

RoofingEye

Geospatial Roofing Market Intelligence

Prepared for: Giessbach Roofing LLC

ZIP Code(s): 22025, 22026

Report Date: 2026-02-17 11:37 UTC

Summary for Selected Tracts

Number of census tracts analyzed: 16

Average Roofing Demand Index (RDI): 50.1 / 100

Housing age profile: 6% pre-1970 | 27% 1970-1990 | 48% 1990-2010 | 17% 2010+

Average owner-occupancy: 74.5%

Average storm exposure (2012-2021): 0.26

Average households per tract: 1,860

Median household income (avg): \$144,174

Median home value (avg): \$567,229

Total estimated addressable revenue: \$15,428,000

Total estimated canvassable doors (owner-occupied): 22,696

Peak storm season: May, August, July (based on 10-year historical data)

Market competition (15-mi radius): 58 roofing companies (Saturated) | Top rated: Green Oak Exteriors (5*, 402 reviews)

How to Read This Report

The Roofing Demand Index (RDI) scores each census tract from 0-100 based on owner occupancy, housing age, storm exposure, household income, and home values. Higher scores indicate stronger roofing demand. Tracts marked CRITICAL or HIGH priority represent your best opportunities for canvassing and lead generation. Homes built 1990-2010 are in the roof replacement sweet spot -- standard asphalt shingles from this era are at or past their 20-30 year lifespan.

Executive Summary

RoofingEye identified 16 census tracts across ZIP code(s) 22025, 22026 with a total estimated addressable revenue of \$15,428,000. Your highest-priority tract is 9009.05 with an RDI of 73/100, 75% owner occupancy, and an estimated \$1,183,000 in addressable revenue. The area is highly competitive with 58 roofing companies within 15 miles -- targeted canvassing in high-RDI tracts will be essential to differentiate. Historical data suggests peak storm activity in May, August, July, making May an ideal time to ramp up canvassing efforts. Based on industry door-to-door conversion rates, the top 5 tracts represent an estimated 144-216 potential leads -- equivalent to \$4,320-\$17,280 in traditional lead generation spend.

Lead Generation Projections

Top 5 Tracts: ~7,197 canvassable doors

Estimated leads (2-3% conversion): 144 - 216 leads

Estimated closed jobs (30-40% close rate): 43 - 86 jobs

Projected revenue from top 5 tracts: \$516,000 - \$1,032,000

Industry benchmarks: Door-to-door conversion 2-3% | Lead-to-close 30-40% | Avg job value \$12,000

These projections are estimates based on industry averages and may vary by market and sales effectiveness.

Interactive Resources

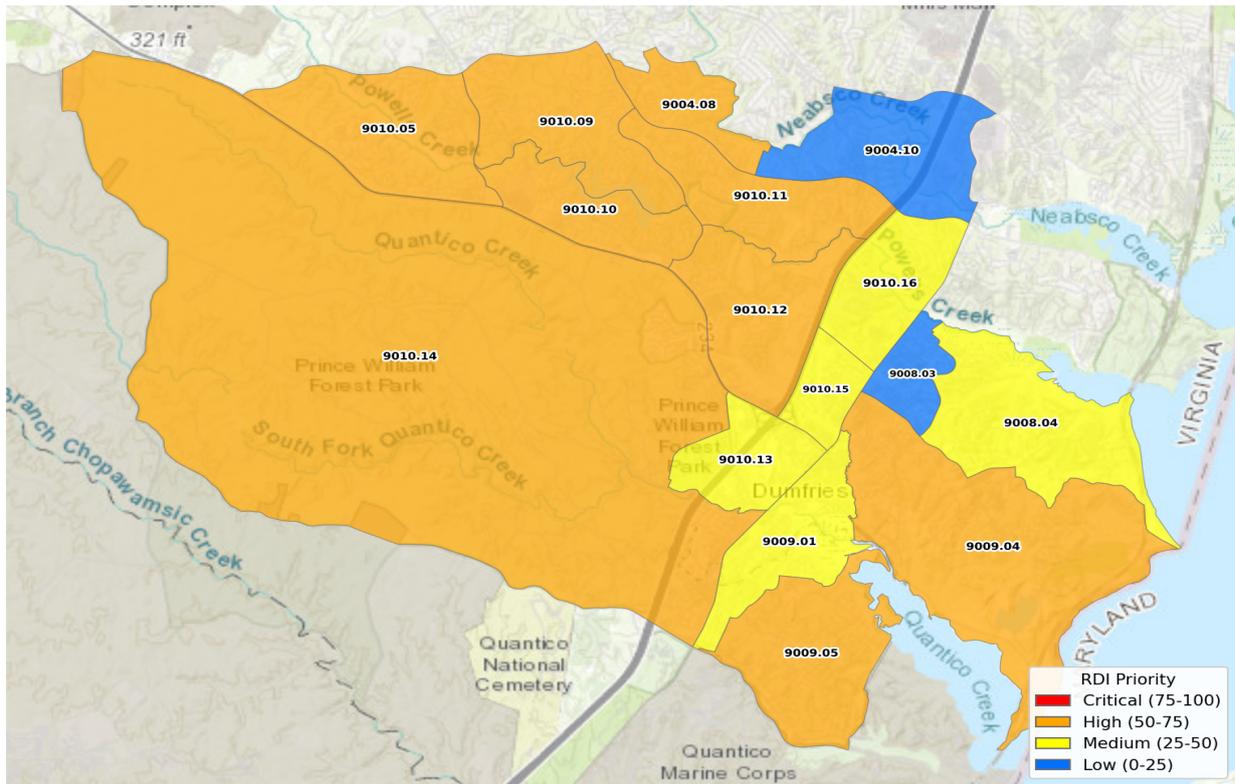
Experience Builder: <https://experience.arcgis.com/experience/13049b4a9a3a438ebc95fa8b087777f7>

Interactive WebMap: <https://roofingeye1.maps.arcgis.com/apps/mapviewer/index.html?webmap=bebc74f3f534435e96c6bdfdf2fb330c>

Roofing Opportunity Report

RDI Map Visualization

Roofing Demand Index (RDI) by Census Tract



Red: Critical (75-100) | Orange: High (50-75) | Yellow: Medium (25-50) | Blue: Low (0-25)

Recent Storm Activity (Last 24 Hours)

No storm activity detected in the last 24 hours.

Top 5 Tracts by Roofing Demand Index (RDI)

#	Tract	Prio	RDI	Own%	<70	70-90	Storm	Doors	Med Inc	Med Val	Est Rev
1	9009.05	HIGH	73.1	75	21	23	1.00	1,394	\$142,408	\$650,403	\$1,183,000
2	9010.09	HIGH	69.2	92	3	65	0.33	2,227	\$171,585	\$620,317	\$1,709,000
3	9010.10	HIGH	65.9	88	0	47	0.33	1,255	\$186,267	\$610,590	\$1,062,000
4	9010.14	HIGH	65.7	77	16	40	0.51	1,094	\$151,180	\$609,981	\$963,000
5	9004.08	HIGH	63.8	87	12	47	0.00	1,227	\$163,865	\$512,654	\$1,193,000

Recommended Canvassing Plan

Week 1: Tract 9009.05 -- 1,394 doors

Priority: HIGH | RDI: 73.1 | Est. Revenue: \$1,183,000
 Focus: Highest storm damage history -- emphasize insurance claim assistance

Week 2: Tract 9010.09 -- 2,227 doors

Priority: HIGH | RDI: 69.2 | Est. Revenue: \$1,709,000
 Focus: Very high owner occupancy -- excellent door-knock response rate

Week 3: Tract 9010.10 -- 1,255 doors

Priority: HIGH | RDI: 65.9 | Est. Revenue: \$1,062,000
 Focus: Peak roof replacement zone -- most homes are 15-35 years old

Roofing Opportunity Report

Week 4: Tract 9010.14 -- 1,094 doors

Priority: HIGH | RDI: 65.7 | Est. Revenue: \$963,000

Focus: Strong overall demand indicators -- balanced canvassing opportunity

Week 5: Tract 9004.08 -- 1,227 doors

Priority: HIGH | RDI: 63.8 | Est. Revenue: \$1,193,000

Focus: Peak roof replacement zone -- most homes are 15-35 years old