



Roofer Explains How to Overcome Homeowner Price Pushback

A residential roofing contractor can easily be \$2–3K+ more expensive than competitors if recommending needed attic ventilation fixes and improvements as part of the roofing estimate, and the others do not. That opens the door for homeowner price pushback. Here's how roofing contractors can overcome it and land a signed contract.


1. **Block out time with the homeowners up front.** When selecting the time for the estimate, schedule an in-person or virtual meeting with the homeowners so you can inspect the roof, the attic, the attic ventilation and share the results.
2. **Don't sell, help the homeowners buy.** Build the value of the total estimate – including the attic ventilation fixes – into your presentation. Your goal is to help homeowners BUY the best purchase for their home. Have examples of what could go wrong if the attic ventilation is not corrected or improved.
3. **Keep the door open after you've been told "No."** Periodic emails containing helpful video links and tips about attic ventilation and the value of your thorough estimate keeps the dialogue open. It could also change the homeowners' mind.

In our latest podcast episode you can hear Jeff Heitzenrater, president of operations, Triple Peaks Roofing and Construction, Olmstead Falls, OH, explain how this process brought the homeowners back 9 months after

rejecting his price estimate – an estimate more expensive than 3 other bids ([Airing it Out with Air Vent Podcast](#)).



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