. Waiting is a decision to be paid last.

Money is money: this is the one place you keep the AI on a short leash at the start. It drafts, you approve, every time — until you've watched it be right for a month and tell it to stop asking.

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CHAPTER SIX

The Inbox That Runs Itself

Your inbox is where quiet money leaks out and stress leaks in.

Supplier statements, customer questions, sheet orders, Colorbond price-list updates, the assessor's scope, the builder chasing a variation, the scaffold hire confirmation — all mixed in with junk, all landing while you're on a roof with wet hands. One store manager we work with started with a backlog of 24,000 emails: *"I'd read one email, it'd get lost. I wouldn't even be able to find it again."*

The problem isn't too much email. It's that the important stuff and the noise look identical until you stop and read it all — and you don't have time to. AI-first, the inbox becomes something that's already handled by the time you look:

- **Triaged.** The three emails that matter today float to the top, flagged with why — "this one's the assessor's scope on the Rossi claim, and it's short the sarking." The tyre-kickers get filtered before they cost you a thought.
- **Drafted.** Routine replies — "yes we do metal and tile", "we're booked three weeks out but I can get to a leak this week", "here's rough pricing per square" — written and waiting. You glance, tweak, send.
- **Answered on demand.** That same manager now just asks, "what's the current price update from the supplier?" — and it finds the latest instantly, even joining a manufacturer to the distributor who replies under a different name.

> THE PART NOBODY EXPECTS — IT GUARDS YOUR MONEY
>
> Because the AI reads everything, it catches things. One business: *"It's already saved me thousands in mis-ordered products — it said, hold on, based on your past jobs you probably want this one."* Order the wrong profile or the wrong colour and it's a full trailer of sheets you can't put on a roof. Another had a supplier accidentally invoice at a 50% discrepancy — flagged automatically before it was paid.

The point isn't a cleverer inbox. It's that a re-roof enquiry never again dies at the bottom of a pile of supplier statements.

07

CHAPTER SEVEN

Your Digital Office Manager

Every roofing business has an office manager. In most, it's you — doing it badly at 10pm, because there's no one else.

+20 jobs
in one week

One building crew's admin went on leave. The owner: *"We haven't had her in the office for a week, and it's helped us do her job — and we've had probably an extra 20 jobs come in through this week."* Not survive the week. Their biggest week.

The office manager's job is the connective tissue: what's on today, which roof you're on when, is the scaffold booked before the crew turns up, did the sheets get ordered in the right colour, where are the before photos from the Henderson job, has the assessor come back, is the crane booked for the ridge beam. You don't need to hire that person. You need the system that person would run.

The morning brief

Before you turn the key: today's jobs in run order, who to chase for payment, which claims are sitting with an assessor, what's waiting on materials or scaffold, and the one thing that'll bite you if you forget it. Two minutes with a coffee — and your crew knows too. On a storm week, this is the difference between a good fortnight and chaos.

Job files that build themselves

Every photo, quote, invoice and site note attaches itself to the right job — so when the customer rings in eight months about a stain near the same valley, the whole history's there: what you found, what you fixed, what you told them you weren't touching.

The paperwork without the dread

The paperwork that comes with this trade — the safe work method statement for the height work, the harness and anchor-point records, the asbestos clearance from the licensed removalist, the product and warranty certificates on the sheets, the inspection photos the insurer will want — gets prompted, captured against the job, and kept where you can actually find it when someone asks. Never invented for you, and never a substitute for your own licensed judgement on safety or the roof itself — just stopped from going missing.

If it's not in the system, it doesn't exist — your head can hold the roof, not paperwork.

08

CHAPTER EIGHT

Look Twice as Big as You Are

Here's a secret the big storm-chaser outfits rely on you not knowing: most of "looking professional" is presentation — and presentation is now nearly free.

A one-ute roofer and a fifty-person firm can send the identical, spotless, branded quote with the drone shots and the photos of the rusted-out valley embedded in it. The customer can't tell which is which — so the small operator who bothers gets treated like the big one, and can charge like it. On a re-roof, first presentation is where the price objection is won or lost, because the customer has no way to judge anything except how you turned up.

The referral flywheel — on purpose, not by accident

R **Retain** — make the whole job easy and clear, so they'd have you back without thinking twice.

R **Review** — ask for the Google review at the moment they're happiest: the first heavy rain after the job, when the ceiling stays dry. Automatically, with the link. Reviews win you the next ten jobs while you sleep.

R **Refer** — the whole street got the same storm and the same 20-year-old roof. Happy customers refer their neighbours if you make it easy and remind them. "Anyone else on your street copped it? We'd look after them like we looked after you."

R **Resell** — the gutter guard they asked about, the carport roof, the whirlybirds, the autumn gutter clean before the next big one — it's in the call transcript, remember. A reminder at the right time turns one job into three.

This engine is pure gold and almost nobody runs it — because it means doing the boring thing at the perfect time, every time, forever. Which is exactly what a system does perfectly and a busy human never does.

> **START TODAY — EVEN WITH ZERO TECH**
>
> Ask every happy customer for a review before you pack up the ute, and send before-and-after photos with every invoice. Nothing on earth photographs better than a stripped-back roof next to a finished one — and nobody but you ever sees up there, so show them. The flywheel doesn't care how it's turned. It just needs turning.

09

CHAPTER NINE

The 30-Day Switch

Everything above works. The reason most roofers don't get it working is they try to do it all at once, get overwhelmed mid-job, and go back to the old way. So: one thing at a time, without stopping work. And start before the season, not during it.

1. **Week 1 — Stop the biggest leak: the phone**
   Every call answered, every call captured, promises pulled out automatically, the urgent ones triaged to the top. This one starts paying for the whole exercise immediately, and the first storm after you switch it on, you'll feel exactly what it's worth.

2. **Week 2 — Fix quoting**
   The AI drafts the quote from your dictation off the roof and your past pricing; you correct it — and every correction is a lesson it keeps. Same-day quotes with the photos in, with the two-day follow-up. Watch your win-rate move.

3. **Week 3 — Fix getting paid**
   Call-outs invoiced in the driveway, deposits on re-roofs, easy payment, automatic reminders, and the assessor chased on a schedule — with you approving everything money-related until it's earned the leash. The week your bank balance starts looking different.

4. **Week 4 — Hand over the back office**
   Inbox triaged and drafted, morning brief running, job files building themselves, reviews asked automatically.

Why all four? Because one process never feels like much. One automated process gets a shrug. Three is where the "holy hell" moment happens — because that's when the pieces start talking to each other. The call becomes the quote. The quote becomes the invoice. The invoice becomes the review. That's when it stops being a tool and starts being a system.

The trust dial — how to hand over without losing sleep

You don't hand a new apprentice the ute and send him up on a wet tile roof on day one. Same here:

1. **Weeks 1–2: it asks about everything**
   Every email draft, every invoice — "here's what I'd send, OK?" You approve, correct, teach.

2. **Weeks 3–4: it asks about the important stuff**
   Routine replies just go; money, new customers and anything going to an insurer still get your nod.

3. **Month two onward: it asks about exceptions**
   You've watched it be right for weeks. Now it runs, and you get the morning brief and the flags. You're still the boss — you've just stopped being the bottleneck.

The mistakes that make good roofers quit before it clicks

- **Doing all four weeks at once.** Don't. One a week. Each banks a win before you add the next.
- **Starting it in the middle of storm season.** Set it up in the quiet months so it's already humming when the phone goes off. Nobody learns a new system with eighty people on hold.
- **Bolting AI onto the old process.** If you're still typing every quote into the same old software and asking AI to "help", you've missed the point. Re-draw the process (Chapter 2).
- **Treating it like software instead of staff.** Software you configure once and curse forever. This, you teach — and it gets better every week. The trades getting the most out of it talk to it all day, like their best offsider.
- **Waiting for perfect.** A rough system running today beats a perfect one you'll set up "when things quiet down". Things never quiet down — they just get windier.

✓

BEFORE YOU PUT THIS DOWN

The 2-Minute Leak Audit

Be honest. Tick the ones that are true right now.

- ☐ I miss calls every day because I'm on a roof — and I don't know how many jobs it's cost me.
- ☐ The morning after the last big storm, I know for a fact I didn't get to everyone who rang.
- ☐ I've promised someone a price or a callback this month — and forgotten until they chased me.
- ☐ My quotes go out "tonight" more often than the same day.
- ☐ I don't always follow up after sending a re-roof quote.
- ☐ I leave a leak call-out without getting paid for it.
- ☐ I've got insurance work sitting with an assessor and I'm not sure how long it's been there.
- ☐ My inbox stresses me out, and important stuff gets buried.
- ☐ If a customer rang about a repair from last year, it'd take me a while to find the photos.
- ☐ My safety paperwork, warranties and inspection photos live in a glovebox, a ute console and three text threads.

0–2

Tight ship. A few tweaks and you're flying.

3–6

You're leaking real money in the boring half — and it's all fixable. Start with Week 1.

7+

Mate, you're doing a second job for free every week. Good news: it's exactly the stuff that's now easiest to fix.

Whatever your number — your biggest tick is your biggest opportunity. Start there.

ONE LAST THING

Want it set up for you?

Everything in this playbook, you can build yourself — and you should, if you've got the time and the patience. Plenty do. If you'd rather it was just done — the AI that answers your phone while you're on the ridge, captures every promise, builds your quotes, chases your invoices and your assessors, and runs your back office, all in one, working in your roofing business this week — that's what we build. It's called The Everything.

- ✓ 14-day free trial. Cancel anytime. No lock-in, no contracts.
- ✓ Nothing important — a quote, an invoice, a customer message — ever goes out without you seeing it first.
- ✓ It lives in Microsoft Teams and the tools you already use.

See it working on your own jobs at **the-everything-app.com** — no credit card to look.

Honest note: this won't fix a broken business, and it won't certify a roof, judge whether it's safe to be up there, or make the call on what's under the sheets — that's still you and your licence. What it fixes is the office job you've been doing for free after dark.