

5 smart ways to stay ahead of the busy season

By Dani Sheehan.

Set yourself up for success by maintaining equipment, reinforcing safety, investing in continuing education and more as you head into peak roofing season.

As warmer weather approaches, your business is about to ramp up. Warmer, drier weather creates ideal conditions for spray foam projects, but it also brings challenges like increased demand, scheduling conflicts and changing customer expectations. By taking proactive steps now, you can set yourself up for a productive and profitable season. Here are five ways to stay ahead of the curve and make sure your business is ready to perform at its best.

1 – Ensure your equipment is ready

Your tools and machinery are the backbone of your business, so making sure they are in top shape before the season kicks off is a must. Conduct maintenance checks on all your essential equipment:

- Tune up your foam machine and coating pumps.
- Check your trucks and ensure they're ready.
- Inspect and replace worn-out hoses, nozzles and other critical components.

[General Coatings Manufacturing Corp](#) recommends investing in newer-generation equipment – they really like the [Graco Reactor 3](#) as an example – for improved efficiency and performance. These modern systems offer advanced data tracking and intuitive features that help contractors work smarter, not harder. As a company that continuously stays ahead of industry advancements, General Coatings understands the latest technologies and stands ready to help contractors make the equipment choice that is right for their business.

2 – Prioritize safety training and preparedness

With increased job volume comes increased risk, so now is the time to reinforce safety protocols with your crew. Key reminders include:

- Reviewing tie-off procedures and ladder safety.
- Ensuring all team members have the proper experience and certifications.
- Conducting refresher training sessions to keep safety top of mind.

A well-trained crew is not only safer but also more efficient, reducing the likelihood of delays due to accidents or compliance issues.

3 – Refine your scheduling and customer management

Managing your schedule efficiently is key to maximizing productivity. Consider leveraging software tools to:

- Streamline job scheduling and track maintenance needs.
- Utilize drones and infrared cameras for quicker, more accurate roof evaluations.
- Stay agile and be prepared for shifting customer needs, whether it's rescheduling jobs or finding new opportunities if projects are delayed.

At the same time, fostering strong relationships with customers is crucial. Providing excellent service, maintaining transparency and staying adaptable can help solidify long-term business relationships, even amidst uncertainty.

4 – Stay ahead of material and supply chain challenges

Material availability can shift quickly, especially during peak seasons. To avoid delays:

- Maintain a higher stock level of frequently used products.
- Strengthen your relationships with suppliers and distributors.
- Keep an eye on industry trends and economic factors that could impact supply chains, like extreme weather events.

Understanding the seasonal nature of roofing can also help you plan. Whether you're handling new construction, roof replacements or disaster-related projects, having the right materials on hand ensures you're prepared for any job that comes your way.

5 – Invest in training and industry knowledge

The best contractors are always learning. Staying up to date with new industry standards and best practices can give your business a competitive edge. Some great resources include:

- The [Spray Polyurethane Foam Alliance's \(SPFA\)](#) Professional Certification Program (PCP) for spray foam training and certification.
- The [International Institute of Building Enclosure Consultants \(IIBEC\)](#) and the [National Roofing Contractors Association \(NRCA\)](#) offer courses to strengthen general roofing knowledge.
- Manufacturer training from companies like General Coatings, which offers field training and product demonstrations.

Additionally, keeping up with building code changes is essential. For example, in California, the insulation requirement for recover systems recently increased from R10 to R14, meaning contractors now need to apply two inches of spray foam instead of one. Staying informed helps ensure compliance and prevents costly rework.

Ready to take on the season?

General Coatings remains committed to supporting spray foam contractors with innovative products and training resources. If you're looking for ways to improve your efficiency or expand your capabilities, they're always ready to help.

Take the steps now to prepare, and you'll be ready to make this season your best yet!