ZUPER™

Zuper Sense Insights Report

What Roofers Ask When They Can Finally Ask Anything

What thousands of real queries from roofing operators reveal about the gap between having data and getting answers

June 2026

What is Zuper Sense?

Zuper is the AI Operating System for Roofing, connecting every part of how a roofing business runs from lead to payment. Inside it sits Zuper Sense, the intelligent command center that watches your business so you don't have to, catches what's about to break, and tells you what to do next.

Zuper Sense monitors, analyzes, predicts, and recommends. It surfaces the cash slipping out, the pipeline stalling, the crews running over, before any of it shows up as a problem. Every prediction arrives with the action drawn up and the outcome it's projected to deliver. Insights pinned to the Radar refresh themselves in real time, so the business runs on what's actually happening right now.

Roofing companies have never had more data. CRMs, accounting tools, phone systems, estimating platforms, project management boards, payment processors. A mid-size roofing operation touches six or seven systems before lunch. Every one of them collects data. Almost none of them give it back in a way that actually helps.

The gap between collecting data and getting answers has been growing for years. Not because the data isn't there, but because asking a simple question still requires pulling a report, exporting a CSV, or calling the person who happens to remember. Most roofing operators don't have a data problem. They have an access problem.

We wanted to know: if you removed every barrier between a roofing operator and their business data, what would they actually ask?

So we looked at the data. Over 30 days, early Zuper Sense adopters across roofing companies asked thousands of natural-language questions. No reports to build. No filters to configure. Just plain English, typed or spoken, answered in seconds.

What they asked tells a story about what roofing operators actually think about when nobody is building a report for them.

01

The First Thing They Ask: Who's Selling What

The single most common query pattern across the entire dataset was some version of the same question: how much did my sales reps sell?

Owners asked it. Office managers asked it. Ops leads asked it. They asked about specific reps by first name. They checked the same reps across different time windows, day, week, month, year-to-date and compared them against each other. One user checked five different reps in a single sitting, building a mental leaderboard in real time.

This isn't surprising. Revenue is the heartbeat. But the behaviour around it is revealing. These operators weren't pulling monthly reports. They were checking scores the way a coach checks the scoreboard during the game. Multiple times a day. Adjusting their focus based on what they saw.

The fact that this was the most frequent question tells you something important: this is the data point most roofing operators care about most, and it's the one that most CRMs make hardest to get quickly. You shouldn't need to run a report to know who's selling.

But the value isn't just for management. When front-line team members can check their own numbers without asking a manager, they start managing themselves.

#1

query pattern: sales performance by rep

> *For a long time, we were making decisions based off of numbers from last month or from last quarter. Sense allows us to work on numbers from right now. From this morning. That's a really powerful tool.*
>
> — Cooper Knutson, IT Administrator, Russell Quality Roofing

02

The Second Thing:
Where's the Money

Right behind sales performance, the next cluster of questions was all about cash flow. Aging invoices. Overdue balances. Which carriers owe what. Which homeowners are past due. The queries read like the inner monologue of someone who knows exactly how thin the margins are.

They asked questions like "show me all invoices over 60 days" and "which carrier owes me the most right now" and "total outstanding AR broken out by aging bucket."

Cash flow management in roofing is uniquely painful. You're often waiting on insurance carriers, supplement approvals, and homeowner deductibles simultaneously on the same job. The money is rarely late for one reason. It's late for three different reasons, each with a different follow-up action.

What stood out wasn't just the volume. It was the specificity. These weren't "how's cash flow" questions. They were "show me the supplement payouts from State Farm that are over 45 days" questions. Operators know exactly what information they need. They just couldn't get to it without a 20-minute detour through their accounting system.

~25%

of queries were about money, invoices, and accounts receivable

> *I don't ever have to go in and ask or make a chart again."*
>
> **–Chris Little, Office Manager, Dickinson Roofing**

03

The Third Thing:
Which Marketing Actually Works

Here's a question almost every roofing company owner has but rarely gets a clean answer to: which lead sources are actually producing revenue? Not leads. Revenue.

The query data showed a clear pattern of operators trying to trace the line from lead source all the way through to closed deals and collected revenue. They asked about Google Ads performance by campaign. They asked about referral sources. They asked which reps were converting which lead types. They were trying to close the loop that most CRMs leave open.

The reason this matters is that most roofing companies spend 10–20% of revenue on lead generation. That's real money. And most of them are making allocation decisions based on gut feel or incomplete CRM reports that track leads but don't connect them to revenue.

When you give operators a way to ask that question in plain English and get an answer in seconds, they ask it constantly. Because they should.

EXAMPLE QUERIES

"What lead source has the highest close rate?"
"Revenue by lead source this quarter"
"Show me leads from Angi leads vs Google leads"

> *"The first thing I asked for, what was invoice totals for last month? And it kicked it out in about seven seconds."*
>
> — Noe Madrigal, President, A&A Roofing Services

04

The Surprise:
They Ask About People

One of the most unexpected patterns in the data was how often operators queried about specific customers and team members by name. Not aggregated reports. Individual people.

This is the institutional memory problem. Every roofing company has critical context locked in someone's head: the owner who remembers the difficult customer, the office manager who knows which sub is reliable, the sales rep who recalls the callback promise from three weeks ago. When that person is unavailable, that knowledge is gone.

The query data shows what happens when institutional memory becomes searchable. People don't stop relying on relationships and experience. They start backing it up. They check before they call. They pull context before a meeting. They verify their assumptions instead of just trusting their recollection.

~15%

of all queries referenced a specific person by name

EXAMPLE QUERIES

"Status on the Johnson project"

"When did we last talk to Maria Garcia"

"How many jobs has Tyler completed"

> *"Never had the ability to get those questions answered instantaneously."*
>
> — Kent Panovec, COO/Owner, Maven Roofing

05

They Don’t Want Reports.
They Want Answers That Stick.

The data revealed something we didn’t expect about how operators interact with their own questions. Once they got an answer they liked, they wanted to pin it. Make it permanent. Turn a one-time query into a live, always-updated view of their business.

They’d ask a question, get a chart or table back, then immediately iterate. “Can you break that out by month?” “Add a column for margin.” “Show me just Q2.” The average thread length for dashboard-building sessions was significantly longer than simple lookups. Users averaged 3.6 queries per thread, and some threads ran to 15+ back-and-forth refinements.

This is a different behavior than traditional BI tools produce. When building a dashboard takes hours or days, you build one and live with it. When building a dashboard takes a sentence, you build the exact view you need for the exact question you have right now. And you change it tomorrow when the question changes.

13%+
of queries involved building or refining dashboards

3.6
average queries per thread for dashboard sessions

> *"My biggest challenge has always been reporting. Building dashboards has always been challenging. Within minutes, I've built over six KPI dashboards, and I'm monitoring this on a day-to-day basis. In other systems it would take me days, hours, weeks sometimes."*
>
> — JT Ulyatt, CEO, Maven Roofing

06

The Sophistication Curve Is Real

One of the most interesting patterns in the data wasn't what people asked, but how their questions evolved over time.

Early queries were simple and direct. How much revenue this month? How many open estimates? What's my close rate? These are the questions operators already know they have. They're testing whether they can actually get an answer.

Within days, the questions got sharper. They started combining dimensions. Revenue by rep by lead source. Close rate by estimate size. Aging invoices by carrier, filtered to a specific date range. They were building mental models of their business that they'd never had the data resolution to construct before.

By week two, some users were asking questions they'd never thought to ask at all. Correlation questions. Trend questions. "Which day of the week do we close the most deals?" "Is there a pattern in which estimates go stale?" "What's the average time between inspection and signed contract, broken out by sales rep?"

This is the sophistication curve. It's what happens when the cost of asking a question drops to zero. You don't just ask the questions you've always had. You start asking questions you didn't know you needed. And the answers start changing how you run the business.

15%+

of queries were follow-up questions digging deeper

> *"You want to know who doesn't have to pull those reports anymore? Me. Because of Sense. We stopped playing defense."*
>
> — Cooper Knutson, IT Administrator, Russell Quality Roofing

THE TAKEAWAY

What This Means for the Industry

These questions aren't just product feedback. They're a map of what roofing operators actually need from their technology—and it looks nothing like what most software gives them.

The industry has spent a decade building tools that are excellent at data entry and terrible at data retrieval. Every CRM can capture a lead. Very few can answer the question "which of my lead sources actually makes me money" in under 10 seconds.

The patterns in this data point to a fundamental shift in what operators expect. They don't want more dashboards designed by someone else. They want to ask their own questions and get their own answers. They don't want to wait for month-end to understand their business. They want to check the score right now.

This is what it looks like when your software stops being a filing cabinet and starts being a partner. The operators in this dataset stopped wrestling with their data. No more pulling reports, exporting CSVs, or waiting for someone to build a view. They just asked a question and got an answer. They decided and moved on.

The roofing companies that adopted Zuper Sense earliest are already operating differently. They're checking sales performance between meetings, not at the end of the month. They're catching overdue invoices before they age past 60 days. They're making marketing spend decisions based on actual revenue attribution, not lead counts. They're building custom views of their business in minutes, not requesting them from a software vendor and waiting weeks.

That gap between data and answers? For dozens of roofing companies, it's closed. For the rest of the industry, it doesn't have to stay open.

> ***"I thought it was a gimmick. It's a game changer."***
>
> — Kent Panovek, COO/Owner, Maven Roofing

ABOUT ZUPER SENSE

Zuper Sense is the intelligent command center inside Zuper for Roofing. It turns operational data into plain-English answers, and turns those answers into action. Ask any business question, pin answers as live dashboards, and deploy AI agents that act on what the data shows. Zuper Sense is available now for all Zuper for Roofing customers.

Available now for all Zuper for Roofing customers.

See Zuper Sense in Action

ZUPER™