

The Roof Truth™ Strategy

How Arrow Becomes Michigan's Most
Trusted High-Ticket Roofing Authority

Premium growth strategy for winning high-value
retail homeowners through radical transparency,
roof diagnostics, restoration, and lifetime stewardship.



MICHIGAN'S ROOF DECISION AUTHORITY



Why Homeowners Don't Trust Roofers

The trust gap is the real market opportunity.



What Homeowners Believe

- ⚠ Every inspection leads to replacement.
- ⚠ Pricing is unclear.
- ⚠ Low bids hide missing scope.
- ⚠ Sales reps are commission-driven.
- ⚠ Warranty promises may not hold up.



Arrow's Opportunity

“ The company that **explains the game best** becomes the company **homeowners trust most.** ”



Transparency



Diagnosis



Accountability



POSITIONING SHIFT

The Strategic Shift

From roofing contractor to roof decision authority

OLD POSITIONING	NEW POSITIONING
Install roofs	Make the right roof decision
Replacement-first	Diagnosis-first
Price competition	Trust-based premium positioning
Free inspection	Roof Truth™ Assessment
Transaction	Lifetime roof stewardship



New Category: Roof Lifecycle Protection




The Roof Truth™ Assessment


A diagnostic experience that ends with the right recommendation.



WAIT
Roof still has life.



REPAIR
Solve isolated issues.



RESTORE
Extend life before replacing.



REPLACE
Reset the roof the right way.



Roof Health Score™

	85-100 Wait
	70-84 Repair
	50-69 Restore
	0-49 Replace

OFFER ARCHITECTURE

Arrow's High-Ticket Offer Ladder

Capture every homeowner situation—not just replacement demand.



01

**Roof Truth™
Assessment**

Front-end trust builder



02

**Targeted
Repair**

Fix localized issues



03

**GoNano
Revive**

Restoration for
qualified roofs



04

**Signature
Roof System**

Premium full
replacement



05

**Lifetime Roof
Stewardship™**

Long-term
relationship moat



More **trust**. More **options**. More **lifetime value**.



NEW REVENUE ENGINE

GoNano Revive

The restoration revenue engine



Best for roofs that are **aging—but not failing.**



Why It Wins

- ✓ No tear-off
- ✓ Lower disruption
- ✓ Extends useful roof life
- ✓ Creates a high-margin middle option



Best-Fit Homeowner

- ✓ Wants to delay replacement
- ✓ Values cost efficiency
- ✓ Needs a smarter alternative



Powered by GoNano



TRUST ENGINE

The Roof Math Reveal™

Radical transparency turns price into trust.



Materials

Shingles,
underlayment,
vents, flashing



Labor & Production

Crew, tear-off,
installation, cleanup



Risk & Operations

Insurance, dump fees,
warranty admin



Profit

The margin required
to stand behind
the work



Quote Comparison



License & insurance



Tear-off vs overlay



Ventilation & flashing



Warranty & accountability



A dangerous roofer hides profit. ”
A professional roofer explains it.



The Top 1% Sales Process

Diagnose. Educate. Compare. Prescribe. Close.



“ My job today is not to sell you a roof.
My job is to **tell you the truth** about your roof.



Low-pressure.
High-trust.



The Growth Engine

Sell the assessment, not the roof.



90-Day Rollout + KPI Dashboard

Build the system. Train the team. Launch the market.



Days 1-15
Build assets



Days 16-30
Train team



Days 31-60
Launch campaigns



Days 61-90
Activate referrals



Lead-to-Appointment

55-70%



Proposal Close Rate

35-55%



Referral Rate

15-25%



Primary KPI

**Gross Profit
per Issued Lead**

Arrow doesn't need to be the cheapest roofer in Michigan.
Arrow needs to become the most trusted.

