Navigating uncertainty with scalable roofing solutions

By Dani Sheehan.

By offering flexible options – from preventative maintenance to high-performance restoration solutions – you can better serve your customers with a variety of budgets, timelines and goals.

Roofing contractors are facing more cautious customers, tighter budgets and unpredictable timelines. But as Will Lorenz, president of General Coatings Manufacturing Corp, pointed out in a recent episode of Roofing Road Trips®, this uncertainty is also a chance for contractors to offer smart, scalable solutions and become trusted advisors in the process.

Here are three takeaways that every contractor should keep in mind:

1 – Offer scalable options, not just complete tear offs

Not every customer is ready for a full roof replacement, and that's okay. What matters most is providing solutions that meet them where they are. Will emphasized the value of restoration systems like spray foam overlays and coatings, especially when tear offs aren't feasible. He shared, "When you want to improve waterproofing, save energy and extend the life of the roof, you can do that without opening up the contents of a building."

2 – Maintenance is an easy yes for budget-conscious clients

Will mentioned that many building owners are prioritizing smart upkeep as a way to buy time and protect their assets during periods of economic uncertainty. "They're going to want a great maintenance program," he explained. "They want someone to make sure that what they have is going to get them by until they can address it in the best manner."

This is your opportunity to offer real value while building long-term relationships. A well-maintained roof reduces the risk of emergency repairs and unexpected downtime, and when it is time to replace, they already trust you to do the work.

3 – Build trust through education

One of the most powerful ways you can stand out is by stepping into the role of educator. When building owners understand their options – what's urgent, what can wait and what delivers the most value – they're more likely to trust your recommendations and stay loyal. "You have to have a good understanding of what your customers want and what they can afford," Will said. Then, you can be upfront about pros, cons and costs to help them feel empowered in their decision-making.

In times of uncertainty, we all are looking for a reliable source we can return to again and again.

Read the transcript or Listen to the podcast to explore other ways you can adapt to the needs of your customers in times of uncertainty.