

Roofing Lead Quote Comparison

Capture what each price buys before comparing it. Use the same company-fit definition and keep advertised prices separate from observed costs.

Company / market / review date _____

Written offer field	Source A	Source B	Source C
Provider / product / quote date			
Unit: record, form, call, appointment			
Shared / exclusive definition			
Service area / job type / age			
Unit price / minimum cash upfront			
Fees / auto-funding / commitment			
Credit or replacement deadline			
Pause / renewal / exit conditions			
Source URL / saved offer reference			

Price context is not a purchase result

The full article separates published contact-list, replacement-inquiry and live-transfer prices from LocaliQ's historical search-ad benchmark. A list record is not an appointment. A conversion in an ad report is not a sold roof.

Reconcile a Completed Cohort

Lock the source and date range, then let its jobs mature. Pending outcomes remain pending; zero outcomes never mean zero acquisition cost.

Metric	Worked example	Your cohort
Billed units	60	
Net spend after approved credits	\$2,400	
Labor / administration	\$600	
Qualified conversations	20	
Invoice cost per billed unit	\$40	
All-in cost per qualified conversation	\$150	
Collected jobs / cost per collected job	Not supplied / not calculable	

Formula: (net spend + labor/admin) / qualified conversations. The example is (\$2,400 + \$600) / 20 = \$150. For zero qualified conversations, report "no qualified outcomes"; do not divide by zero or report \$0.

Cohort dates / company-fit definition _____

Invalid reasons / requested and approved credits

Completed jobs / pending collections _____

Continue, correct, pause or scale - and the evidence

Decision owner / next review trigger _____

Full guide and source notes: ghostrep.ai/blog/roofing-lead-cost-benchmarks