

ROOFING PROPOSAL: THREE OPTIONS

Offer the customer a choice. Fill in each option honestly, with the real differences and the real prices, then let them pick.

Your company

Company name _____ License no. (if required) _____

Address _____ Phone _____

Email _____

Proposal details

Proposal no. _____ Date _____

Valid until _____

Customer

Customer name _____ Phone _____

Job address _____ Email _____

Work common to all options

Write what is the same in every option so it is not repeated. Example: Tear off existing shingles. Inspect decking. Haul away debris. Clean up the property.

Option 1: Good

Material and color _____

Underlayment and flashing _____

What is included _____

Manufacturer warranty _____

Workmanship warranty _____ Price _____

Option 2: Better

Material and color _____

Underlayment and flashing _____

What is included _____

Manufacturer warranty _____

Workmanship warranty _____ Price _____

Option 3: Best

Material and color _____

Underlayment and flashing _____

What is included _____

Manufacturer warranty _____

Workmanship warranty _____ Price _____

Side by side

Fill in the differences that matter to this customer so they can compare at a glance.

What you get	Good	Better	Best

What could change the price

Example: hidden decking damage or extra layers found after tear-off, charged at the agreed unit price in any option.

Terms

Payment schedule _____

Start date window _____

Customer choice

Mark the option the customer chooses, then sign. By signing, the customer accepts that option and its terms.

- ☐ Option 1: Good
- ☐ Option 2: Better
- ☐ Option 3: Best

Customer signature _____ Date _____

Check your state's licensing, written-contract and cancellation requirements before using this with customers.