



Roof AI Kit

FREE STARTER PACK

Roof AI Kit Starter Pack

10 Practical AI Prompts for Roofing Companies



Built for roofing owners, sales reps, and small roofing teams.

10 Practical AI Prompts for Roofing Companies

Short Disclaimer

Roof AI Kit is for educational and operational planning use inside a roofing business. It is not legal advice, insurance advice, financial advice, tax advice, engineering advice, code interpretation, or a substitute for professional judgment. AI can help draft, organize, simplify, and improve business materials, but the contractor remains responsible for final review, accuracy, compliance, pricing, scope, customer communication, and use. Contracts, warranties, deductible language, insurance communication, financing terms, underwriting statements, legal notices, and claim-related explanations may require review by qualified professionals before customer use.

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1. What Roof AI Kit Is

Roof AI Kit is a practical AI prompt and workflow system for roofing companies. It helps roofing owners and sales reps use AI for estimates, homeowner emails, CRM notes, social posts, reviews, realtor communication, reports, and careful document drafting workflows.

This Starter Pack is a free sample. It gives you useful prompts you can try right away, but it does not include the full Prompt Vault, Quick Start Guide, or Roofing AI Playbook.

2. How to Use These Prompts

1. Choose a prompt.
2. Replace the placeholders.
3. Add the real project details.
4. Tell AI what not to do.
5. Generate a draft.
6. Review the output.
7. Ask for revisions.
8. Save what works.

3. 10 Useful Roofing AI Prompts

Universal Company Prompt Builder

Risk level: Low to medium

Copy-and-paste prompt:

COPY-READY PROMPT

Build a reusable Universal Company Prompt for my roofing company. Ask me for missing details before drafting. Include company name, service area, services, customer types, brand voice, differentiators, preferred writing style, phrases to use, phrases to avoid, CRM preferences, social media preferences, insurance communication boundaries, legal/compliance cautions, warranty boundaries, brand colors, logo direction, and slogan. Make it practical, concise, roofing-specific, and easy to paste at the start of future AI conversations.

CRM Estimate Line Item Prompt

Risk level: Medium

Copy-and-paste prompt:

COPY-READY PROMPT

Act as a professional roofing estimator. Create CRM-ready estimate line items from the scope below. Use subject + description format. Do not include pricing unless I specifically provide pricing and ask for it to be included. Do not add scope that is not listed. If the scope is unclear or missing information, ask clarifying questions before drafting. Make the wording professional, homeowner-friendly, concise, and useful for a roofing CRM.

Scope notes: [INSERT SCOPE NOTES]

Materials or products: [INSERT MATERIALS IF KNOWN]

Exclusions or limitations: [INSERT EXCLUSIONS IF ANY]

500-Character Estimate Summary

Risk level: Medium

Copy-and-paste prompt:

COPY-READY PROMPT

Create a clear project summary under 500 characters for the roofing estimate below. Summarize the recommended work and next step in homeowner-friendly language. Do not include pricing. Do not add scope that is not listed. Do not promise that all leaks will be permanently resolved. Do not mention insurance approval.

Estimate scope: [INSERT SCOPE]

Next step: [INSERT NEXT STEP]

Estimate Delivery Email

Risk level: Medium

Copy-and-paste prompt:

COPY-READY PROMPT

Write a professional homeowner email to send with a roofing estimate. Mention the attached estimate, summarize the scope, explain the next step, and invite questions. Keep it helpful, clear, and not pushy. Do not include a signature. Do not make insurance promises. If payment, warranty, or scheduling details are included, use only the details provided.

Customer situation: [INSERT]

Scope summary: [INSERT]

Attachments: [INSERT]

Next step: [INSERT]

Tone: [INSERT]

Inspection Summary Email

Risk level: Medium

Copy-and-paste prompt:

COPY-READY PROMPT

Write a clear inspection summary email for a roofing customer. Include visible findings, recommended next steps, items that were not found if relevant, and any limitations. Do not overstate damage. Do not promise insurance approval. Do not diagnose hidden conditions unless provided. Ask clarifying questions if the findings are incomplete.

Inspection notes: [INSERT]

Photos or report attached: [YES/NO]

Recommendation: [INSERT]

Realtor Roof Summary

Risk level: Medium

Copy-and-paste prompt:

COPY-READY PROMPT

Act as a professional roofing contractor writing a realtor-friendly roof summary for a real estate transaction. Keep it clear, concise, neutral, and transaction-safe. Summarize visible findings, recommended repairs, items not recommended, attachments, limitations, and next step. Do not guarantee insurability, future roof performance, buyer acceptance, lender acceptance, or insurance eligibility. Do not criticize another contractor or inspector.

Property context: [INSERT]

Visible findings: [INSERT]

Recommended repairs: [INSERT]

Attachments: [INSERT]

Next step: [INSERT]

Insurance Communication Review

Risk level: High

Copy-and-paste prompt:

COPY-READY PROMPT

Review the insurance-related message below for risky language. Identify anything that could sound like a coverage guarantee, claim approval promise, deductible waiver, legal conclusion, carrier accusation, underwriting guarantee, or overstatement. Rewrite it to be clear, careful, professional, and limited to the contractor's role. Do not provide legal advice. If professional review is needed, say so.

Message: [PASTE MESSAGE]
State/market if relevant: [INSERT]

Educational Roofing Post

Risk level: Low

Copy-and-paste prompt:

COPY-READY 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]
Desired length: [SHORT/MEDIUM/LONG]
Call to action: [INSERT]

Google Review Response

Risk level: Low

Copy-and-paste prompt:

COPY-READY PROMPT

Write a professional Google review response for a roofing company. Keep it grateful, personal, and not generic. Mention the specific customer experience if provided. Do not overdo keywords. Do not sound like AI. Use first-person singular only if the owner is personally responding. Use team language when referring to the company, crew, cleanup, installation, or service process.

Review text: [INSERT]
Customer name: [INSERT]
Job type if known: [INSERT]

AI Output Review Prompt

Risk level: Medium

Copy-and-paste prompt:

COPY-READY PROMPT

Review the AI-generated output below before I use it. Check for scope accuracy, technical accuracy, missing details, unsupported claims, overpromising, customer tone, legal risk, warranty risk, insurance risk, deductible risk, financing risk, underwriting risk, pricing errors, private information, and unclear next steps. Then provide a safer revised version and a list of items I must verify manually.

Output to review: [PASTE OUTPUT]

Context: [INSERT]

4. AI Output Review Checklist

Before sending, publishing, signing, or using AI-created content, check:

- Scope is correct.
- AI did not add work that was not listed.
- Product names are accurate.
- Dates, names, and project details are correct.
- Pricing is included only if intended.
- Warranty language matches written terms.
- Insurance approval is not promised.
- No deductible waiver, rebate, credit, absorption, or disguised discount is suggested.
- No legal conclusion is made.
- No insurability or underwriting guarantee is made.
- Tone sounds like your company.
- The next step is clear.
- Private customer information is protected.
- Professional review is used when needed.

5. Want the Full Roof AI Kit Bundle?

Want the full Roof AI Kit bundle? The complete version includes the Quick Start Guide, expanded Prompt Vault, and Roofing AI Playbook so you can build repeatable AI workflows for estimates, emails, CRM notes, social content, realtor communication, reports, reviews, and team use.

The full Roof AI Kit also shows how to turn your best prompts into repeatable company workflows, includes optional custom GPT guidance, and shows real-world examples of what AI can help create for a roofing business.

The Starter Pack gives you a practical sample. The full kit gives you the larger system, more roofing-specific prompts, stronger review workflows, and a clearer path for owners and sales reps to use AI consistently.

6. Final Review Reminder

Use AI as a drafting and organization tool. Review all outputs before sending, publishing, signing, or using them with customers. For legal, insurance, warranty, deductible, financing, underwriting, or compliance-sensitive content, get qualified professional review when needed.