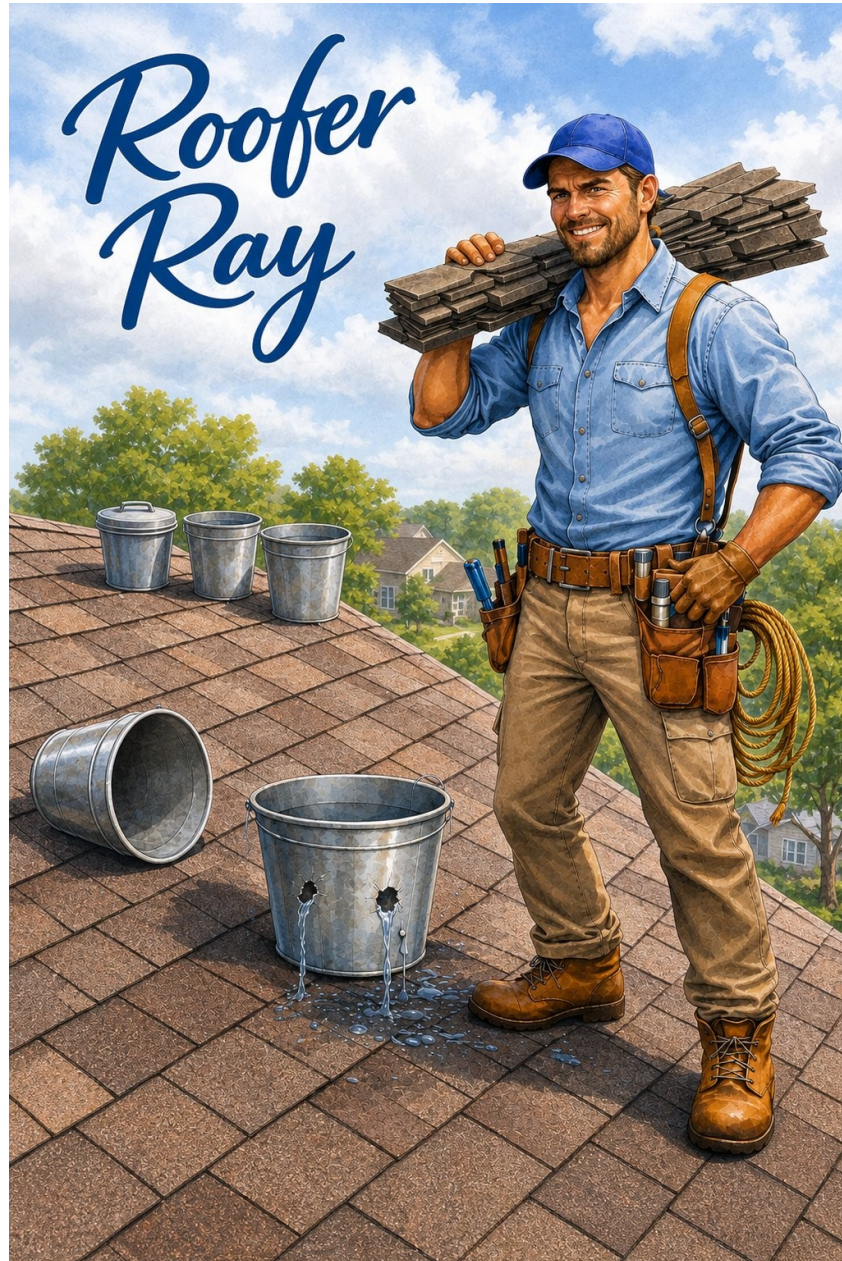


The Five Bucket Problem

Why good roofers lose jobs online.



Ray is good at what he does. That has never been the



problem.

Ray has been putting roofs on houses for fourteen years. He runs a crew of eight. His Google reviews sit at 4.7 stars. Customers write things like: he showed up when he said he would, left the yard cleaner than he found it, and fixed a leak that two other roofers said could not be fixed.

He built something real. He pays his guys on time. He drives a truck with 200,000 miles on it because **every spare dollar goes back into the business**. He is not looking for a magic solution. He has seen too many of those.

But on Tuesday nights, when the week winds down, Ray sits at the kitchen table with a legal pad in front of him. He adds up what came in and what went out. More jobs should be coming in. He just cannot name why they aren't.

That is where this booklet starts.

Ray knows roofing. He built a real business. Marketing should work just as hard as he does.



Ray writes three checks every month that are roughly the same size. One goes to the truck dealer. One goes to the tool supplier. One goes to the marketing agency. He knows exactly what he gets from the first two. A reliable truck. Sharp tools. Predictable and fair.

The third check comes back as a twelve-page PDF. Bar charts. Line graphs. A metric called domain authority went up by 2 points. Ray has Googled that term twice and still cannot explain it to his wife.

Here is what makes that maddening: his customers are out there. When a storm rolls through and tears off a neighbor's fascia, someone in that neighborhood is searching for a roofer within the hour.

The question is not whether they are searching. The question is whether they find Ray, and what happens when they do.

His customers pay for a fixed roof. Ray should pay for closed deals. Nothing less.



When a homeowner hires Ray, she pays for one thing: a dry house. She pays for the result.

Ray deserves the same deal from his marketing. Not charts. Not traffic. Not rankings. Closed jobs, tied to where they came from, so he can see exactly what his money produced.

The math is not complicated. When you know which jobs came from which source, you spend more on what works and cut what does not. When you cannot see that, you keep writing the same check and hoping the number changes. Ray has been hoping for years. Not because he is bad at business. Because nobody ever showed him what the right number looked like.

That is the only number that matters. Closed jobs, tied to where they came from.

Want to go deeper? Read the full article: rooferfieldguide.com/blog/the-only-number-that-matters

**Leads are like drops of water. Your website. Your listing.
The bucket.**



A lead is like a drop of water. It falls from the sky when a homeowner types a search, clicks a link, or asks a neighbor who fixed their roof. The water is going to fall whether you are ready for it or not.

The bucket is everything you have online. Your website. Your Google listing. The photos you have posted. Your contact form. The phone number at the top of your homepage. All of it together.

Most agencies sell more water. More ads. More traffic. More clicks. But **if the bucket is broken**, more water just means more money down the drain. More money poured in, and more leads slipping through before you ever see them.

There are five ways a bucket fails. Each one has a name. You will recognize all five before you reach the last page.

Your bucket is empty.



It is Thursday night. A homeowner named Linda hears dripping. She goes to the attic and finds a wet spot the size of a dinner plate. She grabs her phone and types: roofer near me. Then she tries the name of her town.

Ray's site does not show up. Not on page one. Not anywhere she looks.

This is not because his reviews are bad. They are excellent. It is because the site was built like a business card rather than a destination. Google does not know what Ray does or precisely where he does it. There is no structure telling search engines: this contractor fixes roofs in these specific towns.

According to a study by the company Ahrefs, 96.55% of web pages receive zero organic traffic ("organic" means traffic that didn't require paying for advertising) from Google. Zero. Not a little. None. Most contractor websites fall into that group, and nobody told them.

The roofer who fixed Linda's roof on Friday has worse reviews than Ray and a smaller crew. Ray will never know which jobs he loses this way. The bucket is there. It is just invisible. And it ends up empty.

Leads found you. Then they left. Two reasons why.



Some homeowners do find Ray's site. They fill out the contact form on a Sunday afternoon. Ray is on a job. He calls back Monday morning at nine.

She already signed with someone else.

According to a Lead Response Management study, contractors who respond within one hour are seven times more likely to reach the lead. Those who respond within an hour win 35 to 50 percent more jobs than those who wait until the next business day. That is not a small edge. That is the job, gone.

The second leak is the words on the site. Ray's homepage says: quality work at competitive prices, licensed and insured. That describes every roofer in the market. Ray has done 43 jobs in one subdivision near his shop. His site never mentions that neighborhood once. The homeowner who lives there has no idea he has been on half her neighbors' roofs.

Two holes. Both fixable. But first, you have to know they are there.

Want to go deeper? Read the full article: rooferfieldguide.com/blog/the-jobs-you-never-knew-you-lost
Bucket Three of Five

Two roofers showed up. One had a number before he left.



Two roofers show up at the same house on the same day. Ray goes first. He measures carefully. He checks the flashing, counts the squares, and notes the pitch. He tells the homeowner he will have a number for her by Thursday.

The second roofer finishes his walk-around and pulls out a tablet. He hands her a real quote before he backs out of the driveway.

She calls Ray on Thursday morning. She is very sorry, she says. She already signed.

According to the Sales Management Association, the first vendor with a firm quote wins roughly 60 percent of jobs when everything else is close to equal. Not a majority. A landslide. Ray did not lose on price. He lost because someone else gave her certainty first.

Speed plus a real number is the formula. A promise to call back on Thursday is a recipe for losing.

Bucket Four of Five

You are paying to fill a bucket you cannot see inside.



The agency report arrives on the first of every month. Twelve pages. Ray pours a coffee and sits down with it. Bar charts showing website sessions up 11%. Keyword rankings are improving. Domain authority has increased by two points.

Not one line says which jobs came from the website. Not one line says what those jobs were worth.

According to HubSpot, 40% of marketers say proving return on investment is their biggest challenge. That is the marketer's problem. It should not become Ray's. He should not have to reverse-engineer a bar chart to figure out if his money is doing anything. He should be told. Without that number, every budget decision is a guess. A report that does not name a single closed job is not a report. It is a receipt.

Want to go deeper? Read the full article: rooferfieldguide.com/blog/the-report-that-doesnt-show-the-jobs
Bucket Five of Five

You don't own your bucket or your future.



You are renting everything. The leads, the visibility, the traffic. The moment you stop paying, it all disappears. You do not own a single relationship. You hand over the money, and the calls come in.

Every year, the rent goes up. According to WordStream, the average cost per click in home services rose by 23% in just two years. The platforms are not getting better. They are getting more crowded. More contractors are chasing the same homeowners, bidding against each other and driving prices up for everyone. The only winner is the platform collecting the difference.

Nobody selling you that system has any reason to tell you it stopped working. So nobody does.

Because the trap was never just one bad actor. It is a whole framework built on renting you your own customers, and a market full of contractors still paying for it.

Want to go deeper? Read the full article: rooferfieldguide.com/blog/youre-renting-your-own-customers

The algorithm changed.



Ray notices his leads are dropping. He calls the agency. They have an answer ready: The algorithm changed. Google updated something. The market got more competitive. Give it another quarter.

The real reason leads are dropping is not the algorithm. It is the whole model. A system built on generic websites and paid clicks was never going to keep producing the same results forever. Last year, six percent of homeowners used an AI tool to find a local contractor. This year, forty-five percent. According to research firm SOCi, AI search currently recommends only 1.2% of local business locations. The homeowners who used to type “roofer near me” into Google are now asking ChatGPT or Google’s own AI to recommend someone, and most contractors are simply not showing up in those answers. Nobody at the agency mentioned this. They had no incentive to.

The metrics in those reports usually don’t measure Ray’s sales. They measure impressions, click-through rates, and domain authority, which are real numbers. They measure activity within a system that produces less and less every year. Your agency knows it. Nobody wants to say it.

Each of the five buckets explains a specific way that leads fall through. This explains why patching one bucket at a time has stopped working. The model itself has run its course.

Ray deserves a better system.



That system does not exist yet. I want to build it. Not for agencies. Not for ad platforms collecting fees, whether you are winning or losing.

For the contractor who does good work, shows up on time, and wants a business that compounds instead of one that evaporates the moment the ad spend stops.

I have not built anything yet. Before I do, I want to listen to roofers to understand what actually matters, where the real pressure is, and what a better system would have to do to be worth trusting.

I'd like to hear from you. No sales pitch. Twenty minutes. I'll do most of the listening.

Warm regards,

Alan

Schedule a conversation.

rooferfieldguide.com/talk