

# What Makes a Roofing Company Great?

1

## Financial Controls

Implementing sophisticated financial controls and accounting practices increases owner ability to track performance

2

## Technology Stack

Using a robust CRM software and project management system allows roofing companies to scale with quality

3

## Sales Growth

Demonstrating multiple years of consecutive sales growth builds brand strength and probability of future success

4

## EBITDA Margins

Producing outsized margins demonstrates operational excellence and ability to effectively control costs

5

## Geographic Coverage

Servicing areas in multiple states/regions proves brand portability, aids growth, and decreases weather risk

6

## Business Mix

Diversifying revenue streams across roofing types (e.g., Insurance vs Retail vs Finance) decreases risk perception

7

## Digital Marketing

Establishing effective marketing engines drives growth in both current and new markets

8

## Expansion Strategy

Developing a robust expansion strategy and opening new markets accelerates growth and increases business value

9

## Culture & Leadership

Emphasizing firm values and culture at the top leads to high employee retention and ability to grow leaders

10

## Customer Feedback

Receiving positive reviews that mention attributes like "superior service" help develop brand reputation

## Company Highlights that Investors Want to See

- *Highly motivated leadership, hungry to further accelerate growth*
- *Talented sales reps who deliver a seamless, end-to-end customer experience*
- *Diversified sales across geographic markets and customer types*
- *Superior quality and industry-leading customer feedback*
- *Proven track record of opening and growing new markets, both organically and through M&A*
- *Strong marketing engines in place with low reliance upon storm damage to drive revenue growth*

## Get in Touch With the Founders Advisors Roofing Team

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