VERMONT & NEW HAMPSHIRE

Roofing

$10.70	$228.15	3.70%
Avg. cost per click	Avg. cost per lead	Of clicks that become leads

Google search ads, US median for roofing & gutters, Apr 2024 – Mar 2025 (LocaliQ). The home-services median lead is $90.92.[1]

WHAT'S MOVING

01 **The most expensive lead in home services.** At $228.15, a roofing lead costs more than any other home-service category LocaliQ tracks, about 2.5x the median.[1]

02 **Homeowners shop around.** Only 3.70% of clicks become leads, and LocaliQ notes homeowners asking for six or more bids on bigger projects.[1]

03 **The bar for reviews went up.** 31% of consumers now only consider businesses rated 4.5 stars or higher, up from 17% a year ago.[2]

1 in 4

CLOSE TO HOME · SOURCE 3

Vermont homes was built before 1940, about double the 12% share nationally. Old roofs plus northern winters keep re-roofs and repairs coming.

WORTH KNOWING FOR ROOFERS

42.5%
of 2023 homeowners insurance losses came from wind and hail, the top cause[4]

1 in 35
insured homes files a wind or hail claim every year[4]

68%
of consumers won't hire a business rated under 4 stars[2]

ON THE HOUSE

Free audit. No strings.

We'll go through your SEO, Google Ads, Local Services Ads and website, and send back a short list of what we'd fix first. It's yours to keep either way.

Reply or email
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Sources: [1] LocaliQ, Home Services Search Advertising Benchmarks, Apr 2024 – Mar 2025, 3,211 US campaigns (localiq.com) · [2] BrightLocal, Local Consumer Review Survey 2026, 1,002 US consumers (brightlocal.com) · [3] Vermont Housing Needs Assessment 2025, US Census ACS 2018–22 (vhfa.org) · [4] Insurance Information Institute / ISO, homeowners losses and claim frequency 2019–2023 (iii.org)