

RoofLeadHQ — Terms of Service

Effective Date: July 3, 2026

1. Agreement

These Terms of Service ("Terms") govern your use of RoofLeadHQ's lead-response services ("Services"). By signing up for, paying for, or using the Services, you ("Customer") agree to these Terms.

2. The Services

RoofLeadHQ provides a done-for-you lead-response system for roofing contractors: fast first response to inbound leads, AI phone answering, SMS follow-up sequences, a lead dashboard, weekly and monthly reporting, and customized, founder-led setup. RoofLeadHQ helps move qualified homeowners toward booked inspections on the Customer's calendar. Customer stays in control of every sales decision.

3. Setup

Setup is customized and founder-led. RoofLeadHQ configures the system for the Customer's lead sources, service area, qualification questions, follow-up preferences, and calendar workflow. Every plan receives the same setup and workflow — the only difference between plans is monthly lead volume.

4. Pricing

Monthly plans (flat rate — no introductory period, no graduated pricing). The monthly price shown is the price the Customer pays every month for as long as the plan is active.

Plan	Monthly price	Included lead volume
Starter	\$199/mo	Up to 25 leads/mo
Growth	\$399/mo	Up to 75 leads/mo
Elite	\$599/mo	Up to 150 leads/mo

Every plan includes the same features; the only difference is the monthly lead volume included.

Overage. Pricing is based on the standard lead volume included with the Customer's selected tier (25, 75, or 150 leads/mo for Starter, Growth, and Elite respectively). If the Customer's monthly lead volume exceeds the included amount for their tier, RoofLeadHQ will adjust pricing in the next billing cycle — typically a prorated upgrade to a higher tier or a custom plan — and will provide at least 5 days' notice via email before the adjustment takes effect. Customers who need more than 150 leads/mo can contact

RoofLeadHQ to review volume and routing needs.

No introductory or promotional pricing. There is no introductory rate, no "first 3 months" discount, no graduation to a higher rate, and no trial or pilot pricing period. The plan price is flat from the first billing cycle.

First-Month Confidence Promise. If your lead response isn't faster, cleaner, or easier in the first month, RoofLeadHQ will credit the next month or waive the first payment. This promise concerns only what RoofLeadHQ controls — response speed, setup quality, and founder-led onboarding.

5. Billing and Payment

Monthly fees are billed in advance on a recurring basis and are non-refundable, including for partial months. There is no setup fee.

6. First-Month Confidence Promise (Guarantee)

RoofLeadHQ's only guarantee is the **First-Month Confidence Promise**: if your lead response isn't faster, cleaner, or easier in the first month, RoofLeadHQ will credit the next month or waive the first payment.

RoofLeadHQ supports faster response, cleaner follow-up, and calendar movement toward booked homeowner inspections. RoofLeadHQ **does not guarantee** booked jobs, signed contracts, revenue, customers, projects, completed roofing work, qualified appointments, or any other outcome outside RoofLeadHQ's control.

7. Customer Responsibilities

Customer is responsible for the accuracy of the business details it provides, for its own sales decisions and homeowner communications after handoff, and for compliance with applicable law in its dealings with homeowners.

8. Acceptable Leads

Eligible leads must be real homeowner inquiries with valid contact information, a roofing-related need, and a property within the Customer's service area. Test leads, spam, duplicates, wrong numbers, and out-of-area requests may not qualify.

9. Messaging Consent and Compliance

The Services send automated SMS and place/answer calls on the Customer's behalf. Customer authorizes this messaging and is responsible for maintaining a lawful basis for contacting the homeowners whose information it provides or forwards to RoofLeadHQ. Homeowners may reply STOP to opt out of SMS.

10. Intellectual Property

RoofLeadHQ retains all rights in the Services, software, and configurations. Customer retains ownership of its own business and customer data.

11. Termination

Either party may terminate at any time. No refunds for partial months.

12. Disclaimers and Limitation of Liability

The Services are provided "as is." To the maximum extent permitted by law, RoofLeadHQ disclaims all warranties not expressly stated here and is not liable for indirect, incidental, or consequential damages. RoofLeadHQ does not promise or ensure closed jobs, signed contracts, revenue, projects, or completed roofing work.

13. Changes to These Terms

RoofLeadHQ may update these Terms. Material changes will be communicated to active Customers. Continued use after an update constitutes acceptance.

14. Contact

Questions about these Terms: support@roofleadhq.com
