

ORVX.AI

THE ROOFER'S GUIDE TO AI

**The storm hits,
the phone
melts, and you
can answer one
call from the
roof. The other
forty ring
someone else.**

Where a roofer's week actually goes, how to capture the storm-season surge instead of drowning in it, and how to be the roofer Google shows first.

Written by ORVX AI, the AI specialists for Australian tradies. September 2026.

WHERE YOUR WEEK GOES

You're on the roof 30 hours a week. The other 15 you're a call centre.

Roofing and gutter work is quote-heavy, weather-driven and comes in surges. That combination breaks a one-phone business. Count your week.

THE JOB THAT ISN'T THE JOB	WHAT IT ACTUALLY LOOKS LIKE	HOURS A WEEK
Missed and returned calls	On the roof, harness on, phone in the ute. Storm week it's dozens	3.5 hrs
Quoting	Drive out, get on the roof, measure, photograph, write it up, send it, forget it	4 hrs
Insurance paperwork	Reports, photos, scope for the assessor, resends	2 hrs
Scheduling around weather	Rain. Wind. Reshuffle. Ring everyone	1.5 hrs
Invoicing and chasing	Staged payments, insurance delays, chasing the balance	2 hrs
Customer updates	'When are you coming', 'is the leak fixed', 'what about the gutters'	1.5 hrs
Marketing you meant to do	Drone shots and before-and-afters nobody's seen	0.5 hrs
Total	Time you are not billing	15 hrs

15 hrs

a week off the tools, before you've fixed a single thing on site

720 hrs

a year. That's 18 full working weeks of admin

\$39,600

a year at \$110/hr, if only half of those hours became billable time

These are estimates for a typical 2 to 12 person roofer business, not a measurement of yours. Put your own numbers in. Most owners who do this find they were guessing low.

In storm week a roofer misses forty calls. Those aren't forty calls. That's the best month of the year going to whoever answered.

PLAIN ENGLISH

What AI actually is, and what it isn't

For a roofer, AI is a fast, patient office worker who never sleeps, never gets sick of the same question, and can read, write and talk in plain English. That's the whole definition.

What it does well

- Answers the phone and texts when you can't, and takes the job details properly
- Writes the follow-up you keep meaning to send
- Turns a voice note into a quote, a job note or a site diary entry
- Sorts enquiries so the tyre kickers don't cost you a site visit
- Sends the customer updates you'd send if you had the time
- Drafts your Google posts, reviews replies and job photos captions

What it can't do

- Fix cashflow. It can chase invoices, it can't make a builder pay retention
- Find you a good apprentice
- Do the work. Nobody's software is picking up a shovel
- Replace your judgement on a price, a variation or a dodgy client
- Work without a system. If your jobs live in your head, start there
- Sign off on a roof safety plan or a working-at-heights assessment. That stays with you and your licence

Three myths that cost roofers and gutter installers money

- 01** "It's too expensive for a business my size." The tools you already pay for (job management, Xero, your phone plan) mostly have AI features switched off. Most of the wins in this guide cost nothing or under \$100 a month.
- 02** "My customers want to talk to a person." They want an answer. A text back in 30 seconds beats a callback at 6pm every time. You still ring them. You just ring them before your competitor does.
- 03** "I'm not technical." If you can send a voice note and read a text, you can run every system in this guide. The setup is the only hard bit, and it's a one-off.

AI doesn't replace the tradie. It replaces the two hours of admin the tradie does after dinner.

FIX THESE FIRST

Five leaks to plug before you buy anything else

In order. Number one is worth more than the other four combined for most roofers and gutter installers.

01 Missed-call text-back, before the next storm

Storm week is where the year's profit is, and it's the week you physically can't answer the phone. A text-back that captures address, problem and whether it's an active leak, then tells them your triage order, keeps every one of those calls yours.

Do this: Switch it on now, not in April. Write the storm-week version of the message in advance.

02 An AI receptionist for the surge

When the phone goes from six calls a day to sixty, an AI receptionist answers every one, sorts active leaks from 'can you look at my gutters sometime', and books the site visits in triage order.

Do this: Trial it in a quiet month so it's ready when you need it.

03 Quotes drafted from roof photos and a voice note

Photograph the roof, voice-note the scope. AI drafts the quote with your standard inclusions and safety notes. You price it from your rate sheet, send it from the driveway.

Do this: Templates for gutter replacement per metre, gutter guard, re-roof, repointing, leak repair. Fill by voice.

04 Follow-up that runs itself

Roof quotes are big, and people sit on them. Three follow-ups over 14 days, automated, wins jobs you've already climbed a ladder for.

Do this: Automate it. Track sent versus won for a month.

05 Insurance scopes pre-built from the job record

The assessor wants photos, a scope and a cost breakdown in a format. AI builds it from what you've already captured on site. Faster approvals, faster payment.

Do this: Standardise your photo set: overview, damage, close-up, gutter, downpipe. AI does the rest.

THE ROOFER'S PROBLEM

Storm season is a capacity problem, and capacity is a phone problem

You can't put more roofers on in a week. You can make sure every call, every enquiry and every quote from that week is captured, triaged and followed up, so the surge fills the next two months instead of the next two days.

Storm week, old way

- Phone rings constantly, you answer one in five
- Voicemail fills up by lunchtime
- You do the jobs in the order you happened to answer
- Quotes go out a week later, half never followed up
- Insurance scopes get done at night, wrong format, resent

Storm week, with the system on

- Every call answered or texted back within a minute
- Active leaks flagged and booked first, gutters booked for next month
- Every enquiry in your job system with address, photos and urgency
- Quotes drafted same day, followed up automatically
- Insurance scopes built from the site photos in the assessor's format

The maths on one storm week

YOUR NUMBERS	EXAMPLE	YOURS
Calls in a storm week	80	
Answered or captured now	25	
Captured with text-back and AI reception	75	
Extra jobs booked over the following 8 weeks (1 in 4 of the extra 50)	12	
Average job	\$2,800	
Revenue from one storm week you're currently missing	\$33,600	

Example figures. Yours will differ. Most of the country gets three or four of these weeks a year.

Gutter guard and maintenance: the recurring book

Every roof you've been on has gutters that fill, guard that needs checking and a downpipe that'll block. A pre-winter and pre-storm-season message to every past customer, sent automatically, fills the quiet months with the easiest work you do.

QUOTING AND BUDGETING

Quotes priced off today's material prices, not last year's list

Most roofers and gutter installers quote from memory, a stale price list and a gut feel. Then materials cost more than the quote said and the margin disappears.

How automated quoting works

1. You describe the job by voice note on site, with photos. "Replace 42 metres of gutter, Colorbond, half round, four downpipes, gutter guard on the lot, take the old away."
2. AI builds the scope and material list from your own templates, with your standard inclusions and exclusions.
3. Prices come from live sources: your trade supplier price files (Stratco, Metroll, Lysaght, Bunnings Trade, your gutter guard supplier) and current retail pricing for the odds and ends. Priced on the day.
4. Labour comes from your rate sheet. AI applies it, you adjust it.
5. You check it and send it, with a price validity date, so if copper or timber moves next month you're covered.

What the materials line looks like

ITEM	PRICED FROM	EXAMPLE
Colorbond gutter, 42 lm	Stratco trade price file	\$1,090
Downpipes, 4 x 3m, brackets, pops	Metroll	\$380
Gutter guard, 42 lm, aluminium mesh	Supplier price list	\$1,470
Brackets, rivets, silicone, consumables	Bunnings Trade	\$160
Disposal	Your rule	\$120
Labour: 2 people, 1 day	Your rate sheet	\$1,760
Height safety allowance	Your rule	\$200

Example items and figures, not a price list.

Budgeting and job costing

Once the quote is built from real line items, the budget exists automatically. As invoices and timesheets come in, AI matches them to the quote and tells you mid-job whether you're on margin or bleeding. For roofers the job costing pays off in storm season, when you're doing twenty jobs in a fortnight and have no idea which ones made money until the bank statement.

Where it breaks

It prices materials accurately. It doesn't price what's behind the wall, so keep your contingency. Retail and trade prices differ, so use your trade accounts. Prices move, so the validity date isn't optional. And your labour estimate is still yours: AI applies your rates, it doesn't know how slow that client's driveway is.

A gutter quote priced per metre off today's Colorbond price is the one that doesn't need a 'sorry, steel went up' phone call.

MORE LEADS

Where your next 20 jobs are already sitting

You don't need more traffic. You need to stop losing the enquiries you already get. Then you need Google to trust you. In that order.

1. The leads you're already losing

Missed calls, web forms answered the next day, quotes never chased. Pages 4 and 5 cover them. The short version: reply in under five minutes, follow up three times, and you're usually the only one who did.

The one most roofers and gutter installers forget: old customers. Every past customer's gutters fill every autumn. Every roof you've repaired is due a check. A pre-season message, sent for you, is the easiest work you'll do all year.

2. The leads you're not getting yet

- **Google Business Profile.** Most roofer searches end in the map, not the website. Your profile needs 50+ reviews, weekly photos and a post a week. AI drafts the posts and the review replies.
- **Review requests on autopilot.** A text two hours after job completion, with the direct review link. No asking, no forgetting.
- **Referral partners.** Builders, insurance assessors, real estate property managers, solar installers and painters all need a roofer they trust. Regularly. A monthly check-in message to each of them, drafted for you, keeps you top of mind.
- **Directories with a purpose.** hipages and Airtasker are pay-to-play and everyone's on them. Use them to fill gaps, not as the plan.

What "lead qualification" means for you

Before you drive to a site visit, you want to know four things: where they are, whether it's an active leak, what they think the problem is, and whether it's an insurance job. An AI assistant on your phone or web form asks those four questions the moment someone enquires and puts the answers in your job system. You only ring back the ones worth ringing.

A roofer's best month is the one he can't answer the phone in. Fix the phone and the month is yours.

RANKING ON GOOGLE

How a roofer actually gets to the top of Google

Nobody is searching "best roofer in Australia". They search "roof repair near me" at 7:40am, ring the first one that answers, and never look at page two. Local SEO for a roofer is a map problem first and a website problem second.

The map pack (do this first)

- ☐ Claim and fully complete your Google Business Profile: every service listed, every suburb you cover, hours, licence number
- ☐ Get to 50 reviews, then 100. Ask every single customer, by text, same day
- ☐ Reply to every review within 48 hours. AI drafts it, you approve it
- ☐ Upload 3 to 5 real job photos a week. Phone photos, not stock
- ☐ Post once a week: a job, a tip, a before and after
- ☐ Same business name, phone and address everywhere online. Any mismatch costs you

The website (do this second)

- ☐ One page per service you want to be found for, not one page listing everything
- ☐ One page per main suburb or area you work in, with real jobs from that area on it
- ☐ Phone number tappable at the top of every page on mobile
- ☐ Loads in under 3 seconds on a phone. Test it on your own
- ☐ Answers the questions customers ask you on the phone. AI can turn your voice notes into those pages

What people actually type

SEARCH	WHAT THEY WANT
roof repair near me	Active leak, ringing the first result
roofer [suburb]	Standard search, map pack decides
gutter replacement [city]	Considered job, wants price per metre
gutter guard installation [city]	Researching, wants to see it on a roof like theirs
roof leak repair cost	Problem search. The honest answer page wins the call
storm damage roof repair [city]	Seasonal surge, insurance-driven

Build a page or a Google post around each of these. Use the words your customers use, not the words your supplier uses.

Where AI fits in SEO

It won't rank you. It removes the reason you never did the work: it drafts the suburb pages from your job notes, writes the weekly post from your photos, answers reviews, and keeps the whole thing running when you're flat out. The photos and the reviews still have to be real.

Roofers have drone footage and don't post it. The roofer who posts one roof a week from the air owns the map pack in that suburb.

MARKETING

Marketing that takes 20 minutes a week, not your Friday

You already make the best content in your industry every day. It's called your work. The only reason it never gets posted is that posting takes time you don't have. That's the exact job AI is for.

The 20-minute system

- 01** Monday to Thursday, on site: take one photo or a 10-second video per job. Before and after if you can. Send it to a WhatsApp group or folder with a one-line voice note.
- 02** Friday, 20 minutes: AI turns the week's photos and voice notes into a Google post, a Facebook post, an Instagram post and a review reply or two. You read them, fix anything that doesn't sound like you, hit approve.
- 03** Once a month: one longer piece. A common problem you fixed, explained the way you'd explain it to the customer. That becomes a website page and gets you found.

Posts that work for roofers and gutter installers

- Drone shot before and after, 15 seconds, with the suburb
- 'What was blocking the downpipe' photos. Every roofer has these
- The leak that was actually a flashing problem, explained
- Gutter guard close-up with the leaves sitting on top after the first storm
- Storm-week update post: 'here's how we're triaging, active leaks first'
- Review screenshot with a thank-you and the suburb

Rules that stop you sounding like every other tradie page

- Show the mess before the finish. Customers trust the before photo more than the after
- Name the suburb. "Bathroom reno in Belconnen" gets found. "Another great job" doesn't
- Explain one thing. What went wrong, why, what you did. That's the whole post
- Never post a stock photo. One real photo of your ute beats ten of someone else's
- Read every AI draft out loud once. If it doesn't sound like you at the counter, change three words

Your job photos are the marketing. AI is just the bloke who finally posts them.

START THIS WEEK

Your first 30 days

Most of this uses tools you already have. Don't buy anything new until week three.

Week 1: stop the bleeding

- ☐ Switch on missed-call text-back. Your job management software or a \$30/month tool does this
- ☐ Write your three quote follow-up messages once. Set them to send automatically at day 2, 5 and 10
- ☐ Set a review request text to send after every completed job

Week 2: get found

- ☐ Complete every field on your Google Business Profile
- ☐ Upload 10 real job photos. Reply to every existing review
- ☐ List every suburb you work in as a service area

Week 3: give your evenings back

- ☐ Start sending voice notes instead of typing job notes. Use AI to turn them into text in your job system
- ☐ Use AI to draft your quotes from a voice description of the job. Connect your supplier price lists so the materials line is priced on the day
- ☐ Message every past customer with a pre-storm-season gutter and roof check offer

Week 4: make it run without you

- ☐ Set up the 20-minute Friday content routine
- ☐ Put an AI assistant on your web form or WhatsApp to ask the four qualifying questions
- ☐ Measure: missed calls, quotes sent, quotes won, reviews. Four numbers, once a week

Tools worth knowing (we don't sell any of these)

JOB	OPTIONS ROOFERS AND GUTTER INSTALLERS USE	COST
Job management, quotes, invoices	ServiceM8, Tradify, AroFlo, or Xero plus a shared calendar	\$30 to \$150/mo
Missed call text-back, review requests, follow-ups	Your job software if it has it, otherwise a CRM like GoHighLevel or Podium	\$0 to \$100/mo
Voice notes to quotes, posts, replies	Claude, ChatGPT, or the AI inside your job software	\$0 to \$30/mo
Phone answering when you can't	AI receptionist (many options), or a human answering service	\$50 to \$300/mo
Connecting it all so it runs itself	Your job software's built-in automations first. Then Zapier, Make or n8n if you need more	\$0 to \$50/mo

Switching everything on yourself works if you've got a spare weekend and patience. Most owners get to week two and stall. That's normal. Pick the one fix worth the most to you, finish it, and only then start the next.

STEAL THESE

The messages. Copy them, change the name, send them.

Every system in this guide runs on a handful of texts. Here they are, written for a roofer. Put them in your job software as templates and they send themselves.

Missed-call text-back (sends 20 seconds after a missed call)

Hi, it's [your name] from [business]. Sorry I missed you, I'm on a job. If it's urgent reply URGENT and I'll ring you within 15 minutes. Otherwise reply with your suburb and what you need and I'll call you back before 5.

Review request (2 hours after job done)

Thanks for having us today [first name]. If you were happy with the gutter replacement, a quick Google review helps us more than you'd think. Takes 30 seconds: [review link]. And if anything's not right, reply here first and I'll sort it.

Quote follow-up 1 (day 2)

Hi [first name], [your name] here. Just checking the quote for the gutter replacement came through OK. Any questions on it, ring me or reply here.

On the way

Hi [first name], [your name] from [business] here, I'm about 20 minutes away. See you soon.

Quote follow-up 2 (day 5)

Hi [first name], happy to run through the quote if anything's unclear, or I can price it with and without the gutter guard. No pressure, just want to make sure you've got what you need to decide.

Weather or delay reshuffle

Hi [first name], it's too windy to be on a roof safely today. I've moved you to [new date], [time]. If that doesn't work reply here and we'll find another slot. Sorry for the stuff-around.

Quote follow-up 3 (day 10)

Hi [first name], last one from me. We've got a spot open [week] if you'd like to lock it in, after that it's about three weeks out. If you've gone another way, no worries at all, thanks for the chance to quote.

Past customer re-engagement

Hi [first name], [your name] from [business]. We did the roof and gutters for you a while back. Storm season's coming. A gutter clean and roof check now saves a leak in a fortnight. Reply if you'd like me to book it in.

Web form auto-reply (instant)

Thanks [first name], got your enquiry. So I can give you a straight answer fast: where they are, whether it's an active leak, what they think the problem is, and whether it's an insurance job? Reply here and I'll call you today.

Read every one of these out loud once and change three words so it sounds like you. That's the whole customisation.

BEFORE YOU GO

The short version, if you read nothing else

- 01** You're losing more jobs to a missed call than to a competitor. Switch on missed-call text-back today. It's the cheapest thing in this guide and the biggest.
- 02** The quote you never chased was the job you already paid for. Three follow-ups, written once, sent automatically. Page 11 has them.
- 03** Price the materials off today's prices, put a validity date on the quote, and stop paying for the difference yourself.
- 04** Your job photos are your marketing. One a day, posted on Friday in 20 minutes. Suburb in the caption.
- 05** Your past customers are your quiet months. A message on the right date, in your name, sent for you.
- 06** AI does the admin. It doesn't do the trade, the judgement or the cashflow. Anyone telling you otherwise is selling something.

Written by ORVX AI, the AI specialists for tradies.

If you'd rather not set it up yourself

Thirty minutes on the phone. You tell us where your week goes, we tell you which two things would move the needle for your business, roughly what they'd cost to wire up, and whether you should just do it yourself. If the answer is do it yourself, we'll say that.

Book a 30-minute call at orvxai.com

Or ring +61 2 5300 4038, or email hello@orvxai.com. We answer it.

The storm doesn't pick the roofer. The phone does.