

Tips & Tricks to Working a Neighborhood

Neighborhood Blitz

In this business, it is most productive to neighborhood sell. You will maximize your time and cost efficiency by staying in one neighborhood, rather than chasing down damage all around town. Become the neighborhood roofer! Its very easy to turn on job into 3, into 6, and so on.

When choosing your neighborhood, there are many different ways to go. Choose what is most comfortable to you. If you want roofs that are easy to measure, or not steep, choose neighborhoods with those characteristics. If you prefer less competition, choose neighborhoods where there is less activity. More roofs may get turned down by adjusters, but they will be very easy sales once you get a few approved.

Rest assured; word will travel quickly that you're good with insurance companies once you get a few paid for by the insurance company. Neighbors *love* to talk and share stories.

Dig in for the long haul

Once you've chosen your neighborhood, STAY THERE. Give it at least two weeks before you try another neighborhood. Be there in the morning when people leave for work, and in the evenings when they get home. They will get used to seeing you, and you will become the neighborhood roofer. Why waste gas and time driving across the city from one job to another when you can set yourself up in one neighborhood?

Plant your stakes

When trying to establish a neighborhood market, one strategy is to put out as many yard signs as you can. They are the best tool you have for getting leads and referrals. You may even try to get customers to let you put them up *even if* they haven't signed with you yet. This is sometimes referred to as "*Gorilla Marketing*" and is a good way to create the *impression* that everyone else is doing business with you! The signs will probably attract other roofers to your area, so use this tactic with caution.

Hitting the Pockets

Targeting the right homes in the neighborhood is crucial. It may seem like a good bet to just pick a street and start knocking, right? Maybe so; however, being selective and *intentional* with the homes you pursue may play out to your advantage. One tactic is to target homes at the entrance to neighborhoods. These are the first houses people see on the way IN and the way OUT. They can be the first house into the gate, or the key houses on the corners. Targeting homes on a Cul-de-Sac can also produce high yield returns. Most neighbors on a Cul-de-Sac usually know each other fairly well. You get luck and get the “Cul-de-sac Captain” on your team, its *Game Over* for the others!

Pay the man, Susan!

Paying referral bonuses to customers can be a great way to get your clients and customers *talking about you!* We all know that *Word of Mouth* is the best and cheapest form of advertising. Nothing beats a great customer, telling his friends and family *great things* about your service. As an independent contractor, you have to not only build the company’s reputation, but your own as well. Nothing sells a deal faster than a neighbor or friend hearing that you did excellent work on their home. Your contractor or employer might not set this standard from a *Company* standpoint, and you may be solely responsible for providing that payment to your customer. PLEASE be sure to discuss this with your Contractor.

Hitting “The 6”

Work your *6 Pack*. The 6 pack is the area of homes surrounding a roof you are reroofing in a neighborhood. These homeowners see your truck often, see the roof being built and see you watching over the job. You want to knock these doors after a contract is signed with the neighbor, the day of the build and after the build. These will be the easiest deals to get, as these homeowners probably have a roofing system in similar condition as your current customer, *and* they are already familiar with you and your quality of service.

Keeping up with The Jones

Subconsciously, humans look at those around them for confirmation of their social and economic status. In the modern world, those signals come in the form of houses, cars, clothes, jewelry and material possessions. “Neighbor-itis” or “The Jones Effect” is a term used to describe our desire to want and have certain things that we see that *other people* have. We want to be included, not left behind. In roofing sales, this typically plays to your advantage. Some prospects might not bite on the first interaction; however, once they see a few roofs getting replaced in their neighborhood, they begin to wonder “*How do I get MY roof replaced too?!*”