

WEEKLY KPI SCORECARD

Roofing KPI Scorecard

The 8 numbers every roofing owner should track weekly — with formulas, healthy ranges, and why each one matters.

THE 8 WEEKLY KPIS

<p>1 Average Job Size</p> <p>HEALTHY RANGE</p> <p>$\text{Revenue} \div \text{closed jobs}$</p> <p>\$12K – \$28K resi</p> <p>Drives crew scheduling, deposits, and material ordering rhythm.</p>	<p>5 Crew Production per Day</p> <p>HEALTHY RANGE</p> <p>$\text{Revenue produced} \div \text{crew-days worked}$</p> <p>\$8K – \$15K</p> <p>The truest read on whether crews are profitable to keep on payroll.</p>
<p>2 Close Rate from Inspection</p> <p>HEALTHY RANGE</p> <p>$\text{Jobs sold} \div \text{inspections completed}$</p> <p>Above 35%</p> <p>Below 35%, your salespeople are doing free inspections.</p>	<p>6 Warranty Callback Rate</p> <p>HEALTHY RANGE</p> <p>$\text{Callbacks} \div \text{jobs in warranty period}$</p> <p>Under 3%</p> <p>Each callback eats 1.5x its revenue in cost.</p>
<p>3 Insurance vs. Retail Mix</p> <p>HEALTHY RANGE</p> <p>$\% \text{ revenue by source}$</p> <p>Track and plan</p> <p>Each has completely different margin and cycle profiles.</p>	<p>7 Days from Sale to Install</p> <p>HEALTHY RANGE</p> <p>$\text{Avg days contract-signed to install-start}$</p> <p>Under 30 days</p> <p>Long lags = signed deals lost to weather or competitors.</p>
<p>4 Material Margin</p> <p>HEALTHY RANGE</p> <p>$(\text{Material billed} - \text{cost}) \div \text{material billed}$</p> <p>25 – 35%</p> <p>Manufacturer rebate timing can hide or reveal real margin.</p>	<p>8 Cash on Hand in Weeks of Payroll</p> <p>HEALTHY RANGE</p> <p>$\text{Cash} \div \text{avg weekly payroll}$</p> <p>Above 6 weeks</p> <p>Roofing seasonality demands more buffer than most owners think.</p>

Want help building this into a live dashboard? We embed as your fractional CFO and put these numbers in front of you every week.

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