



Roof AI Kit

Starter Pack

10 practical roofing AI prompts to test before buying the full bundle

A short, premium sample of the full Roof AI Kit system for estimates, homeowner emails, social content, realtor workflows, insurance communication, and AI output review.



CRM estimates
sample prompt



Emails
sample prompt



Social posts
sample prompt



Reviews
sample prompt

What Roof AI Kit Is

Roof AI Kit is a practical AI system for roofing companies. It is designed to help contractors use AI for real workflows, not generic tech experiments.

This free Starter Pack gives you a small sample of the full bundle. Use it to test how AI can help with roofing estimate language, homeowner communication, social media, reviews, realtor workflows, and careful insurance-related communication.

This is a sample, not the full system

The full Roof AI Kit includes the Main Guide, Prompt Vault, 30-Day Rollout Plan, and Worksheets and Checklists. This starter pack gives you a useful preview without giving away the entire prompt library.

Main Guide	Explains the workflows and how AI can support real roofing operations.
Prompt Vault	A larger copy-and-paste library for estimates, emails, reports, social media, documents, campaigns, and more.
30-Day Rollout Plan	A week-by-week implementation roadmap for building the system without getting overwhelmed.
Worksheets and Checklists	Printable tools for customizing prompts, organizing workflows, and reviewing AI outputs.

How to Use These Prompts

- Copy the prompt that matches your task.
- Replace bracketed placeholders with your company, customer, job, or project details.
- Generate the draft, then review it carefully before using it.
- Refine the wording until it fits your company voice.
- Save any prompt that works well so your team can reuse it.

Review before use

AI can help draft and organize your work, but the contractor remains responsible for final accuracy, scope, pricing, customer communication, legal review, insurance language, warranty terms, and compliance.

10 High-Value Roofing AI Prompts

A practical sample from the full Roof AI Kit system

COPY-AND-PASTE PROMPT

1. CRM Estimate Line Item Prompt

Act as a professional roofing estimator. Create CRM-ready estimate line items for the roofing scope below. Format each item with a short subject and a clear homeowner-friendly description. Do not include pricing. Do not overstate damage. Do not add scope that is not listed. Also create one overall project summary under 500 characters. Scope: [INSERT ROOFING SCOPE]

Why this works: It turns rough field notes into clean wording that can be copied into a CRM.

COPY-AND-PASTE PROMPT

2. Homeowner Estimate Delivery Email Prompt

Act as a professional roofing company owner writing to a homeowner. Create a clear, professional email letting them know their estimate is attached. Briefly summarize the scope, explain what the estimate includes, and invite them to reach out with questions. Keep it natural, helpful, and not pushy. Do not include a signature. Customer situation: [INSERT DETAILS] Attachments: [INSERT ATTACHMENTS] Next step: [INSERT NEXT STEP]

Why this works: It helps the estimate feel clear and professional without sounding pushy.

COPY-AND-PASTE PROMPT

3. Social Media Caption Prompt

Create a professional social media caption for a roofing company about [TOPIC]. The audience is homeowners. Keep it educational, clear, and not overly salesy. Explain what the issue is, why it matters, and what a homeowner should do next. Avoid scare tactics and exaggerated claims. Topic: [INSERT TOPIC] Call to action: [INSERT CTA]

Why this works: It turns everyday roofing knowledge into useful homeowner education.

COPY-AND-PASTE PROMPT

4. Google Review Post Prompt

Create a professional social media caption for a roofing company sharing a Google review. Keep the tone grateful, humble, and not braggy. Mention the type of work if relevant. Emphasize clear communication, trust, and quality service without overdoing the praise. Review text: [INSERT REVIEW] Job type: [INSERT JOB TYPE]

Why this works: It lets you share reviews in a way that builds trust without sounding self-congratulatory.

COPY-AND-PASTE PROMPT

5. Realtor Workflow Prompt

Act as a professional roofing contractor writing a realtor-friendly roof inspection summary. Keep it clear, concise, neutral, and useful for a real estate transaction. Summarize visible findings, recommended repairs, and whether any major concerns were observed. Do not guarantee insurability. Do not overstate damage. Do not include a signature. Property situation: [INSERT DETAILS] Inspection findings: [INSERT FINDINGS] Recommended repairs: [INSERT REPAIRS]

Why this works: It helps create transaction-safe language for buyers, sellers, and agents.

COPY-AND-PASTE PROMPT

6. Insurance Communication Caution Prompt

Review the text below and remove any language that promises insurance approval, guarantees coverage, suggests deductible waiver or avoidance, creates legal conclusions, or sounds hostile toward the carrier. Keep the message clear, professional, homeowner-friendly, and careful. Text to review: [PASTE TEXT]

Why this works: It helps reduce risky claim-related language before customer communication is sent.

COPY-AND-PASTE PROMPT

7. Roof Inspection Summary Prompt

Act as a professional roofing contractor creating a homeowner-friendly roof inspection summary. Use the notes below to explain what was found, why it matters, recommended next steps, and any limitations. Do not overstate damage. Do not promise insurance coverage. Inspection notes: [INSERT NOTES] Recommended next step: [INSERT NEXT STEP]

Why this works: It helps turn inspection notes into clear communication a homeowner can understand.

COPY-AND-PASTE PROMPT

8. Install-Day Expectation Email Prompt

Create a professional install-day expectation email for a residential roof replacement. Include arrival window, material delivery, driveway access, gate access, noise, pets and kids safety, property protection, progress updates, cleanup, and payment expectations if provided. Keep it clear and homeowner-friendly. Do not include a signature. Project details: [INSERT DETAILS] Arrival window: [INSERT TIME] Payment terms: [INSERT TERMS]

Why this works: It gives homeowners confidence by explaining what to expect before roof day.

COPY-AND-PASTE PROMPT

9. Branded Image Prompt

Create a clean, premium branded social media graphic for [COMPANY NAME], a roofing company serving [LOCATION]. Use the company logo if provided. Use brand colors: [INSERT COLORS]. The design should feel trustworthy, modern, local, and professional. Avoid clutter, cheesy contractor-ad design, and overly salesy visuals. Topic: [INSERT TOPIC] Headline: [INSERT HEADLINE]

Why this works: It helps create more consistent graphics instead of random one-off visuals.

COPY-AND-PASTE PROMPT

10. AI Output Review Prompt

Review the AI-created text below for accuracy, tone, clarity, and risk. Check whether the scope is correct, whether anything was added that was not requested, whether the language overpromises, and whether the next step is clear. Then provide a cleaner revised version. Text to review: [PASTE TEXT]

Why this works: It reinforces that AI drafts should be reviewed before they are used.

AI Output Review Checklist

Before you send, publish, sign, upload, or use AI-created materials, review the output with this checklist.

Accuracy	Scope, products, dates, quantities, pricing, and project details are correct. AI did not add unapproved work.
Tone	The message sounds like your company and fits the audience. It is not too salesy, robotic, or generic.
Risk	No insurance approval promises, insurability guarantees, warranty overreach, deductible waiver language, or unsupported legal conclusions.
Clarity	The next step is clear, the format is easy to read, and attachments or documents are mentioned correctly.
Privacy	No unnecessary customer names, addresses, phone numbers, emails, claim numbers, signatures, or private project details are included.

Sensitive topics need extra review

Contracts, warranty terms, deductible language, financing or payment terms, claim-related explanations, underwriting statements, and legal documents should be reviewed carefully and, when needed, by qualified professionals before use.

Want the full Roof AI Kit?



This Starter Pack is just a sample. The full bundle gives you the complete system for building repeatable AI workflows inside a roofing company.

The full bundle includes:

- Main Guide PDF
- Prompt Vault PDF
- 30-Day Rollout Plan PDF
- Worksheets and Checklists PDF
- Start Here PDF

Want the full bundle?

Full bundle: Main Guide, Prompt Vault, 30-Day Rollout Plan, and Worksheets.