

JOBBA

ROOFING REINVENTED

A Contractor's Guide To Embracing The Digital Age



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Technology advancements within the roofing industry are appearing more frequently. This is great for the industry but almost impossible for contractors and business owners to keep up with. Jobba created a guide to help roofing contractors and business owners understand what advancements are available, without getting too overwhelmed, and how to embrace digital transformation in their organizations. The guide covers the latest roofing technology advancements and how to leverage them to streamline operations, enhance productivity, and drive business growth.

ROOFING SOFTWARE

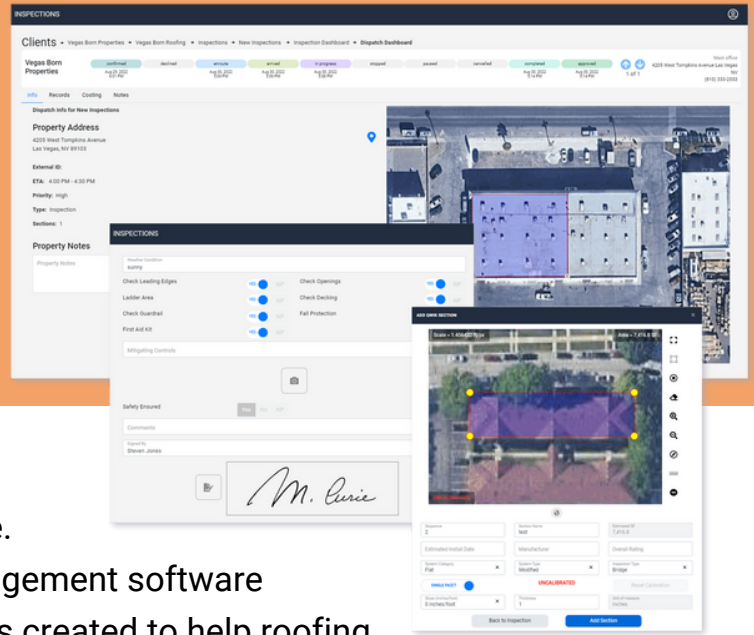
DRONES & AERIAL IMAGERY

ESTIMATING TOOLS

IOT SENSORS



Roofing Software



The first roofing technology advancement that all contractors should know about is roofing software.

Roofing software is a cloud-based business management software designed exclusively for the roofing industry. It was created to help roofing companies and their various teams effectively and efficiently manage tasks and roofing projects.

Roofing software is different from a basic CRM. Most CRMs are designed for managing client relationships with a centralized place to store customer and prospect data, track communications, and see project/task updates. They are not structured to handle a contractor's day-to-day process. While roofing CRMs, like Jobba, can do everything a standard CRM can do, they can also handle more roofing industry-specific details, including:

- Creating inspection and service reports
- Creating detailed proposals and invoices
- Managing post-sales activities - crew scheduling, material ordering, etc.
- Automatic notifications to customers and internal team members throughout the inspection and service processes

With so many essential roofing details at their fingertips, roofing companies are choosing to implement roofing CRM software as a more efficient way to manage their business and increase their opportunities.

When looking at roofing software, it is crucial to find a cloud-based one. Cloud-based software is a platform hosted in the cloud and accessible through a web browser. Cloud-based software offers numerous advantages to roofing companies.

“You know technology is progressing when not only pens and legal pads have become obsolete, but Excel spreadsheets are headed in that direction too.”

John Kenney, CEO of Cotney Consulting

Roofing Software

Centralized Location

A cloud-based roofing software, like Jobba, allows all data to be stored and accessed in one central location. This includes customer and prospect data, documents, schedules, measurements, and more. Data stored in a centralized location ensures that team members can access the most up-to-date information from anywhere, at any time, using a web browser or mobile device. It promotes seamless collaboration and eliminates issues that may arise with traditional file-sharing methods.

Collaboration and Communication

Roofing software enables real-time collaboration among team members, regardless of their location! Users in the office can simultaneously collaborate and work with users in the field to produce accurate, professional inspections or estimates. Collaborating on projects in a centralized location can greatly increase efficiency, communication, and allow teams to act on new opportunities in real time.

Work Order Management and Tracking

Roofing Software offers tools to allow contractors to effectively manage their unique roofing needs. It helps keep everyone from Project Managers to Superintendents running efficiently and effectively. Track costs, schedule crews, and view upcoming jobs — all in one place. These tools allow project managers and superintendents to create project timelines, assign tasks to team members, and track progress in real-time. Jobba's Roofing Software has a Deals tool to track sales opportunities from initial inquiry to the final signature. Easily stay on top of deal due dates, estimated close dates, probability of closing, and more.

Integration and Automation

Roofing Software often offers integrations with other tools, such as communication applications, accounting platforms, and more. Integrations or Application Programming Interface (APIs) is a way for two or more applications to communicate with each other. Integrations streamline workflows, eliminate duplicate data entry, and automates routine tasks, saving time and reducing administrative overhead. There are a few things to keep in mind when discovering APIs or integrations. Whether the software offers an API that will integrate with any platform or if they provide prebuilt integrations with select platforms. Depending on your roofing business needs, this can be crucial information to know what you can or cannot do.

Roofing Software

Reporting and Analytics

Some Roofing Softwares provide reporting and analytics capabilities that allow contractors to track project performance, monitor key metrics, and generate insightful reports. The reports facilitate data-driven decision-making, identify areas for improvement, and provide stakeholders with accurate and up-to-date project information. Jobba has integrated with Microsoft Power BI reporting analytics tool to help contractors make more informed decisions while assessing their overall roofing business health using comprehensive, color-coded charts and graphics.

Data Security and Backup

Cloud-based platforms prioritize data security and often implement robust encryption, access controls, and regular data backups. This ensures that project data remains protected, even in the event of hardware failures or unforeseen disruptions. In an industry like roofing, built around handling catastrophic events, cloud-based solutions allow you to work even if your physical building is damaged, allowing you to provide your services when needed the most.

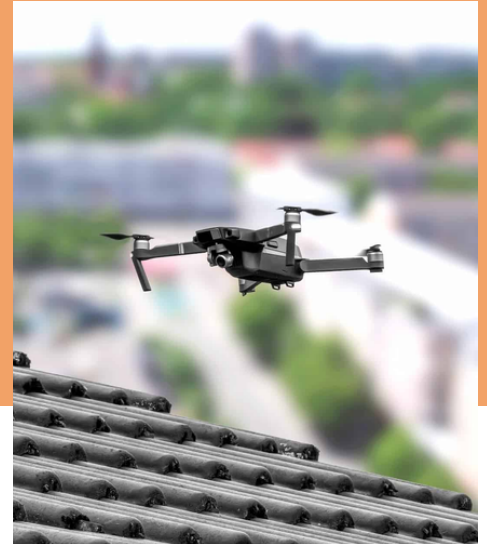
Roofing software has revolutionized the way roofing companies operate, replacing outdated methods like pens, paper, and even Excel spreadsheets. Embracing this technological advancement empowers contractors to optimize their business processes, increase efficiency, and seize new opportunities in the competitive roofing industry. By leveraging the benefits of roofing software, contractors can elevate their operations to new heights and achieve greater success.

Jobba is an excellent cloud-based roofing software option that offers all the benefits mentioned above, and more! Schedule a demo to learn more and see Jobba in action!

Ready To See What Jobba Can Do?

SCHEDULE A DEMO

Drones and Aerial Imagery



Another roofing technological advancement that has completely changed the way contractors are operating their businesses are Drones. Drone technology is an incredibly innovative and easy-to-use application that commercial and residential roofers should take advantage of. From documenting damage to making aerial measurement updates, drone-based aerial intelligence is a fantastic way to significantly reduce inspection costs and time.

Aerial View and Coverage

Drones provide an aerial perspective of roofs, allowing inspectors to capture high-resolution images and videos of the entire roof structure. This comprehensive view helps identify potential issues that may not be visible from the ground. Aerial Imagery can be a great tool if weather conditions do not permit techs from going on the roof. Jobba has built-in integrations with Google Maps to give a view and preliminary roof measurements before leaving the office.

Enhanced Safety

Safety is always a top concern for all roofing professionals. Inspecting roofs can be dangerous and physically demanding - especially during hazardous weather conditions. Utilizing drones greatly reduces the risk of falls, accidents, and injuries, enhancing overall safety. Jobba believes the safety of contractors is a top priority, which is why it has built-in, customizable safety checklists to ensure everyone is following all the necessary precautions.

Scalability and Accessibility

Drones are highly portable and can deploy quickly to inspect various sizes and types of roofs. They can access hard-to-reach areas, such as steep or elevated roofs, where manual inspections may be challenging or dangerous. This scalability and accessibility make drones a versatile tool for roof inspections across different locations and building types.

Drones & Aerial Imagery

Time and Cost Efficiency

Traditional roof inspections often require manual labor, which can be extremely difficult while working in an active labor shortage. Drones, on the other hand, can quickly capture detailed images and videos of roofs within a fraction of the time. Drones with 4K UHD cameras allow roofing inspectors and the team to capture detailed images and videos of roofing damage and identify hazards or unique structural features that production crews should be aware of. Roofing teams are also able to share drone footage with customers and provide them with visual examples.

Documentation and Reporting

Drones capture visual data, like images and videos, and are visual evidence for insurance claims, warranty purposes, or customers. Contractors can create detailed reports, including annotated pictures or videos, to communicate the roof's condition to clients, insurers, or other stakeholders. Jobba makes creating these reports with all the images and necessary information a breeze. Jobba uses inspection data captured in the field to quickly generate a full inspection report (including site photos, deficiencies, and recommendations) for the customer.

Accurate Measurements and 3D Models

Many drones are equipped with advanced imaging technologies, such as photogrammetry. This technology can generate accurate measurements and 3D models of roofs. The models provide precise information about roof dimensions, slope, and potential problem areas. Contractors can use this data for accurate estimations, material calculations, and creating detailed reports.

Drone technology has revolutionized roofing inspections by providing a safe, efficient, and cost-effective method for contractors to identify damage, generate accurate measurements, and gather visual evidence. Drones are a fantastic resource to help digitize any roofing company and can lead to less labor, reduced costs, enhanced safety, and more informed decision-making.



Jobba's built-in integrations with Google Maps give a view and preliminary roof measurements while still at the office.

Estimating Tools

Roofing contractors can hugely benefit from using estimating tools or software. Estimating software is not new but is continuously improving and can provide a competitive advantage to a roofing company. Not only will it streamline the estimation process and improve efficiency, but it will also increase the accuracy of the proposals presented.



Accuracy and Consistency

Estimating tools or software leverages advanced algorithms and data analysis to generate accurate cost estimates for roofing projects. These tools consider various factors such as roof size, material requirements, labor costs, and project complexity. Estimating tools also provide consistency throughout all estimators. Using consistent data and calculations, estimating tools ensure accuracy and eliminate potential errors that may occur with manual estimation methods.

Time Savings

Estimating tools streamline the estimation process, saving significant time for roofing contractors. Instead of manually calculating costs, gathering information, and creating estimates from scratch, contractors can input project details into the tool and get instant cost breakdowns. This time-saving advantage allows contractors to focus on other critical aspects of their work, such as project management and client communication.

Enhanced Efficiency

Automate repetitive tasks involved in the estimation process with estimating software. These tools often provide pre-built templates, material databases, and calculation formulas, eliminating the need for contractors to create estimates from scratch each time. Contractors can easily adjust variables to quickly generate estimates. This efficiency improves productivity and enables contractors to handle more estimates.

Estimating Tools

Consistent Pricing and Profitability

Estimating tools help contractors maintain consistent pricing and ensure profitability. By utilizing accurate cost calculations and incorporating overhead costs, profit margins, and markup factors, estimating software gives a clear understanding of the total project cost and the desired profit level. Contractors can adjust pricing strategies and markup percentages to align with their business goals, ensuring that each estimate reflects the desired profitability.

Effective Resource Planning

Estimating software provides comprehensive material takeoffs and breakdowns, allowing contractors to plan and procure resources effectively. Contractors can generate accurate material lists, quantities, and costs, helping with inventory management and ensuring that the required materials are available when needed. This proactive resource planning reduces delays, minimizes waste, and optimizes project timelines.

Estimating tools or software enables roofing contractors to improve accuracy, save time, enhance efficiency, and more, which is why it is a technology advancement that all roofing contractors should be aware of and use. These benefits contribute to better profitability, increased client satisfaction, and improved overall project management. Jobba even has a built-in estimating tool that allows contractors to configure Bills of Material, Proposals, and Takeoffs.

Learn how your business can benefit from incorporating software in your estimation process in our [Estimating Software and the Roofing Industry](#), featuring John Cotney and Heidi Ellsworth.



IoT Sensors



IoT stands for Internet of Things and is described as a physical object embedded with computing devices, enabling them to send and receive data. The Internet of Things can be sensors placed on roofs to play a crucial role in predictive maintenance by enabling proactive roof monitoring and early detection of issues, reducing costly repairs for customers, and earning contractors more service work.

Continuous Monitoring

Sensors can be installed on roofs to continuously monitor the roof condition and transmit the collected data to the IoT platform. The data they collect can be a variety of parameters, like temperature, humidity, moisture levels, vibration, and structural integrity. This real-time monitoring allows for the early detection of any anomalies or issues that could potentially lead to damage or failure.

Data Analytics

The IoT platform or software analyzes the data collected from the sensors using data analytics techniques and machine learning algorithms. These algorithms can identify patterns, trends, and abnormalities in the sensor data, enabling predictive maintenance and proactive decision-making. Using the data from sensors can be a great tool to grow a service department and amplify a preventative maintenance initiative.

Early Issue Detection

If a contractor can't catch an issue before it happens, IOT sensors allow roofing contractors to detect it earlier than a regular inspection. The IoT platform can detect early signs of roof leaks, water damage, material degradation, and more by monitoring key parameters, such as moisture levels or structural vibrations. This allows for timely intervention before the problems worsen and cause significant damage.

IoT Sensors

Predictive Maintenance

Through built-in algorithms, the IoT platform can learn from historical data and predict when maintenance or repairs will be required. This predictive maintenance approach helps schedule maintenance activities proactively, minimizing downtime and reducing the likelihood of costly emergency repairs.

Remote Monitoring and Alerts

The IoT platform can provide real-time alerts and notifications to facility managers or maintenance teams when abnormal conditions or potential issues are detected. These alerts enable swift action to address the problems promptly, preventing further damage. The alerts can lead to less damage and costs and result in happier customers.

Cost Savings and Profitability

By adopting proactive roof monitoring and predictive maintenance, building owners can avoid costly repairs that arise from unexpected failures. Timely interventions and scheduled maintenance based on data-driven insights can extend the roof's lifespan, optimize maintenance resources.

"The primary benefit for you of selling preventive maintenance is because you need to do it because it's in the best interest of your customer, and when you do what's in the best interest of your customer, that comes back to you."

Greg Hayne, of Hayne Coaching Group

IoT sensors and integrating sensor technology into the roofing industry offer significant benefits. By continuously monitoring key parameters and analyzing data, contractors can detect and address potential issues before they escalate, which can improve customer satisfaction, build trust, and enhance profitability for contractors.

Although it may seem overwhelming that the roofing industry is advancing extremely fast, the advancements are here to help contractors and make their businesses more efficient. Roofing Software, Drones, Estimating Tools, and IoT Sensors are four starting points to help digitize any roofing company and give them a competitive edge over its competitors.

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SCHEDULE YOUR JOBBA DEMO & STRATEGY SESSION

If you are looking to upgrade your roofing company's technology, Jobba Trade Technologies may be a great fit! Jobba is an all-in-one, cloud-based software designed exclusively for the roofing industry. With tools like visual scheduling, report generators, and even estimating capabilities, Jobba is here to take your business to the next level.

SCHEDULE DEMO



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