

Speed-to-Lead Test Log for Roofers

Five tests, one week, your own numbers. Not an industry average. Just what happens when your shop gets a call, a form or a text.

Speed to lead is the time between a homeowner reaching out and getting a real reply that moves them toward a booked inspection. The clock starts with a call, a text or a web form. It stops when the homeowner gets a useful answer and a next step. "We got your message" is not a next step. An inspection time is.

This is the 5-test check from bluragentic.com/speed-to-lead-for-roofers/, laid out so you can print it and fill it in. Run the tests over one week and write every result down with the date and time. Memory is not a record.

Step 1: Set up before you dial

Business tested: _____

Main number tested: _____ **Takes texts?** ☐ Yes ☐ No ☐ Not sure

Web form page: _____

Test phone used (a number your office will not recognize): _____

Week of: _____ **Who is running the tests:** _____

- ☐ I am using a phone number the office does not know.
- ☐ I will sound like a real homeowner with a real roof problem, not the owner checking up.
- ☐ I will write the date and time the moment I send each call, form or text.
- ☐ I will write the date and time of the first reply, even if it comes days later.
- ☐ I will only count a reply as "real" when it gives a useful answer and a next step.
- ☐ I have not told anyone in the office which days or times I am testing.

Step 2: The five tests

Run each one once. Write in the day you plan to run it, so the week is scheduled before it starts.

#	Test	How to run it	Planned date
1	Weekday call, business hours	Call your main number midmorning on a weekday.	
2	Call after 9pm	Call like someone who just found a leak.	
3	Weekend call	Call on a Saturday or Sunday.	
4	Web form on Sunday	Fill out the form on your website on a Sunday.	
5	Text	Text your business number, if it takes texts. If it does not, write "no texting" in the log and count it as a gap.	

What to say or type. Keep it short and ordinary, the way a homeowner would. For example:

- Calls: "I've got water coming through the ceiling and I need someone to look at my roof. Can you get somebody out?"
- Form or text: "Leak in the roof, water coming in. When can someone come look at it?"

If a person or system answers, listen for two things. Did they give a useful answer? Did they offer a booked time? Write down what you heard.

Step 3: The log

One block per test. "Minutes to first real reply" is the gap between when you sent it and the first reply that gave a useful answer and a next step. If all you got was a voicemail greeting, an automatic "we got your message" or nothing, write **none** in that column.

Channel	Date	Time sent	Time of first reply	Minutes to first real reply	Who or what replied person / voicemail / auto reply / AI assistant / nobody	Booked time offered?
1. Weekday call						Yes / No
Notes:						
2. Call after 9pm						Yes / No
Notes:						
3. Weekend call						Yes / No
Notes:						
4. Sunday web form						Yes / No
Notes:						
5. Text						Yes / No
Notes:						

Worth a note: whether you had to leave a message, whether the reply mentioned the problem you described, whether you were asked for an address or photos, and whether anyone followed up a second time.

Step 4: Read your results

Compare your rows against each other, not against somebody else's chart.

A. Start with the gaps

Any test that got no reply at all is your biggest leak. Check each test that got no real reply:

☐ Weekday call ☐ Call after 9pm ☐ Weekend call ☐ Sunday web form ☐ Text

Tests with no real reply: _____ of 5

B. Then look at the spread

Fastest real reply: _____ minutes

Slowest real reply: _____ minutes (or "none")

On which test? _____

On which test? _____

If the weekday call was answered in minutes and the Sunday form sat until Tuesday, that spread is the story.

C. Check the last column

Tests where a booked time was offered: _____ of 5

A fast reply with no next step still leaves the homeowner shopping around. Did anyone offer an inspection time?

In one line, my biggest leak is:

Step 5: Match the leak to the fix

The test is built to catch three leaks. Two show up in the log. The third gets its own check below.

Leak	What the log shows	The fix
Nights and weekends	Tests 2 and 3 went to voicemail or got nothing. Someone with a leak is not going to leave a message and sit tight.	Night and weekend calls need an answer, not a voicemail box. After-hours call answering, with alerts to you or whoever runs the schedule.
Web forms	Test 4 sat in an inbox nobody opened on Sunday, or the reply had no next step.	A fast reply that goes somewhere: a booking page around your best first step (free inspection, photo quote or a booked visit), with booking confirmation.
Quiet estimates	Not part of the five tests. Use the check below.	Follow-up after the estimate, so a quote that goes quiet gets a second look instead of being forgotten.

Extra check: quiet estimates

Speed to lead does not stop at the first reply. Pull your last three estimates that have not turned into a job and fill in what happened after you sent them.

#	Job nickname (no need for the address)	Date estimate sent	Did anyone check back? Date	Any answer from the homeowner?
1				
2				
3				

Estimates with no check-back at all: _____ of 3

Step 6: Decide what to fix first

Check follow-up before you buy more leads. A missed 9pm leak call, a Sunday form nobody answers until Tuesday and a quote nobody checks on are follow-up problems, not traffic problems. Fix those first, then decide if you need more traffic.

- ☐ Fix nights and weekends first (tests 2 and 3 were the gap)
- ☐ Fix web form replies first (test 4 was the gap)
- ☐ Fix texting first (test 5 was the gap, or the number does not take texts)
- ☐ Fix estimate follow-up first (the extra check was the gap)
- ☐ Every test got a fast reply with a booked time offered. Follow-up is not your leak, so look at traffic next.

Rerun date. Once a fix is in place, run the same five tests again and compare row by row. Rerun planned for the week of: _____

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- A 2 to 4 page written report in 5 business days, with every test listed by date, time and result
- Fixes ranked by how fast they book jobs
- A 60-minute walkthrough led by John

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