



ACCULYNX

5 ways to cater to the next generation of roof buyers



Introduction

THE NEXT GENERATION OF ROOF BUYERS IS HERE.



Today, millennials and some members of Generation Z make up the largest portion of home buyers¹. Born between 1980-1998, these “digital natives” entered adulthood and the workforce after the Great Recession and typically have a far different financial standing and perspective on what matters than the generation before them.

Why does all of this matter to roofing contractors?

The social, economic, and digital aspects of the world this generation was brought into have influenced their priorities when it comes to making home maintenance-related decisions—including who they want

to work with to repair or replace their roof². Whether it’s for a brand new roof, a repair, or complete roof replacement, expectations surrounding style, environmental impact, and cost are motivational drivers for modern homeowners.

Roofing contractors must strengthen their understanding of these drivers and evolve their business practices to best serve this generation. Failing to meet the expectations of this market could mean losing out on potential customers and prevent roofing companies from achieving long-term growth.

Table of contents

IN THIS EBOOK, WE OUTLINE FIVE WAYS ROOFING CONTRACTORS CAN MEET THE NEEDS OF THE NEXT GENERATION OF HOMEOWNERS AND BEST POSITION THEIR BUSINESSES FOR SUCCESS.

Deliver a digital experience for your customer	4
Offer sustainable and eco-friendly roofing choices	5
Be flexible when it comes to payments	6
Provide transparency throughout a project	7
Keep in touch after the project finishes	8

Deliver a digital experience for your customer

Today, the vast majority of homeowners expect the option to do just about everything online³, and that includes how they work with roofing contractors. As a result, homeowners may perceive roofing contractors who only use pen and paper as being outdated or less efficient—in fact, a recent study suggests that contractors who only use manual or paper documentation are at risk of losing 44% of their customers⁴.

In order to meet your customers' expectations these days, you must provide an outstanding and seamless digital experience. Giving homeowners the option to review their estimates and sign contracts online will demonstrate that your business is modern, competent, and willing to work with homeowners on their terms.

Exchanging information digitally allows roofing contractors to do everything faster. It saves you from having to drive back and forth to the job site and ensures no important information is ever lost.

Offering to communicate through their preferred contact method, like texting⁵, can make it easier to reach a homeowner when you need to.



Time-saving tip

AccuLynx makes it easier to create and share digital job documents with your customers, including estimates and contracts, which can be signed electronically. AccuLynx even offers text messaging features, so you can exchange messages and store an automatic log of your conversations in the customer's job record.



Offer sustainable and eco-friendly roofing choices

Today's homeowners are becoming more mindful of their environmental impact. Data shows that eco-friendly roofing materials and systems⁶ appeal more to this demographic of homeowners. With a growing number of homeowners interested in these types of roofs, it's a good idea to provide these options to your customers.

Your company will not only need to be able to educate customers on the different options available to them, including the associated costs and the pros and cons, but also have the right teams and workflows in place to manage these types of projects. You can start by working with your local suppliers to ensure you'll have access to eco-friendly materials and a way to stay on top of costs, which are frequently fluctuating, so you can properly quote a job.



Time-saving tip

When you use AccuLynx, you can see exactly what materials are available from your preferred distributor and how much they cost as you build a job estimate, thanks to our unique integrations with Beacon Building Products, SRS Distribution, and ABC Supply.

Types of roofs that are gaining more traction



Solar Roofs

While more expensive upfront, this environmentally friendly choice provides cost savings on electricity bills over time, making it an option that is growing in popularity.



Metal Roofs

Metal roofs are more durable and use recycled materials⁷ like steel, aluminum, and copper, which helps lessen their overall environmental impact.



Cool Roofs

This roof's unique design helps reflect the sun's rays, reducing the amount of heat a home absorbs and lessening the need to use air conditioning and electricity.

Be flexible when it comes to payments

This generation of homeowners is facing new market challenges brought on by inflation⁸. As costs for home projects continue to rise, many homeowners are shifting toward paying for big-ticket repairs with credit cards⁹, or are having to finance these projects in order to afford them.

To make it easier for homeowners to do business with you, your roofing company should accommodate both of these payment methods. While accepting credit cards provides more convenience for everyone involved—not to mention the fact that the payment hits your bank faster than a personal check—financing can help your customers manage a costly project by breaking it down into more affordable monthly payments.

Offering financing gives roofing contractors a competitive advantage by reducing affordability-related sales objections. It can also open up more opportunities to upsell other services or products the homeowner wouldn't otherwise consider.



Time-saving tip

AccuLynx includes a fee-free financing tool, which lets you offer competitive loan options to your customers at no cost to you. Plus, when you process credit card or ACH payments using AccuLynx, transactions are automatically logged in your customer's job record and synced with QuickBooks.



Provide transparency throughout a project

With the abundance of information available through social media and YouTube, modern homeowners are more educated on home upgrades and repairs, taking a more active role in these processes. As a result, what they consider “good” customer service from their contractor¹⁰ has changed.

Homeowners want a more collaborative experience and greater transparency from roofing contractors. So it’s more important to be upfront about project costs and timelines—and let your customers know when problems arise.

Throughout the project, you can keep your customers in the loop by providing timely updates. This can be as simple as sending a text to remind customers of an upcoming appointment, sharing photos of the work being done, or promptly forwarding an electronic copy of their contract after it’s been signed. Straightforward communication and clear information will go a long way when it comes to customer satisfaction.



Time-saving tip

AccuLynx offers a number of features that simplify the way you can share information with homeowners. From sending automated emails and text messages to sharing job status updates and documents via a customer portal, when you use AccuLynx, you can improve your service without the extra work.

Having references, a portfolio, license information, and answers to FAQs on your website or available to send to a homeowner, especially when working with insurance providers, is an easy way for roofing contractors to provide transparency upfront.

Keep in touch after the project finishes

The customer relationship doesn't have to end when a project is complete. This generation of homeowners leaves more online reviews¹¹ than any other—and these reviews can have a huge impact on your roofing company. In fact, 76% of consumers regularly read online reviews when browsing for local businesses¹².

Maintaining an ongoing relationship with your customers helps ensure more positive business reviews and keeps the door open for referrals and repeat business. So it's a good idea for roofing companies to have a process in place to reach previous customers, whether it's to ask for a review after a job or inform them about other services you may offer.

Automating your follow-up when a certain milestone, event, or time period is reached is a smart way to manage this aspect of business. This way, you don't have to remember to check in after every job.



Time-saving tip

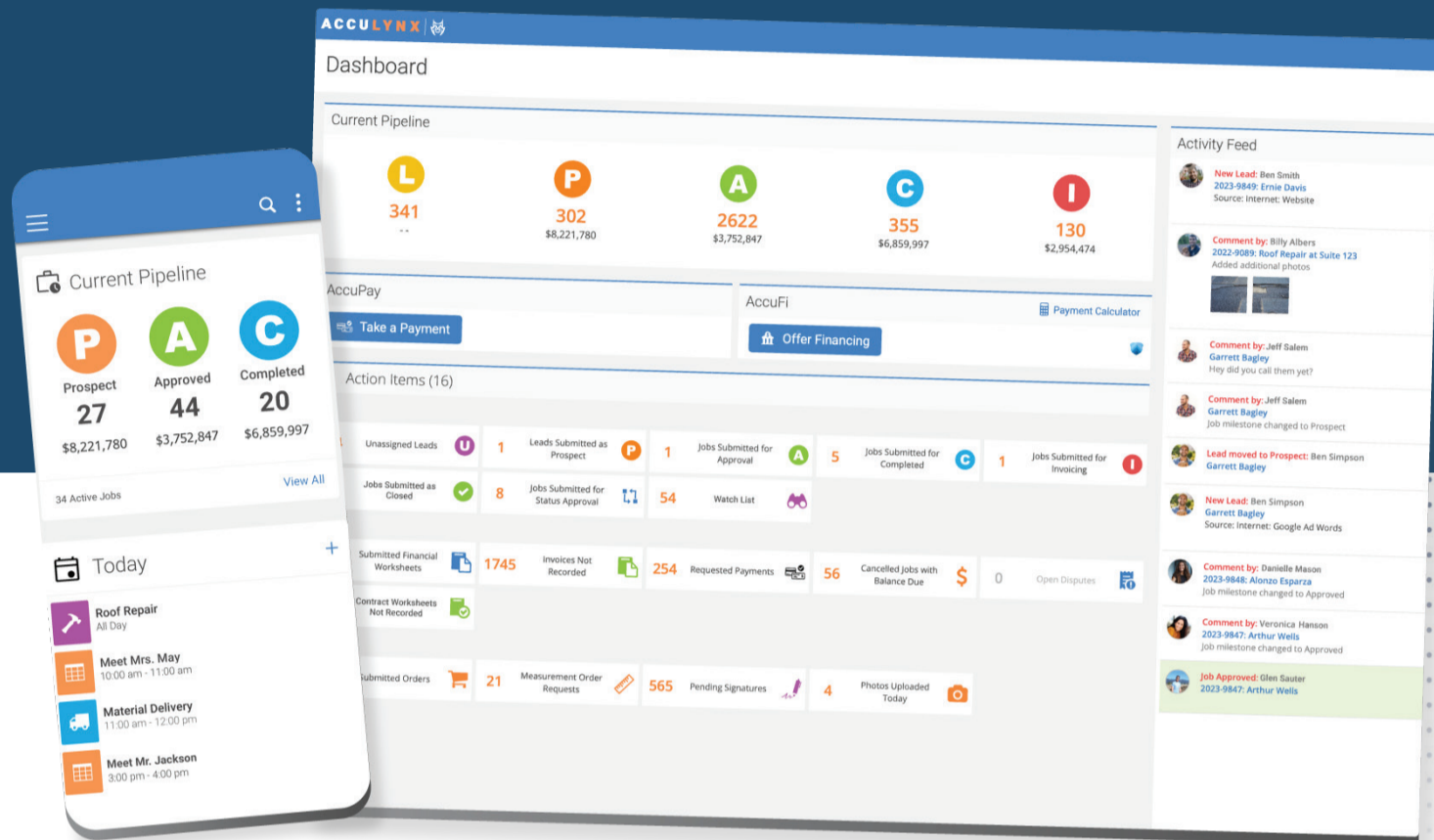
AccuLynx keeps all of your past and current job records organized so you can always reference details about past projects. You can even create an automated follow-up process to request feedback and stay connected with your customers after the job is complete.



Roofing contractors should ask their customers to leave an online review after every job. According to a survey conducted by Brightlocal¹³, 40% of people are likely to leave a positive review if personally asked by you or someone on your team.

Serve homeowners better

WITH ACCULYNX'S ALL-IN-ONE ROOFING BUSINESS MANAGEMENT SOFTWARE



The next generation of homeowners is making it known what they expect from their roofing contractor. All of this may seem like a lot to cater to, but AccuLynx has everything roofing contractors need to sell more roofing jobs and provide superior customer service to the next generation of homeowners.

With AccuLynx, roofing contractors can manage every aspect of their work from a single, easy-to-use system. It's packed with robust tools including CRM, estimating, project management, scheduling, aerial measurements, material ordering, photo sharing, payment processing, homeowner financing, text messaging, automations, reporting, and much more!

Since 2008, AccuLynx has helped thousands of roofing companies, from start-ups to multi-location businesses, streamline their processes and grow their profits. In fact, new AccuLynx customers see their annual total job profits increase by an average of 32%.

Learn what AccuLynx can do for you. [Visit acculynx.com to see a demonstration.](https://www.acculynx.com)