

CASE STUDY · ROOFING CONTRACTOR

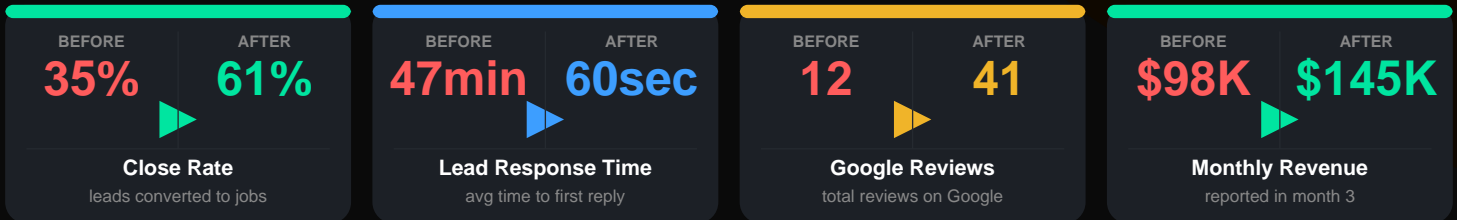
# From 35% Close Rate to 61% in 90 Days.

How a residential roofing contractor in the Southeast added \$47,000 in monthly revenue by fixing the gap between lead received and lead followed up.

CLIENT PROFILE

**Business:** Residential roofing contractor  
**Location:** Southeast United States  
**Team size:** 7 people (owner + 6 crew)  
**Annual revenue:** ~\$1.2M before Orbintra  
**Package:** Growth System  
**Time to go live:** 11 days

THE RESULTS AT A GLANCE



THE SITUATION

Marcus R. runs a 7-person residential roofing company in the Southeast. His crew does quality work — storm damage repairs, full replacements, and commercial flat roofs. He had no shortage of leads.

**The problem wasn't leads. It was what happened to them after they came in.**

Marcus was the main point of contact for every new inquiry. When he was on a roof, leads sat unanswered for hours. His office admin had no consistent process for follow-up. Estimates went out late. Contracts sat unsigned for days.

He knew he was losing jobs. He just didn't know how many — or how to fix it without hiring a full-time sales person.

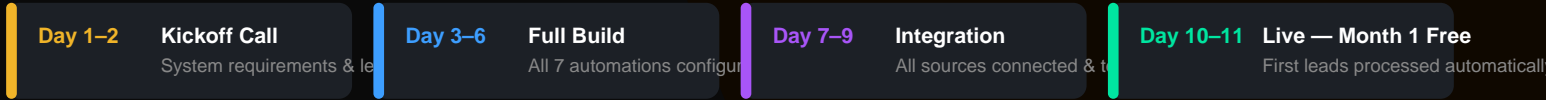
BEFORE ORBINTRA — THE GAPS

- ✗ **Leads waited 30–90 minutes for a reply** — often went cold before Marcus could respond
- ✗ **No follow-up system for non-responders** — leads were called once, then abandoned
- ✗ **Estimates written by hand or in Word** — sent 1–3 days after the site visit
- ✗ **Contracts emailed as PDFs** — required printing, signing, and scanning back
- ✗ **Scheduling lived in Marcus's head** — crew conflicts and double bookings every week
- ✗ **Reviews only came when someone remembered to ask** — 12 total Google reviews
- ✗ **No visibility into job pipeline status** — had to call crew to know where each job was

WHAT ORBINTRA BUILT

The Growth System was fully configured and live in 11 days. Here is exactly what was built for Marcus's business:

- ✓ **Instant lead response system** — auto-reply to every new inquiry within 60 seconds
- ✓ **5-touch follow-up sequence** — SMS + email sequence for every non-responder
- ✓ **Automated appointment scheduling** — leads book directly into Marcus's calendar
- ✓ **Branded estimate workflow** — professional estimates sent automatically, tracked in Orbintra
- ✓ **Digital contract with e-signature** — contracts out same day, signed in one click
- ✓ **Job tracking dashboard** — every job visible by status, crew notified automatically
- ✓ **Review request automation** — every completed job triggers a Google review request
- ✓ **AI lead qualification** — Growth feature: leads scored and prioritized before Marcus



THE RESULTS — 90 DAYS LATER

- +\$47K**  
added monthly revenue by month 3
- 26%**  
increase in close rate (35% → 61%)
- 29**  
new Google reviews in first 90 days
- 15hrs**  
saved per week in admin time
- 11 days**  
from contract signed to system fully live

MONTH-BY-MONTH PROGRESSION

- Month 1 (Free) \$103K revenue**  
System live Day 11. Lead response dropped to under 60 seconds immediately. 3 jobs recovered from the follow-up sequence in the first 3 weeks alone.
- Month 2 \$128K revenue**  
Close rate hit 51%. First 11 Google reviews came in automatically. Marcus stopped handling scheduling entirely — the system ran it.
- Month 3 \$145K revenue**  
Close rate reached 61%. 41 total Google reviews (up from 12). Revenue up \$47K/month vs. pre-Orbintra baseline.
- Month 6 \$162K revenue**  
Marcus hired a second crew. He attributes the capacity to having a system that qualifies and processes leads without him in the loop.

“  
**I was losing \$30,000 a month and I didn't even know it. The system paid for itself in the first 3 weeks. I haven't manually followed up with a lead since Day 11.**  
 — Marcus R. — Roofing Contractor, Southeast U.S.

■ **Key Insight:**  
 The biggest win wasn't the revenue — it was the time. Marcus went from spending 2 hours a week on scheduling to spending less than 2 hours. That time went back into sales and service.

Ready to see results like this?

Growth System starts at \$4,997 setup + \$597/mo. First month free. Live in under 14 days.  
 orbintra.com · hello@orbintra.com · Book a free demo

■ **Sales Rep Note:**  
 Send this case study immediately after any objection that sounds like:  
 "Does this actually work?" · "I'm not sure the ROI is there." · "I want to think about it." · "We've tried software before."  
 Let Marcus's numbers answer the objection for you. Follow up 24 hours after sending with: "Did you get a chance to look at that case study — any questions on those numbers?"