



AIR VENT UNIVERSITY LESSON PLAN

November Lesson Plan

Overcoming Complaints to the BBB about Roofing Companies

1. **Answer your phone and respond to incoming text messages and emails promptly.** “You can’t ghost the homeowner for a couple of days,” says Joel Patzke, cofounder of TrueWorks Roofing along with his wife Laura Cole. “We just don’t have that luxury in this day and age. We have to respond fast or the homeowner will find someone else for the project.”
2. **Send appointment reminders to the homeowner.** “For every single appointment we send a reminder including the initial inspection,” Patzke says. “The reminder might include a photo of our team member and a personal tidbit about a hobby or outside interest he or she has. It’s just a little extra communication telling the homeowner an actual person is coming to your house.”
3. **Once the project is under contract keep the homeowner in the loop.** “We have a homeowner portal that utilizes CompanyCam – an app we use to take, catalog, and share photos. At any time the homeowner can log in to the portal and see the contract, what stage the project is in, all of the correspondence we’ve had so far, and all of the photos we’ve taken. The homeowner feels very much in the loop,” Patzke says.

Read the complete interview with Patzke including his tips for keeping the jobsite clean here: https://www.pageturnpro.com/Progress-Printing/109891-Sept_Oct2023_Roofing/sdefault.html#page/39



