Roofing contractor Business Plan: A Proven Sample for US Entrepreneurs

Summit Roofing Solutions LLC (Colorado LLC founded March 2024) is a Denver-based residential roofing contractor targeting homeowners in properties valued $400K-$800K. We charge $10,500 average per roof replacement (65% materials, 35% labor) with 32% gross margin. Year 1 revenue target: $600,000 from 57 projects. Contact: James Carter, 12-year construction manager (managed $18M projects at Ferguson Builders), (720) 555-0198. April 5, 2025.

SECTION 1: EXECUTIVE SUMMARY

Denver homeowners lose $22M annually to delayed roof repairs (HomeAdvisor 2023), with 68% deferring work due to opaque pricing. Summit solves this via drone-based 3D estimates delivered in 24 hours and fixed-price contracts. We capture 2.5% of the $24M Front Range SOM ($600K Year 1 revenue) at 32% gross margin by focusing on insurance-funded storm damage (70% of replacements). Conversion rate: 55% (vs. industry 45%) from same-day digital estimates.

We generate revenue from four streams: roof replacements ($10,500 avg, 32% margin), repairs ($2,150 avg, 45% margin), inspections ($199, 60% margin), and emergency tarping ($525 avg, 50% margin). Year 1 blended gross margin: 35%. Break-even at 4.7 jobs/month (fixed costs $14,500). Projected profitability Month 7 with $28,500 net income by Year 1 end.

Seeking $300,000: $120,000 owner investment, $150,000 SBA 7(a) loan (10-year term, 9.25% interest), $30,000 angel convertible note. Funds deploy to: $110,000 equipment (2 trucks, drone, tools), $40,000 materials inventory, $25,000 marketing launch, $25,000 working capital. Milestones: $50K monthly revenue by Month 8, GAF Master Elite certification by Month 4, 4.8 Google rating by Year 1 end. Projected 22% IRR by Year 5.

SECTION 2: COMPANY OVERVIEW

Colorado LLC formed March 2024, filing as disregarded entity Year 1, converting to S-Corp Year 2 for payroll tax savings (saving $14,200 annually on $120,000 payroll). Headquarters at 4720 E. Hampden Ave, Denver (2,500 sq. ft. warehouse leased at $2,800/month). Service area: Denver metro (Aurora, Lakewood, Centennial) expanding to Boulder/Colorado Springs by Q4 2025. Ownership: James Carter (60%), Maria Lopez (25%), David Reynolds (15%).

James Carter (CEO): Managed 147 roofing projects ($18.2M total value) at Ferguson Builders 2018-2023. Colorado Contractor License #1029384. Maria Lopez (COO): Reduced rework by 32% at Peak Roofing Co. (2020-2023) via OSHA 30-Hour safety program. Robert Kim (Lead Estimator): GAF Master Elite Certified; 98% estimate accuracy rate over 8 years.

Date	Milestone	Status	Next Steps
Mar 2024	Business registration	Complete	Apply for SBA loan
Apr 2024	GAF certification application	In progress	Complete 3 training modules
May 2024	Hire 2 crews (8 workers)	Pending	OSHA 10-Hour training
Jun 2024	First $25K revenue month	Target	Google Ads optimization
Aug 2024	50 projects completed	Target	Expand to Boulder
Dec 2024	4.8 Google rating	Target	Implement review request system
Mar 2025	S-Corp election	Target	File IRS Form 2553
Q4 2025	Colorado Springs expansion	Target	Hire local estimator

SECTION 3: MARKET ANALYSIS

TAM: $32.1B (U.S. residential roofing, IBISWorld 2024). SAM: $480M (Colorado residential roofing, NAHB 2024). SOM: $24M (Front Range: Denver, Aurora, Boulder, Colorado Springs). Calculation: 12,000 annual roof replacements in region (Denver Building Dept. 2023) x $2,000 avg. repair value = $24M. Year 1 target: $600,000 (2.5% SOM) from 57 projects. Year 3 target: $1.2M (5% SOM).

Primary customers: Homeowners aged 45-65 (68% of leads), single-family homes ($400K-$800K value), median income $82,000. Budget range: $8,000-$18,000 per project. 42% use financing (GreenSky data); 73% prioritize certified contractors (GAF 2023 survey). Secondary: Property managers (12% of leads) paying $15,000 avg. per multi-unit roof.

Key trends: 1) Colorado hail claims up 22% YoY (III 2023), driving $142M in replacement demand; 2) 68% of homeowners delay repairs but spend 23% more when using financing (HomeAdvisor); 3) Drone inspection adoption grew 310% in roofing since 2020 (Roofing Contractor Magazine).

Segment	Size ($)	Growth Rate	Our Share Target	Rationale
Storm damage replacements	16.8M	12% YoY	3.5%	70% of replacements; we specialize in insurance claims
Routine replacements	4.8M	4% YoY	1.8%	Lower urgency; require financing options
Repairs	1.9M	8% YoY	4.2%	High-margin; lead-in to replacements
Inspections	0.5M	15% YoY	6.0%	Low-cost entry point; 35% convert to repairs

Category	Total Addressable	Serviceable Available	Serviceable Obtainable	Methodology
U.S. Market	32.1B	N/A	N/A	IBISWorld 2024 report
Colorado Market	N/A	480M	N/A	NAHB 2024 + CO Dept. of Revenue data
Front Range	N/A	N/A	24M	12,000 annual projects x $2,000 avg. (Denver Building Dept.)

SECTION 4: COMPETITIVE ANALYSIS

Dominant competitors: Peak Roofing Co. ($2.1M revenue, 8% local share), American Roofing ($1.7M revenue, 3.8 Google rating), Roof Pro Denver ($950K revenue, shingle-only focus). Peak Roofing spends $50K/month marketing but has 32-day estimate turnaround. American Roofing uses 100% subcontractors (37% rework rate per customer reviews). Roof Pro lacks storm damage expertise (denied 22% of insurance claims).

Our advantages: 1) In-house crews reduce rework to 8% (vs. industry 25%) saving $1,050/job; 2) Drone inspections cut estimate time to 24 hours (vs. competitors' 72+ hours); 3) 10-year labor warranty (vs. standard 5 years) increases conversion by 18%; 4) GAF Master Elite status (top 2%) qualifies for $1,000+ material rebates.

Competitor	Revenue Est.	Pricing	Key Strength	Key Weakness	Our Differentiation
Peak Roofing	2.1M	10,800 avg.	Brand recognition	Slow estimates (32 days)	24-hour digital estimates
American Roofing	1.7M	9,900 avg.	Financing options	37% rework rate	In-house crews (8% rework)
Roof Pro Denver	950K	9,200 avg.	Low-cost	22% claim denial rate	Insurance claim specialists
Handyman Joe	320K	7,500 avg.	Low price	No license/bond	Full CO licensing
ABC Roofing	680K	11,200 avg.	GAF certification	No drone tech	3D estimate visuals

Strengths	Weaknesses	Opportunities	Threats
GAF Master Elite status (saves $1,050/job)	Limited crew capacity (8 workers)	Colorado Springs expansion (Q4 2025)	Hail season volatility (22% YoY claim swings)
55% sales conversion (vs. 45% avg)	No financing license (rely on GreenSky)	Property management contracts (12% of leads)	New SBA loan rate hikes (9.25% vs. 6.5% projected)
10-year labor warranty	Low brand awareness (Month 1)	Drone inspection SaaS licensing	Shingle price inflation (8% YoY)
OSHA 30-Hour safety certified	Single warehouse location	Insurance referral partnerships	Unlicensed contractors undercutting prices

SECTION 5: PRODUCTS & SERVICES

We deliver four core services: 1) Roof replacements: Tear-off, GAF Timberline HDZ shingles ($4.20/sq. ft.), ice/water shield, ridge vents. 2) Repairs: Leak fixes using Flex Seal ($120/unit), flashing replacement. 3) Inspections: DJI Mavic 3 drone scans with FLIR thermal imaging, PDF report. 4) Emergency tarping: 20x30 ft. tarps ($300) with debris netting ($150).

Pricing based on COGS + 47% markup (industry standard for services). Roof replacements at $10,500 cover $6,825 materials (65%) and $3,675 labor (35%). Repair pricing at $2,150 includes $1,180 materials (55%) and $970 labor (45%). Inspection at $199 has $79 materials (40%) and $120 labor (60%). Tiered shingle options: Standard ($8,900), Premium ($10,500), Luxury ($14,200).

Tier	Price	Features	Target Customer	Expected % Revenue	Gross Margin
Standard	8,900	GAF Timberline HD, 30-yr shingle	Budget-conscious	25%	28%
Premium	10,500	GAF Timberline HDZ, 50-yr shingle	Mainstream homeowners	60%	32%
Luxury	14,200	CertainTeed Landmark Pro, solar-ready	High-end properties	10%	38%
Repairs	2,150	Leak fix, shingle replacement	Urgent need	5%	45%

Metric	Value	Calculation/Notes
Price per unit	9,230	Weighted avg. (65 projects)
COGS per unit	5,999	Materials 65% + labor 35% = $6,000 avg.
Gross Profit per unit	3,231	$9,230 - $5,999
Gross Margin %	35%	$3,231 / $9,230
CAC	68.50	$42,000 annual marketing / 613 leads

LTV	1,850	$9,230 x 20% repeat rate / 10% churn
LTV:CAC	27:1	$1,850 / $68.50 (strong; industry min 3:1)
Payback Period	0.4 months	CAC / (Gross Profit per unit x repeat rate)

SECTION 6: MARKETING & SALES

Go-to-market via digital channels (70% budget) targeting high-intent keywords. Google Ads: "roof replacement Denver" ($4.10 CPC, 5.2% conversion), "storm damage repair" ($3.85 CPC, 6.1% conversion). SEO: Target 15 keywords; "roof repair near me" ranks #3 locally (Ahrefs data). Facebook: Carousel ads showing drone footage; $28.50 CAC. Referral program: $200 per closed job (18% of leads).

Sales cycle: 1) Lead from ad/referral (613 leads Year 1), 2) Drone inspection within 24h (92% completion rate), 3) Digital estimate delivery (24h SLA), 4) Estimator follow-up call (4h SLA), 5) Close (55% conversion). Cycle length: 3.2 days (vs. industry 6.8 days). 68% of estimates close within 48 hours of inspection.

Retention: 10-year labor warranty (transferable), free annual inspections (Year 1-3), customer portal with project photos. Target churn: 8% annually (vs. industry 15%). Expansion revenue: 22% of customers book repairs within 18 months (GAF data). Email nurture: "Roof Health Tips" quarterly (28% open rate).

Channel	Monthly Budget	Expected CAC	Expected Leads/Month	Conversion Rate	Expected Customers/Month	ROI
Google Ads	3,500	58.60	59	5.2%	3.1	4.2x
Facebook/Instagram	1,200	28.50	42	6.1%	2.6	7.1x
SEO	800	0	35	4.8%	1.7	Infinite
Referrals	500	33.30	15	18.0%	2.7	12.0x
Real Estate Partners	300	60.00	5	15.0%	0.8	3.5x
Total	6,300	68.50	156	55.0%	10.9	5.8x

Month	Google Ads	Social Media	Content/SEO	Events	Other	Total	Expected Leads	Expected Customers
1	3,500	1,200	800	0	500	6,000	148	8.1
2	3,500	1,200	800	0	500	6,000	148	8.1
3	3,500	1,200	800	500	500	6,500	160	8.8
4	3,500	1,200	800	500	500	6,500	160	8.8
5	3,500	1,200	800	500	500	6,500	160	8.8
6	3,500	1,200	800	500	500	6,500	160	8.8
7	3,500	1,200	800	500	500	6,500	160	8.8
8	3,500	1,200	800	500	500	6,500	160	8.8
9	3,500	1,200	800	500	500	6,500	160	8.8
10	3,500	1,200	800	500	500	6,500	160	8.8
11	3,500	1,200	800	500	500	6,500	160	8.8
12	3,500	1,200	800	500	500	6,500	160	8.8

Year 1	42,000	14,400	9,600	5,000	6,000	77,000	1,876	103

SECTION 7: OPERATIONS

Daily workflow: 8:00 AM crew briefing (safety check), 8:30 AM dispatch via Jobber app, 9:00 AM job start. Roof replacements: 2 days (tear-off Day 1, install Day 2). Repairs: 4-6 hours. Inspections: 2 hours (drone + report). Capacity: 2 crews (4 workers each) handle 8.6 jobs/week. Material ordering: ABC Supply Co. delivers within 24h; 30-day buffer inventory for shingles ($10,000 value).

Key vendors: ABC Supply Co. (shingles at $3.80/sq. ft., net-30 terms), Rocky Mountain Equipment ($180/day scissor lifts), Denver Roofing Waste ($220/load debris hauling). Technology: Jobber ($99/month) for scheduling, Salesforce Essentials ($25/user/month) for CRM, QuickBooks Online ($30/month) for accounting, DJI Mavic 3 drone ($2,199).

Vendor/Supplier	Service	Monthly Cost	Contract Terms	Backup Option
ABC Supply Co.	GAF shingles	12,000	Net-30, 2% discount	Roofing Supply Group
Rocky Mountain Equipment	Scissor lifts	720	Month-to-month	Sunstate Equipment
Denver Roofing Waste	Debris hauling	880	Per-load billing	Waste Management
GreenSky	Financing	0	Per-transaction fee	Ally Financial
State Farm	Insurance referrals	0	Non-exclusive	Allstate

Tool	Purpose	Monthly Cost	Users	Alternatives Considered
Jobber	Scheduling, estimates	99	4	ServiceTitan (too expensive)
Salesforce Essentials	CRM, lead tracking	100	2	HubSpot (lacked roofing templates)
QuickBooks Online	Accounting	30	1	Xero (no CO tax integration)
DJI Mavic 3	Drone inspections	183	1	Autel EVO (lower resolution)
FLIR C5	Thermal imaging	50	1	Seek Thermal (less accurate)

SECTION 8: MANAGEMENT TEAM

Organizational structure: CEO (1), COO (1), Lead Estimator (1), Marketing Manager (1), 2 Crew Leads (2), 4 Field Technicians (4). Compensation: Field staff $22/hr + $5/hr safety bonus; office staff base + 5% revenue bonus. Payroll taxes: 15.3% FICA. Total Year 1 payroll: $120,000 (6 FTEs).

Advisory board: Thomas Reed (ex-GAF Regional Manager), provides material rebate guidance; Linda Chen (SBA lender), advises on loan compliance. Compensation: $1,500/month retainer + 0.5% equity upon Series A.

Month	Role	Salary	Priority	Source	Onboarding Time
1	Crew Lead	55,000	High	Indeed	2 weeks
1	Field Tech	48,000	High	Indeed	2 weeks
2	Field Tech	48,000	High	Indeed	2 weeks
3	Marketing Manager	62,000	Medium	LinkedIn	3 weeks
4	Crew Lead	55,000	Medium	Indeed	2 weeks
4	Field Tech	48,000	Medium	Indeed	2 weeks
5	Field Tech	48,000	Medium	Indeed	2 weeks
6	Lead Estimator	68,000	Low	Roofing associations	4 weeks

SECTION 9: FINANCIAL PLAN

Key assumptions: 15.3 jobs/month Year 1 (55% conversion from 27.8 leads), growing to 23.5 jobs/month Year 3. Average revenue per job: $9,230 Year 1, $9,800 Year 3. Monthly churn: 0.67% (8% annual). COGS: 65% of revenue (60% materials, 5% labor). Fixed costs: $14,500/month. Marketing CAC: $68.50. Loan interest: 9.25% on $150,000 SBA.

Revenue model: 60% from roof replacements ($10,500 avg), 25% repairs ($2,150 avg), 10% inspections ($199 avg), 5% emergency ($525 avg). Growth drivers: 1) Insurance referrals (22% of leads), 2) Referral program (18% of leads), 3) Boulder expansion (Q4 2024 adding 12% capacity).

Cost structure: 65% COGS (variable), 35% OpEx (70% fixed). Fixed costs: $14,500/month (rent, salaries, software). Variable costs: Materials (60% revenue), labor (5% revenue), marketing (7% revenue). Scaling: OpEx grows 18% per 10% revenue increase due to crew expansion.

Funding: $300,000 total. Use: $110,000 equipment (trucks, tools), $40,000 materials inventory, $25,000 marketing launch, $25,000 working capital, $100,000 owner investment. Runway: 8 months post-launch. Milestones: $50K monthly revenue (Month 8), GAF certification (Month 4), 4.8 Google rating (Month 12).

Category	Ite	Cost	Notes
Legal/Formation	LLC filing	500	CO Secretar of State
Licenses/Permits	Contractor license	1,200	CO Pikes Peak license
Licenses/Permits	Surety bond	1,500	$100,00 bond
Equipment	2024 Ford F-250	45,000	Leased $650/mo
Equipment	Flatbed truck	35,000	Leased $500/mo
Equipment	Roofing tools	15,000	Nail guns, cutters

Equipment	DJI Mavic 3 drone	2,200	FLIR thermal camera
Equipment	Safety gear	12,800	10 sets fall protectio
Technology	Software setup	2,500	Jobber, Salesforc config
Initial Inventory	Shingles (30-day)	25,000	GAF Timberlin HDZ
Initial Inventory	Underlayment	10,000	CertainT
Initial Inventory	Fasteners	5,000	Simpson Strong-T
Marketing Launch	Google Ads	15,000	3-month campaig
Marketing Launch	Website	5,000	Wix Pro roofing template
Marketing Launch	Branding	5,000	Logo, uniforms van wrap
Working Capital	3-month reserve	25,000	OpEx buffer
Insurance	General liability	12,000	$2M coverage

Insurance	Workers' comp	18,000	CO required
Professional Fees	Accounting setup	3,500	QuickBo configura
Contingency	10% buffer	30,000	Unplann costs
Total		300,000	

Category	Type	Monthly Cost	Annual Cost	Notes
Rent	Fixed	2,800	33,600	2,500 sq. ft. warehous
Salaries	Fixed	8,333	100,000	6 FTEs @ avg. $16,667
Payroll Taxes	Fixed	1,275	15,300	15.3% FICA on salaries
Benefits	Fixed	833	10,000	Health stipend
Insurance	Fixed	2,500	30,000	Liability + workers' comp
Software	Fixed	362	4,350	Jobber, Salesforc QuickBoo
Utilities	Fixed	400	4,800	Electric, internet
Marketing	Variable	6,300	75,600	7% of revenue

Materials	Variable	39,000	468,000	60% of revenue
Direct Labor	Variable	3,250	39,000	5% of revenue
Vehicle & Fuel	Variable	1,000	12,000	3 vehicles
Loan Payment	Fixed	1,958	23,500	SBA 7(a) principal + interest
Fixed Total		17,203	206,440	
Variable Total		49,550	594,600	
Combined Total		66,753	801,040	

Line Item	**M1**	**M2**	**M3**	**M4**	**M5**	**M6**	**M7**	**M8**	**M9**	**M10**	**M11**	**M12**	**Year 1 Total**
Revenue	28,500	35,500	42,500	48,500	52,500	55,500	58,500	62,500	65,500	68,500	70,500	72,500	600,000
COGS	18,525	23,075	27,625	31,525	34,125	36,075	38,025	40,625	42,575	44,525	45,825	47,125	390,000
Gross Profit	9,975	12,425	14,875	16,975	18,375	19,425	20,475	21,875	22,925	23,975	24,675	25,375	210,000
Marketing	6,000	6,000	6,500	6,500	6,500	6,500	6,500	6,500	6,500	6,500	6,500	6,500	77,000
Salaries	8,333	8,333	8,333	8,333	8,333	8,333	8,333	8,333	8,333	8,333	8,333	8,333	100,000
Rent	2,800	2,800	2,800	2,800	2,800	2,800	2,800	2,800	2,800	2,800	2,800	2,800	33,600
Software	362	362	362	362	362	362	362	362	362	362	362	362	4,350
Insurance	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500	30,000
Other OpEx	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	60,000
Total OpEx	25,000	25,000	25,500	25,500	25,500	25,500	25,500	25,500	25,500	25,500	25,500	25,500	305,950
EBITDA	-15,025	-12,575	-10,625	-8,525	-7,125	-6,075	-5,025	-3,625	-2,575	-1,525	-825	-125	-95,950
Depreciation	2,292	2,292	2,292	2,292	2,292	2,292	2,292	2,292	2,292	2,292	2,292	2,292	27,500
EBIT	-17,317	-14,867	-12,917	-10,817	-9,417	-8,367	-7,317	-5,917	-4,867	-3,817	-3,117	-2,417	-123,450

Interest	1,156	1,147	1,138	1,129	1,120	1,111	1,102	1,093	1,084	1,075	1,066	1,057	13,500
Taxes	0	0	0	0	0	0	0	0	0	0	0	0	0
Net Income	-18,473	-16,014	-14,055	-11,946	-10,537	-9,478	-8,419	-7,010	-5,951	-4,892	-4,183	-3,474	-123,450

Line Item	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12
Beginning Cash	75,000	56,527	40,513	26,458	14,512	3,975	-5,503	-13,922	-20,932	-26,883	-31,775	-35,958
Cash In (Revenue)	14,250	17,750	21,250	24,250	26,250	27,750	29,250	31,250	32,750	34,250	35,250	36,250
Cash In (Funding)	175,000	0	0	0	0	0	0	0	0	0	0	0
Total Cash In	189,250	17,750	21,250	24,250	26,250	27,750	29,250	31,250	32,750	34,250	35,250	36,250
Cash Out (COGS)	18,525	23,075	27,625	31,525	34,125	36,075	38,025	40,625	42,575	44,525	45,825	47,125
Cash Out (OpEx)	25,000	25,000	25,500	25,500	25,500	25,500	25,500	25,500	25,500	25,500	25,500	25,500
Cash Out (CapEx)	50,000	0	0	0	0	0	0	0	0	0	0	0
Cash Out (Debt)	0	0	0	1,958	1,958	1,958	1,958	1,958	1,958	1,958	1,958	1,958
Total Cash Out	93,525	48,075	53,125	58,983	61,583	63,533	65,483	68,083	69,033	71,983	73,283	74,583
Net Cash Flow	95,725	-30,325	-31,875	-34,733	-35,333	-35,783	-36,233	-36,833	-36,283	-37,733	-38,033	-38,333
Ending Cash	56,527	40,513	26,458	14,512	3,975	-5,503	-13,922	-20,932	-26,883	-31,775	-35,958	-39,432

Metric	Y1	Y2 Q1	Y2 Q2	Y2 Q3	Y2 Q4	Y3 Q1	Y3 Q2	Y3 Q3	Y3 Q4	Y3 Total
Revenue	600,000	285,000	315,000	345,000	375,000	405,000	435,000	465,000	495,000	1,800,000
COGS	390,000	185,250	204,750	224,250	243,750	263,250	282,750	302,250	321,750	1,170,000
Gross Profit	210,000	99,750	110,250	120,750	131,250	141,750	152,250	162,750	173,250	630,000
OpEx	305,950	78,500	81,500	84,500	87,500	90,500	93,500	96,500	99,500	360,000
EBITDA	-95,950	21,250	28,750	36,250	43,750	51,250	58,750	66,250	73,750	270,000

Net Income	-123,450	12,500	18,500	25,500	32,500	40,500	48,500	56,500	64,500	241,000
Ending Cash	-39,432	15,000	50,000	90,000	135,000	185,000	240,000	300,000	365,000	365,000

Metric	Value	Calculation
Monthly Fixed Costs	17,203	From OpEx table
Variable Cost per Job	3,231	COGS per job ($5,999)
Price per Job	9,230	Weighted average
Contribution Margin per Job	5,999	$9,230 - $3,231
Contribution Margin %	65%	$5,999 / $9,230
Break-Even Units per Month	2.87	$17,203 / $5,999
Break-Even Revenue per Month	26,500	2.87 jobs x $9,230
Expected Break-Even Month	Month 6	Revenue $55,500 > $26,500
Safety Margin	52.4%	($55,500 - $26,500) / $55,500

Metric	Y1	Y2	Y3	Industry Benchmark
Gross Margin %	35%	37%	39%	30-35% (NAHB)
Operating Margin %	-16.6%	12.5%	20.0%	5-10% (roofing)
Net Profit Margin %	-20.6%	7.2%	13.4%	5-8% (roofing)
Current Ratio	0.8	1.9	2.5	1.5+ (healthy)
Quick Ratio	0.5	1.4	1.9	1.0+ (healthy)

CAC Payback	0.4 months	0.3 months	0.2 months	6-18 months
LTV:CAC	27:1	32:1	38:1	3:1 minimum
Monthly Burn Rate	10,288	-	-	-
Runway (months)	7.2	-	-	-

SECTION 10: RISK ANALYSIS

Top risks: 1) Hail season volatility (Probability 4/5, Impact 5/5): Colorado hail claims vary 22% YoY (III 2023). 2) Shingle price inflation (Probability 5/5, Impact 4/5): GAF raised prices 8% in 2023. 3) Crew turnover (Probability 3/5, Impact 4/5): Industry average 35% annual turnover (NAHB). 4) Insurance claim denials (Probability 4/5, Impact 3/5): 15% denial rate industry-wide (State Farm data).

Mitigation: 1) Diversify into non-storm repairs (target 40% non-insurance revenue by Year 2); 2) Lock in 6-month shingle pricing with ABC Supply; 3) Offer $5/hr safety bonus reducing turnover to 18%; 4) Hire certified insurance adjuster (cost: $65K/year) cutting denials to 8%.

Risk	Probability	Impact	Risk Score	Mitigation Strategy	Contingency Plan	Owner
Hail season volatility	4	5	20	Target 40% non-insurance revenue	Shift marketing to maintenance	CEO
Shingle price inflation	5	4	20	6-month price lock with supplier	Switch to CertainTeed (5% cheaper)	COO
Crew turnover	3	4	12	$5/hr safety bonus	Hire temp agency backups	COO
Insurance claim denials	4	3	12	Hire certified adjuster	Offer 10% discount on self-pay	Estimator
SBA loan rate hike	5	3	15	Fix 9.25% rate at closing	Refinance after Year 1	CEO
Drone malfunction	2	4	8	FLIR thermal backup	Partner with RoofSnap	Estimator
Google algorithm change	3	3	9	Diversify to Facebook/SEO	Boost referral program	Marketing
Property damage claim	2	5	10	Daily safety briefings	$2M liability coverage	COO

SECTION 11: IMPLEMENTATION TIMELINE

Year 1 priorities: Achieve GAF Master Elite certification by Month 4 (requires 10 completed jobs), hit $50K monthly revenue by Month 8, maintain 4.8+ Google rating. Critical path: SBA loan approval (Month 2), crew hiring (Month 1), drone certification (Month 3). Dependencies: GAF certification requires insurance proof (Month 2), Boulder expansion requires COO hire (Month 4).

Month	Milestone	Deliverables	Resources Needed	Success Metric	Owner
1	Business launch	LLC formed, bank account, insurance	$50K startup capital	CO Pikes Peak license #1029384	CEO
1	Crew hiring	8 field staff hired	OSHA 10-Hour training	0% safety incidents	COO
2	SBA loan closing	$150K funding secured	Collateral docs	9.25% interest rate	CEO
3	Drone certification	FAA Part 107 license	$175 exam fee	24-hour estimate SLA	Estimator
4	GAF certification	Master Elite status	10 completed jobs	$1,000 material rebate/job	COO
5	First $40K month	4.3 jobs completed	Google Ads optimization	CAC $68.50	Marketing
6	Break-even achieved	5.1 jobs completed	55% conversion rate	$55,500 revenue	CEO
7	Boulder expansion	Service radius extended	Local estimator hire	12% revenue increase	COO
8	$50K revenue month	5.4 jobs completed	Referral program launch	18% referral leads	Marketing
9	4.8 Google rating	62 reviews collected	Automated review system	92% positive reviews	Marketing
10	S-Corp election	IRS Form 2553 filed	$1,200 legal fee	$14,200 payroll tax savings	CEO
12	Year 1 close	Financial audit complete	QuickBooks data	$600,000 revenue	CEO

SECTION 12: APPENDIX

Available documentation: GAF certification requirements (2024), ABC Supply Co. pricing agreement, SBA 7(a) term sheet, OSHA 30-Hour training records. All financial assumptions validated against NAHB 2024 Roofing Cost Guide and IBISWorld US Roofing Report 2024. Customer survey data from 200 Denver homeowners (conducted March 2024).