

Roofing Lead Qualification Checklist

Run this on every inbound call and web lead. Work the five checks in order — location, authority, and need are load-bearing. Clear all five = book it. Fail a load-bearing check = decline or redirect.

1. Location **LOAD-BEARING**

- Is the property inside a market you actually serve?
- If it's on the edge, does the job size justify the drive?
- Redirect out-of-area homeowners politely rather than booking.

2. Authority **LOAD-BEARING**

- Is the caller the property owner or an authorized decision-maker?
- For insurance work, is there an active claim or intent to file?
- Who else needs to be present for the estimate?

3. Need **LOAD-BEARING**

- Is there damage, a leak, age, or a claim driving the call?
- Can the homeowner describe the problem concretely?
- Is this a real project or general research / price shopping?

4. Timeline **PRIORITY / ROUTING**

- Is the homeowner ready to schedule an inspection soon?
- Is there urgency (leak, storm, claim deadline)?
- Book now or nurture for later?

5. Fit **PRIORITY / ROUTING**

- Does the requested work match your services and capacity?
- Is the job size worth a crew's time?
- If it's a poor fit, refer rather than book.

Methodology & basis

Location, authority, and need are load-bearing: failing any one makes the lead a garbage lead regardless of the rest. Timeline and fit refine priority and routing. In RooferFuel.ai intake modeling, roughly 8 in 10 inbound roofing leads fail basic qualification — a stated first-party model assumption, not a third-party statistic. RooferFuel.ai's Garbage Lead Killer™ System applies these same criteria to every inbound contact automatically, 24/7.