



FREE RESOURCE FOR ROOFING CONTRACTORS

THE STORM LEAD CHECKLIST

14 things the top 10% of contractors do in the first six hours after hail.

The contractors who book the most work after a storm are not the ones with the biggest crews or marketing budgets — they are the ones with a process. This is that process.

6HR

THE WINDOW THAT
DECIDES THE JOB

18-25%

MORE PAID ON JOBS
BOOKED IN THAT WINDOW

60-80%

CONVERSION ON WARM
CLIENTS AFTER A STORM

14

STEPS, IN THE ORDER
THEY SHOULD BE RUN

— PHASE ONE

BEFORE THE STORM EVEN PASSES

The most effective storm response starts before a single hailstone hits the ground. Everything on this page should already be true on a clear day.

01 HAVE A SCORED CLIENT DATABASE READY

Every past client should live in a system you can filter by address, roof age, roof type and last service date — so you can cross-reference against the damage zone in minutes, not hours. If your list is in a spreadsheet or a text thread, that is your single biggest bottleneck.

02 SET UP STORM MONITORING ALERTS

Do not wait for a neighbor to call. Real-time hail tracking should alert you the moment an event registers — with damage severity, affected ZIP codes and the estimated impact radius.

03 PRE-WRITE YOUR OUTREACH MESSAGES

Keep three templates ready at all times: one for existing clients, one for neighbors of existing clients, and one for cold neighborhoods. The first two hours after a storm are worth ten times more than hours five and six — do not spend that window writing from scratch.

PRO MOVE

Store the templates so they can be auto-personalized to each property's damage profile — name, address, estimated hail size and last permit date pre-filled the moment you need them.

HOURS 1-2 · SCORE AND PRIORITIZE

The storm has cleared. Here is what the best do before anyone else is on the road.

04 SCORE YOUR CLIENT LIST BY DAMAGE PROBABILITY

Cross-reference clients against the storm path and prioritize: homes directly in the hail band, roofs over 12 years old, properties with no permit activity since the last storm, and high-equity owners who are more likely to approve out-of-pocket work.

— HOURS ONE TO TWO

SCORE AND PRIORITIZE

Four moves that decide where your morning goes. Do them at a desk, before anyone gets in a truck.

05

CHECK FOR FILED INSURANCE CLAIMS

Some homeowners file within hours. New claim activity in your radius is the warmest lead there is — someone who has already filed wants a contractor, they just have not found one yet.

06

MONITOR SOCIAL MEDIA FOR SIGNALS

Search Facebook, Nextdoor and X for your city plus "roof damage", "hail" or "roofer". Posts asking for recommendations hours after a storm are the easiest conversions you will ever close, and the first to respond almost always wins.

07

PULL A PROPERTY SCAN ON YOUR TOP 10 TARGETS

Before you call anyone, pull a report for each priority address: dimensions, estimated age, material, RCV value and hail-vulnerability score. Walk into every conversation knowing more about their roof than they do.

08

CHECK COMPETITOR ACTIVITY

Are competitors already running ads or knocking certain streets? Knowing where they are focused tells you where to go first — and where not to waste your morning.

WHY SCORING BEATS SPEED

Everyone else is driving. If you spend ninety minutes ranking the list properly, you knock forty doors that matter instead of two hundred that do not — and you arrive knowing which ones already filed.

WHAT GOOD LOOKS LIKE

By the end of hour two you should have a ranked list, a property report for the top ten, a note on where competitors are working, and three message templates ready to send.

— HOURS THREE TO FOUR

OUTREACH AND BOOKING

You have a scored, prioritized list. Now make contact in a way that books appointments, not just awareness.

09 CALL YOUR TOP 5 EXISTING CLIENTS FIRST

They already trust you. *"Hi [Name], we had a significant hail event in your area this morning — I want to make sure your roof is okay. Can I stop by for a free inspection?"* A ninety-second call. Conversion on warm clients after a storm is typically **60-80%**.

10 SEND SMS TO THE NEXT TIER

Text converts about three times better than email in the first hours. Keep it short: *"Hi [Name] — hail hit [neighborhood] this morning. We would like to offer a free roof inspection today. Reply YES to confirm a time."* Do not write an essay.

11 RESPOND TO EVERY SOCIAL POST YOU FOUND

Comment publicly, then follow up by direct message with your name, company and a specific offer. Speed wins — the first contractor with a real offer usually takes the thread.

12 BOOK APPOINTMENTS, NOT CALLS

Never say *"I'll call you to discuss."* Offer a slot: *"Are you free at 2pm or 4pm today?"* People cancel vague follow-ups. They show up for specific appointments.

THE SIX-HOUR RULE

Jobs booked within six hours of a storm pay **18-25% more** than jobs booked 48 hours later. In the immediate aftermath homeowners are in "fix this now" mode. Two days later they are comparing quotes.

— HOURS FIVE TO SIX

ON THE GROUND

Boots on roofs. This is where preparation turns into signed contracts.

13 SHOW UP WITH THE PROPERTY REPORT IN HAND

Print it or pull it up on a tablet before you knock. *"Your roof is 17 years old, about 32 squares of architectural shingle, estimated RCV \$21,400, high hail vulnerability for this ZIP"* wins the trust conversation before you have mentioned price.

14 DOCUMENT EVERY PROPERTY — AND LOG IT IMMEDIATELY

Take timestamped photographs before you say a word about damage; that is what protects you in a claim dispute. Leave a branded door hanger with the storm date and a booking QR code at every no-answer — roughly 20% call back within 48 hours. Then enter every contact into your pipeline on site: stage, notes, next action. If it is not in the system, it does not exist.

DO THIS ON EVERY DOOR

- Photograph before you speak about damage
- Offer a specific time, not a callback
- Leave something physical at a no-answer
- Log the contact before you drive away

DO NOT DO THESE

- Quote a price from the driveway
- Promise an insurance outcome you cannot control
- Leave a property without a note in the system
- Get on a wet roof to win a conversation

A WORD ON THE DOOR HANGER

Put the storm date on it. A hanger that says "we were here on the 14th, the day of the hail" is a record the homeowner keeps. A generic one goes in the bin with the pizza flyers.

— THE SHORT VERSION

DO ALL 14 AUTOMATICALLY

Doing this by hand — tracking weather, scoring clients, pulling reports, monitoring social, working the pipeline — takes a team and a full morning. Most contractors get through about four of the fourteen before the day runs out.

WHAT RAFTERCORE RUNS FOR YOU

- Storm alerts within minutes of an event, with severity and affected ZIPs
- Your client list scored by damage probability against the storm path
- New insurance-claim and permit activity in your radius
- A full property report for any address in seconds
- Personalized outreach drafted automatically per property
- Every contact logged to the pipeline from the field

Steps 1 through 7 run themselves the moment a storm is detected. You start your morning at step 8.

THE WHOLE CHECKLIST, IN ORDER

01	Scored client database ready	☐
02	Storm monitoring alerts set up	☐
03	Outreach messages pre-written	☐
04	List scored by damage probability	☐
05	Checked for filed claims	☐
06	Social monitored for signals	☐
07	Property scans on top 10	☐
08	Competitor activity checked	☐
09	Top 5 existing clients called	☐
10	SMS sent to next tier	☐
11	Responded to every social post	☐
12	Appointments booked, not calls	☐
13	Property report in hand at the door	☐
14	Every property documented and logged	☐

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