

Hartman Roofing

BMD Success Story



SOLATUBE PRODUCT(S)

Solatube® Solar Attic Fans

CONTACT

Hartman Roofing
10206 S. Georgia
Amarillo, TX 79118

(806) 372-8510
<https://www.hartmanroofing.com/>

HOW HARTMAN ROOFING INCREASED REVENUE ON EVERY NEW ROOF.

Hartman Roofing, one of Amarillo's leading residential roofing contractors, was looking for a way to increase revenue without adding crews, trucks, or additional overhead.

THE SOLUTION WAS SIMPLE.

By incorporating Solatube Solar Attic Fans into their roofing projects, Hartman created a high-margin upsell that installs during the normal reroof process. Because the roof is already open, installation adds very little time while creating additional profit on every qualifying project.

Today, Hartman includes one Solatube Solar Attic Fan with qualifying roof replacements, creating an immediate homeowner benefit while opening the door to additional fan sales and upgrades.

The result is a stronger value proposition, greater differentiation from competing roofing companies, and more revenue from customers they were already serving.

ONE SIMPLE ADD-ON. MORE REVENUE. SAME CREW.

- +\$750 average additional revenue per roof
- 15 minutes added to installation
- No additional labor required
- Installed during the reroof