

ZEROMISS

FREE GUIDE

The Missed Call Problem

How Atlanta Roofers Are Losing
\$252,000/Year

And the 5-Second Fix That Wins It Back

62%

Unanswered

80%

Skip Voicemail

5 min

The Window

\$9K

Avg Roof

Zero missed calls. Zero lost revenue.

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CHAPTER 1

The \$252K Problem You Don't Know You Have

Here's a number worth sitting with:

A 2024 study of 85 businesses by 411 Locals found only 37.8% of calls are answered by a live person. Roughly 6 in 10 go unanswered.

Run it for a busy roofer, with your own numbers:

- ~65 calls a month, 62% missed = about 40 missed calls.
- Say ~15% are real job inquiries = about 6 a month.
- Answer fast, ~1 in 3 closes = ~2 jobs/mo at \$9-12K each.

\$252K

Lost Per Year

~40

Missed/Mo

62%

Unanswered

That's about \$21,000 a month — near \$252,000 a year — walking to the next roofer.

And they don't wait: 62% of callers who can't reach you call a competitor (Dialzara). No voicemail, no callback. Gone.

You're not losing these jobs to a better roofer. You're losing them to a faster phone.

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CHAPTER 2

Why This Happens (And Why It's Not Your Fault)

You're on a roof. You're in a meeting. You're driving to an estimate.
You're eating lunch. It's 7pm and a homeowner just noticed a leak.

You can't answer every call. That's the reality of running a roofing business.

The traditional fixes don't hold up either:

Hiring a receptionist?

\$35,000-\$45,000/year. Works 9-5. Calls in sick. Can't handle storm surges.
Goes home at 5pm — right when a lot of homeowner calls come in.

A generic answering service?

Generic scripts. No roofing knowledge. "I'll have someone call you back" —
and by then, the homeowner already booked with your competitor.

Voicemail?

About 80% of callers who reach voicemail hang up without leaving a message.

The problem isn't you. Roofing runs on phone calls, and there's physically
no way to answer them all while doing the work.

That's the part I take off your hands.

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CHAPTER 3

What Homeowners Actually Want

Before we talk about the fix, let's talk about what the person calling you actually needs.

The research on how buyers choose is consistent. Here's what a homeowner wants, in order of priority:

1. Instant acknowledgment

They want to know someone heard them. Not in 2 hours. Not tomorrow. Right now.

2. To feel heard

They want to describe their problem — leak, storm damage, old roof — and feel like someone understands.

3. A clear next step

"We'll schedule a free inspection for Thursday at 2pm." Not "someone will call you back eventually."

4. Confidence they chose right

Before your salesperson even shows up, the homeowner has decided if they trust you — based on that first interaction.

The companies winning right now aren't the cheapest. They're the fastest to respond.

The MIT/InsideSales study of 15,000+ leads found responding in 5 minutes vs 30 makes you 21x more likely to qualify the lead. Harvard Business Review found respond-within-the-hour firms are 7x more likely to qualify.

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CHAPTER 4

How an Always-On Receptionist Changes the Game

This isn't about replacing your sales team. It's about making sure they have appointments to show up to.

Here's what your ZeroMiss receptionist does for you:

Catches the missed call

Someone calls your Google listing. You don't answer. Within 5 seconds, your receptionist picks up and greets them by your company name:

"Hi! Thanks for calling Atlanta Premier Roofing. Sorry we missed you — we're on a job right now. What kind of roofing help do you need?"

The homeowner doesn't feel ignored. A conversation starts immediately.

Qualifies the homeowner

It asks the questions that matter for a roofing job:

- What service? (Replacement, repair, inspection, storm damage)
- What's your zip code? (Are they in your service area?)
- Do you have an insurance claim? (Higher-value jobs)
- When do you want an inspection? (Urgency level)

Books it to your calendar

Qualified homeowners pick a slot. It lands in your calendar with confirmation and reminders 24 hours and 1 hour before.

You wake up with new inspections booked. You didn't lift a finger.

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CHAPTER 5

The Numbers That Matter

Let's be conservative and run the math for a typical Atlanta roofing company:

Before ZeroMiss:

- ~65 calls/month
- ~25 answered live (the industry norm is ~38%)
- A handful of quote requests reached
- 2-3 jobs closed

After ZeroMiss:

- ~65 calls/month
- Every missed call answered within 5 seconds
- Far more quote requests captured and qualified
- 5-7 jobs closed

~\$42K

Extra Revenue/Mo

1 job

Pays It Off

3 days

Free Test

Even if you halve every assumption and it catches just 3 extra jobs a month, that's tens of thousands in recovered work — from calls you already paid to generate.

06

CHAPTER 6

What to Look For (And What to Avoid)

Not all missed-call services are the same. Here's what separates the good from the garbage:

Green Flags:

- Roofing-specific qualification — knows what to ask
- Speed — responds within seconds, not minutes
- Calendar integration — books appointments, doesn't just "capture leads"
- Runs next to your current setup — no migration, no swap
- Done-for-you setup — someone sets it up and runs it for you
- No long contracts — month-to-month, cancel anytime

Red Flags:

- A service that's really just a chatbot with canned replies
- Requires you to set up complex workflows yourself
- Charges per lead instead of a flat monthly rate
- No roofing industry experience
- Long-term contracts with early termination fees
- Promises that sound too good ("we guarantee 50 leads per month")

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CHAPTER 7

Getting Started

If you're ready to stop losing money to missed calls, here's what to do:

Step 1: Know your numbers

Check your phone records. How many calls are you missing per week? Multiply that by your average job value. That's your current leak.

Step 2: Start small

You don't need to overhaul your business. Start with missed-call recovery — lowest-hanging fruit, highest ROI.

Step 3: Test it — free

A good service will let you test it risk-free. With ZeroMiss, I set it up and run it free for 3 days, no card. If it doesn't pay for itself, we just stop.

Where these numbers come from

This guide runs on published research, not opinions or invented studies.

The sources:

- 411 Locals (2024) — study of 85 businesses across 58 industries: only 37.8% of calls are answered by a live person (~62% go unanswered).
- Dialzara — 62% of callers who can't reach a business call a competitor instead.
- MIT / InsideSales Lead Response Management Study (Prof. James Oldroyd, 15,000+ leads) — answering in 5 minutes vs 30 makes you 21x more likely to qualify the lead.
- Harvard Business Review, "The Short Life of Online Sales Leads" — firms that respond within an hour are ~7x more likely to qualify a lead.
- Voicemail behavior — roughly 80% of callers who reach voicemail hang up without leaving a message.
- Roof values — a conservative \$9,000-\$12,000 replacement range; use your own average.

The dollar figures are reproducible estimates, not a claim about your business.

Plug in your real call volume and job value. We'd rather you trust the math than take our word for it.

Want Me to Set It Up for You?

ZeroMiss is built specifically for Atlanta roofing contractors.
I set it up and run it for you in 24 hours. Cancel anytime.

Get Your Free Audit

Free audit. Free setup. Free 3-day test. No card.

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Zero missed calls. Zero lost revenue.