

The \$200K roof nobody called back for.

Why the job doesn't go to the best roofer. It goes to the one who answers.

This is a real case, built from a direct interview with a commercial property owner in the Kansas City area. Identifying details have been changed to protect their privacy.

A commercial property owner in Kansas City had a roof problem that couldn't wait. The building was fully operational, tenants running businesses inside, damage bad enough to need immediate attention. He called **five well-reviewed roofing companies** in the area.

Every one of them followed the same pattern. Someone said they'd call back. They didn't. Someone said they'd come by and quote it. They didn't show. Not one of the five ever produced a written estimate. The roof sat unaddressed for six weeks, on a building with tenants in it.

He finally found **Boone Brothers Roofing**. Not because they were cheaper, not because they had better reviews. They called back instantly, showed up within a couple of days, and quoted it. They didn't just win a \$125K job, they won a \$200K relationship: a second roof, \$75K, came right behind the first.

This isn't one property owner's bad luck. A 2024 ServiceTitan study of 50,000+ contractor phone lines found home service businesses miss 62% of inbound calls during business hours, and separate research shows 78% of customers hire whichever contractor responds first.

5	30-40	6 wks	\$200K
COMPANIES CALLED	HOURS SPENT CHASING	DAMAGE UNADDRESSED	TOTAL JOB VALUE

THE SYSTEM

- **Instant response on every inbound call.** A missed call triggers an automatic text within seconds, not a voicemail that goes unheard for two days.
- **No lead sits unclaimed.** Every call, form, and message gets routed to a real person or queue immediately, with follow-up that keeps going until someone responds.
- **Estimate scheduling that doesn't rely on memory.** Every promised callback and follow-up is tracked so nothing depends on someone remembering to do it.

Roofing companies don't lose commercial jobs because a competitor was better. They lose them because they were slower to answer the phone than the guy who eventually did.

Not ready to get on a call yet?

Text **816.588.0077** with your business line. We'll quietly audit two weeks of your call handling, no changes made, nothing installed, and hand you the results directly. No conversation required until you want one.

"I've lost time and money to slow callbacks myself, chasing contractors and wholesalers on my own real estate deals. That's the exact failure point I built this system to close."

The Duke, Founder

THE DUKE
CLASS. STRATEGY. EMPIRE.
@RODTHEDUKE