

Roofle Case Study: **Fortified Roofing**

The Price-First Revolution: How Fortified Roofing Scaled Lead Volume by 15%



Fortified Roofing eliminates sales pressure and captures modern buyers by replacing three-hour presentations with instant, accurate transparency.

By the Numbers

15%

Increase

in total lead volume.

400%

Growth

in Year-over-Year
success rate.

**50% Lower
Cost Per Click**

on "Instant Estimate"
keywords compared to
generic roofing terms.

100%

Accuracy

verified against Eagleview
and QuickMeasure reports.

The Challenge

The "800lb Gorilla" in the Room

In a traditional retail roofing model, the price of the roofing job is the "800lb gorilla" that everyone ignores until the very end of a high-pressure, three-hour sales presentation. This creates significant friction during the sales process, through

- **The Phone Call Barrier:** Homeowners are increasingly frustrated by the "call for a quote" model, leading to high drop-off rates on standard web forms.
- **Sales Inefficiency & Wasted Time:** Reps spend hours driving to sites and performing inspections for "tire-kickers" who may not have the budget for a high-ticket retail roof.
- **Economic Headwinds:** With rising material costs and record-high consumer debt, homeowners are "kicking the can down the road," making them more sensitive to pricing and more likely to shop around extensively.
- **Traditional Friction:** Hiding prices until the end of a long-winded meeting creates a lack of trust, making it harder to close even qualified prospects.

The Solution

Radical Transparency and "Amazon-Style" Speed

Fortified Roofing adopted pricing transparency up front, to build credibility and trust with their customers, powered by Roofle.

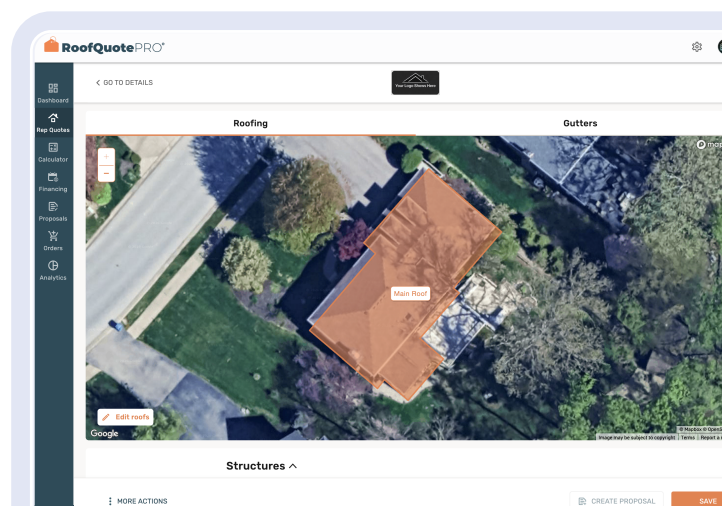
- **Taming the Gorilla:** By placing the Roofle estimator "above the fold" on their homepage, Fortified addresses the price immediately. If a homeowner books an appointment after seeing the price, the "800lb gorilla" is gone—they are already comfortable with the investment.
- **Unmatched Accuracy:** Despite initial skepticism, Fortified verified Roofle's instant estimates against Eagleview and Click Measure reports. The results were repeatedly accurate, giving the team the confidence to stand by their digital quotes.
- **The "Logistical Close":** Roofle transforms the sales representative's role. Instead of a defensive "pitch" designed to justify a surprise price, the meeting becomes a "logistical close" focused on value, trust, and scheduling.
- **Market Advantage:** While competitors fight over expensive, generic keywords like "roofing contractor near me," Fortified captures high-intent traffic with "Instant Estimate" keywords at roughly half the cost.

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Change is hard, but Roofle takes the pressure off everyone. We're seeing buyers who already know the price and are ready to go. It's a simple, effective platform that lets us hit the ground running from day one.

**— John Kabourakis,
Owner, Fortified Roofing**

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Stop hiding your prices and start closing more jobs. Provide the transparency your customers demand.

[Book a Demo](#)

