



# The Roofing Contractor's Guide to Retaining Top Talent

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And How RoofSnap Can Help

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# Introduction

## What's up with the skilled labor shortage?

Experienced contractors are few and far between – but that's nothing new. For the last few years, roofing companies have been plagued with a labor shortage. The main issue, however, is not that there aren't enough candidates for open positions, it's that there aren't enough qualified candidates.

Because the roofing industry is labor-oriented, it relies on employees to carry out most activities – activities that require good workmanship and experience. So, what happens when there aren't enough of those employees? Well, according to a 2018 study done by the National Association of Home Builders (NAHB) Remodelers, remodeling companies report quite a few challenges in the face of a labor shortage.

According to the chart on the right, the lack of skilled labor is forcing remodeling businesses to charge their customers higher prices, pay their employees higher wages, and even decline new projects. Woof. And with forecasted growth in the cards for the home improvement industry, roofing businesses are going to need a solution to keep up with the demand, and fast..

Effect of Labor Shortages on Remodelers' Businesses



## Dealing with the Labor Crunch at Your Roofing Company

Employee retention and job satisfaction should be high on every organization's list of priorities, especially in today's tight talent market. When building out an employee retention strategy, you absolutely should consider using technology to decrease employee turnover and employee satisfaction. There's even software available now that is specifically designed for roofing contractors, like RoofSnap, a powerful roofing application. To learn more about how RoofSnap can help you retain top talent at your roofing business, read on!

# How to Retain Top Talent with RoofSnap

The right technology can set your employees up for success from the start and help ensure they stay satisfied at work.

With RoofSnap, roofing companies can enable their teams to measure remotely and more seamlessly create estimates, material orders, contracts and more. If you're thinking, "OK, that's great, but how exactly can RoofSnap help me draw in new workers and ensure they're satisfied at their jobs?", don't fret – we're getting there. Below are several actions you can take to help attract and retain top talent, and how RoofSnap can help:

## Attract Younger Workers with Cutting-Edge Technology

Here's the deal: millennials and Gen Z expect to be able to use technology at their jobs to work faster and smarter. For that reason, a company that uses the latest and most innovative technology, like RoofSnap's remote measuring tools, will be more attractive to these younger age groups than a company that doesn't. Plus, these generations grew up with technology, making them inherently more tech-savvy than the average joe. But what about your more seasoned workers? How will they respond to using new technology? Well for starters, RoofSnap is relatively straightforward.



For example, if you wanted to measure a roof through RoofSnap, all you need is an address and a hand to draw measurements with. And RoofSnap has a full support team who will train anyone (for free) on how to use the software and answer any questions as they come up. Most importantly, however, are the facts that RoofSnap's tools can help your aging workforce move more efficiently at work and keep them safe.





## Reduce Administrative Tasks

Roofing contractors are just that – roofing contractors. They didn't go into the roofing business to be bogged down by paperwork and endless manual data entry, so taking measures to reduce the number of administrative tasks on their plates will allow them to focus more on the work they actually want to do. By using RoofSnap to store, share and even sign your company documents digitally, you can cut down the paper pushing and improve productivity in the following ways:

- Because RoofSnap securely stores your documents in the cloud, roofing contractors don't have to worry about printing them off and storing them somewhere, and they can access company documents from anywhere, at any time.
- In RoofSnap, all of your measurement reports, contracts and other documents are stored inside of the project they reference, eliminating the chance of misfiling a material order or losing a contract.
- While you can certainly still print documents from RoofSnap, you can also share your documents with a customer or supplier via email or a messaging app, speeding up the interaction.
- RoofSnap offers e-signing, enabling you to collect signatures in less time for contracts and other important documents.

**PRO TIP:** You can also use RoofSnap to update your products and pricing in one place, and it will update across all other company users' RoofSnap devices. That means no more printing and distributing price lists or having employees quote the wrong prices in estimates.

## Improve Employee Well-Being

**Face it:** Roofing work isn't easy; it's dangerous, physically demanding, and can lead to a nasty sunburn or a bad fall if you're not careful. So, what can your roofing company do to show your employees that you care about their safety and well-being? Reduce the amount of time they're on the roof by implementing RoofSnap's remote measuring tools.

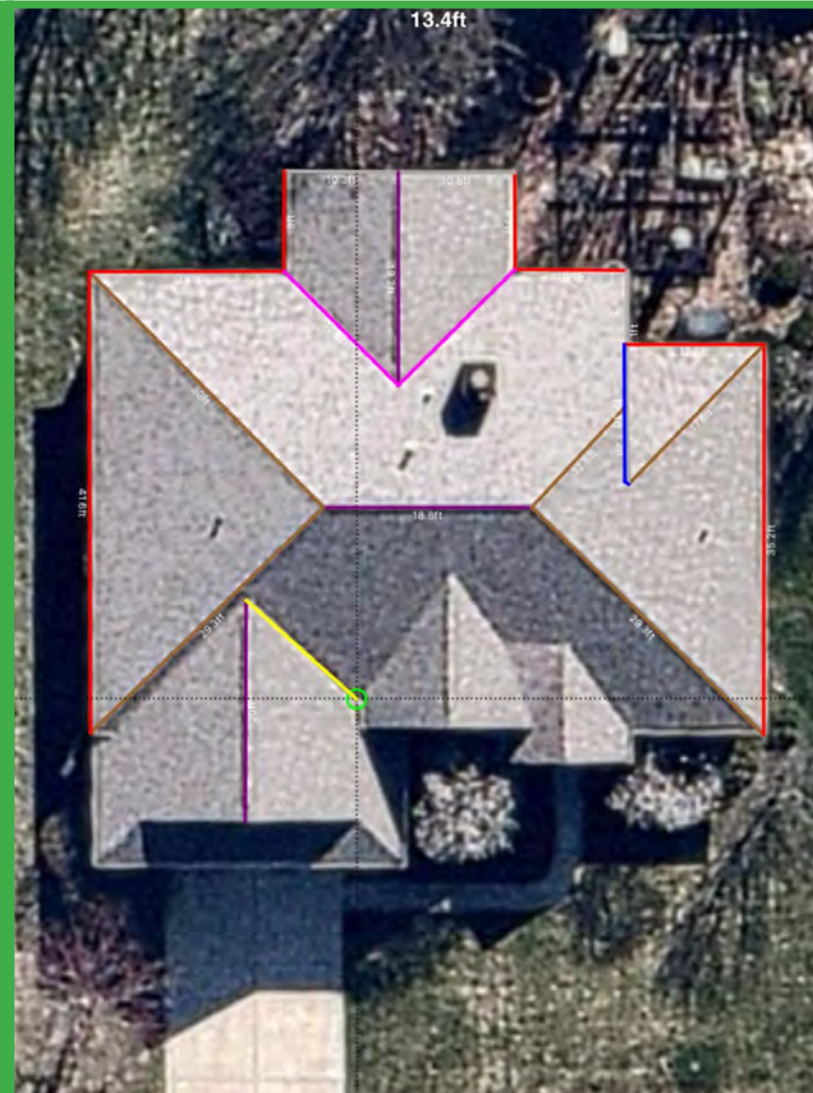


With RoofSnap, your employees won't have to climb a ladder and risk falling off a roof to get their measurements. Instead, they have two options for obtaining their needed roof measurements:

1) **DIY Measurements** - By entering a property address that needs measured into RoofSnap, your employees can pick an image of that property's roof and then draw the roof to obtain measurements.

2) **SketchOS** - Your team can also order professional measurement reports through RoofSnap's measurement service, SketchOS, which offers a 2-4 hour turnaround time for all reports.

And while RoofSnap can't keep your workforce off a roof entirely (there's still the need for a proper roof inspection), it can reduce the overall amount of time spent on one.



## Enhance Job Performances

Many researchers suggest that job performance determines job satisfaction, not the other way around. Based on that logic, your workforce will be happier with their jobs when they do better at work - something RoofSnap can help with.

### REDUCES HUMAN ERROR

Making mistakes at work is discouraging – and that applies to any employee in any industry. When you think about the process of measuring a roof, manually taking measurements really does open the door to human error. For example: an estimator on a roof might misread a measurement, write down the wrong value, miscalculate the roof's area, or worse, try "eyeballing" the roof in order to obtain measurements. Ultimately, any of these mistakes can cost a roofing company time and money – something no employee wants to be responsible for.

By using RoofSnap instead, your workforce can leverage RoofSnap's computer-aided measurement tools for the mathematical calculations involved in roof measurement, thus minimizing human error and oversights. Plus, RoofSnap can also apply your measurements directly to your materials for accurate ordering, eliminating the need for your team to reenter data and helping them create accurate estimates to present to homeowners.

### DRIVES PRODUCTIVITY

When you enable your team to collect measurements remotely with RoofSnap, they no longer need to schedule a visit just

to measure, which gives them more time back in their day-to-day to run more appointments and sell more jobs.

### IMPROVES THE SELLING EXPERIENCE

RoofSnap's technology can lend a hand to delivering homeowners with a better customer experience and make it easier for your employees to sell a job. How? Well for starters, your employees can use RoofSnap to collect measurements before ever meeting with a homeowner. With this ability, your roofers can show up to appointments with measurements already on hand - something that will certainly show off their professionalism and establish credibility early on with a homeowner.

Additionally, your team can use RoofSnap's Comparison Estimates to present homeowners with Good, Better, Best options (and if we know anything, it's that consumers LOVE options.) Ultimately, providing a homeowner with more than one estimate will lower the chance that they shop around, and increase the chances of them doing business with your company. Even better, using good, better, best estimates consistently will make it easier to upsell a customer, thus increasing your average ticket price over time.



## Enables You to Offer More Competitive Benefits

If you don't provide great employee benefits, you risk losing your employees to a company that does. For this reason, it's crucial that you're aware of what the competition is offering in terms of benefits and do what you can to match or beat them. But since good benefits aren't cheap, you need to be able to make up for those additional costs or you'll risk cutting into your profit.

### Enter RoofSnap.

As explained earlier, RoofSnap's software can help drive productivity, enhance safety, and make it easier for your workforce to sell to homeowners – three things that can put more money in your company's pocket to spend on benefits. Let us explain:

- **Drive Productivity:** More productivity leads to more profitability, which allows you to allocate more to employee benefits.
- **Enhance Safety:** Limiting the time your employees are on a roof means less chances for accidents to occur and keeps your insurance costs lower. And when you spend less on insurance; you can spend more on benefits!
- **Easier to Sell:** RoofSnap enables you to arrive to initial appointments with a professional estimate already in hand, helping you wow the customer and thus improving your chances of winning the sale.

In a nutshell, RoofSnap can give your employees access to technology that was designed specifically to make their jobs as roofing contractors easier. New to the industry or more experienced, your employees will be more satisfied with their jobs when they have tools available that can keep them safer and help them work more efficiently.





## Other Tips & Tricks for Retaining Employees

Implementing RoofSnap into your roofing business is a sure-fire way to attract younger workers and increase employee retention, but don't stop there!

**The following tips can help make sure you keep employees happy at your roofing business:**

### **ACKNOWLEDGE SUCCESSES – BIG AND SMALL**

Everyone likes to feel appreciated, which is why it's so important that you acknowledge wins whenever possible, no matter how small. Maybe your team finished a huge project way before the deadline, or maybe someone is celebrating their 1-year anniversary with your company – whatever the win, use it as an opportunity to send a positive company-wide email or take the team out to lunch.

### **OFFER WELLNESS PROGRAMS**

Taking measures to ensure your workforce is in good physical, emotional, and mental health is never a bad thing. Wellness offerings – like health screenings, stress management programs, or smoking cessation courses – can help boost employee morale, increase productivity, and keep your employees engaged.

### **PROVIDE PROFESSIONAL DEVELOPMENT OPPORTUNITIES**

Offering in-house training or reimbursement for outside education shows employees that you care about their professional development. Plus, when you help your employees further develop their skill sets, you can more easily promote from within and provide employees with a clear path to advancement.

### **CREATE THE RIGHT COMPANY CULTURE**

The more transparent, supportive, and flexible your work environment is, the better. However, a business can't just develop a great company culture overnight. You have to make consistent efforts to create an environment that employees want to stay in. Emphasizing a work/life balance, enforcing an open-door policy, and even implementing an employee-of-the-month program are all great places to start.

# Improving Employee Retention, with RoofSnap

In today's market, your business should be taking every possible measure to keep the talented professionals on your team happy and wanting to work for you.

By leveraging the above tips as well as implementing RoofSnap's software, you can help keep skilled workers for the long run and limit employee turnover. But don't just take our word for it; you can try RoofSnap's tools and receive a measurement report at no-cost to you when you sign up for a free trial!

*See the power of RoofSnap for yourself!*

[Get My Free Trial](#)

