



# Tips for Marketing Your Services After a Storm

Wade Baughn, vice-president of business development for American Home Specialists, is a frequent guest speaker on storm restoration. Drawing on his years of experience, he offers the following tips for successfully marketing your roofing services after a storm:

- 1. Canvas for leads.** Knocking on doors can be very effective. To identify which doors to knock on, you can use a weather platform like GAF WeatherHub ([www.gaf.com/weatherhub](http://www.gaf.com/weatherhub)). In addition to helping identify areas recently hit by storms, it provides 36 months of past storm reports for specific addresses, so the contractor can establish precisely when a house was impacted by a storm. Another great resource is the NOAA Storm Prediction Center ([www.spc.noaa.gov/](http://www.spc.noaa.gov/))
  - **What to say** — Each company has a different way to sell themselves. But we recommend a concise, simple opening message like, “We are working with customers in your area and we’ve noticed some storm damage. We’d love to inspect your roof.” Be sure to let your homeowner know the inspection is free, and ask the customer to step out of the house so you can show them (from the ground) some of the damage that occurred.
- 2. Differentiate yourself.** Your first impression has a huge impact. Think about your appearance, where you stand, and what you’re going to say.
  - **What to wear** — When everyone else is wearing the same “uniform” — trousers and a company shirt — you can differentiate yourself with a simple choice like wearing a safety vest.
  - **Where to stand** — If practical, stand about 15 feet from the door. This gives the homeowner plenty of space to step out of the house and have a conversation with you.
- 3. Network.** Get to know the painters, landscapers, siding installers and other craftspeople like yourself who serve your area. Civic organizations also provide terrific networking opportunities. Homeowners are always looking for recommendations from people they already trust.

For more insights from Wade, sign up for one of his training programs at [gaf.com/events](http://gaf.com/events).

When people are counting on you, you can count on GAF to help you Through the Storm. Visit [gaf.com/storm](http://gaf.com/storm) today.

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