



CLIENT GREETING AND PROJECT COMMUNICATION



At Trust Roofing , client communication starts the moment we arrive on site—and continues throughout the entire project.

1. The client should know our ETA.

The client should always know our ETA day of a job, we achieve this using mobile software and marking our GPS when enroute.

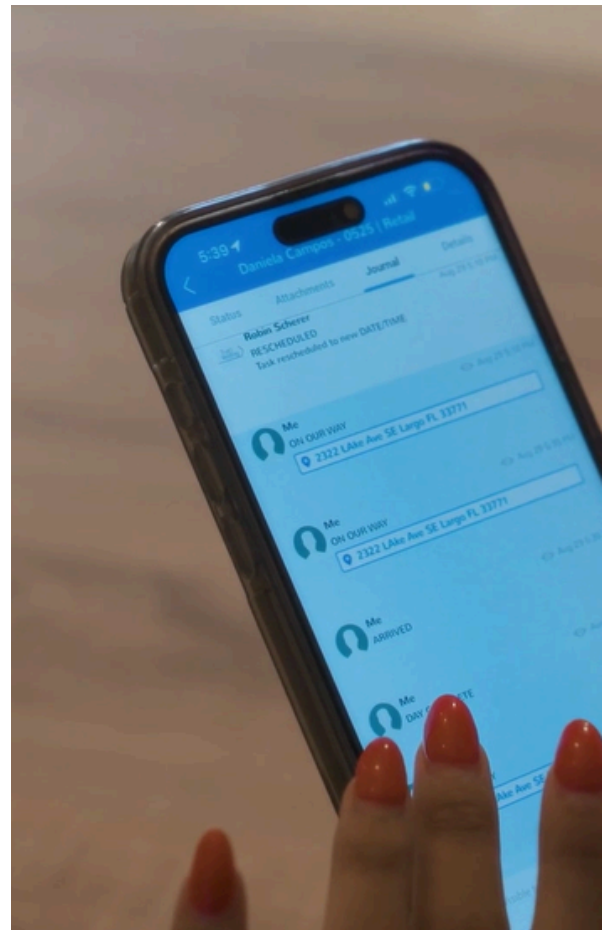
2. Always Greet the Client on Arrival

Every time we show up at a client's property, we must introduce ourselves.

There is never a situation where we should begin work without knocking on the door or making contact.

This means:

- Knock or ring the doorbell when you arrive
- **Introduce yourself and your role (roofer, technician, foreman, etc.)**
- Explain what work will be done that day and how long it's expected to take
- Make sure that we and the client are on the same page.
- Clients should never wonder who is on their roof or what's going on. A warm, clear greeting builds trust from the start.



Start with a warm, respectful greeting



Client greeting and project communication:

3. Keep the Client Fully Informed, Always

Clients should know everything we know about their project. Good or bad, surprises are never okay.

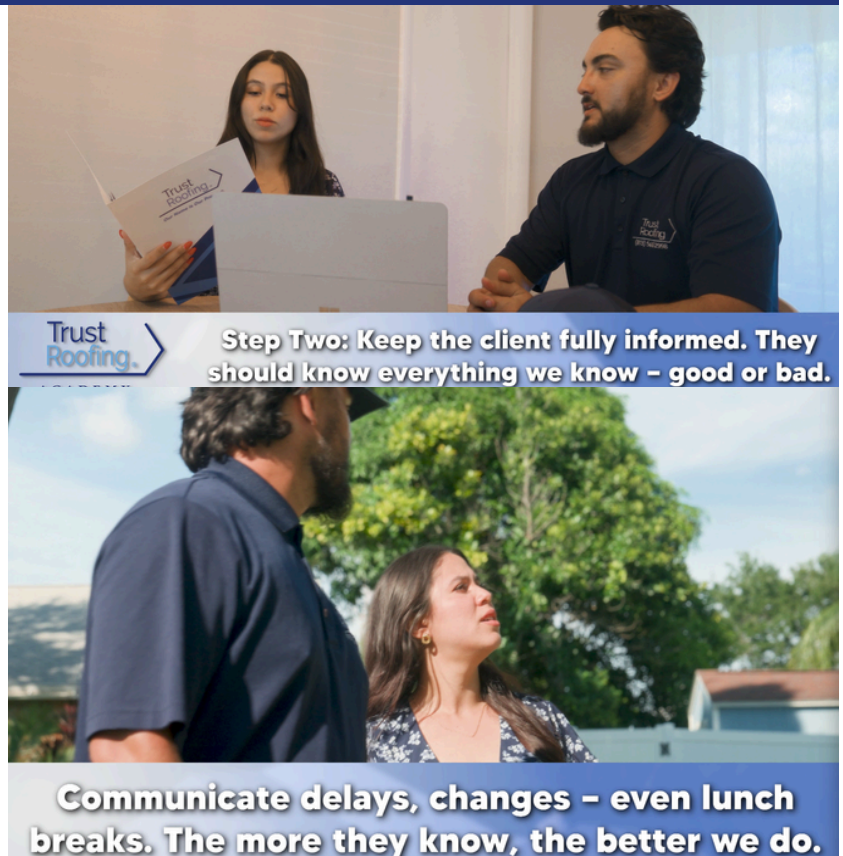
This means:

- If something changes, the client should hear about it **as soon as we know**
- If damage occurs (even small things like a broken bush or trampled flowerbed), it must be reported immediately
- The project manager/foreman can and should deliver the updates, but **it is everyone's responsibility to make sure that the client is informed**



Examples of updates to give clients:

- Weather delays
- Material arrival changes
- Uncovered damage (e.g., rotted wood)
- Any disruption to property (plants, driveways, fencing, etc.)
- Regular progress reports (especially on multi-day jobs)



Clients should feel like they're part of the project, not just paying for it. Keeping them in the loop builds confidence and leads to better reviews, referrals, and long-term relationships.

4. Inter Team communication:

At Trust Roofing, strong communication within our team is just as important as how we communicate with our clients. When challenges come up, team members should immediately share them with their team leader so we can solve issues together and keep projects moving.

Just as we keep customers in the loop, we owe it to each other to stay connected and updated. Speed and clarity in how we communicate across teams is one of the biggest drivers of our success, helping us work smarter, support one another, and deliver the highest level of service. Great communication is glue that holds our culture together and keeps us growing stronger every day.



Bottom Line:

Clear, honest communication is not optional, it's part of what makes us Trust Roofing.

When we greet clients professionally and keep them fully informed, they're far more likely to end the project feeling respected, confident, and satisfied.



Client Greeting and Project Communication

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