

The System Behind Running a Smart Roofing Business

The Maven Story

Maven Roofing is a veteran owned roofing company founded in 2019 - serving families, businesses, and military communities while creating opportunities and a strong support network for veterans transitioning into civilian life.

Key Highlights

5 CRMs

switched in 6 years before Zuper as the preferred choice

40%

increase in same day close rate

8 hrs

8 hours saved/person/week, with automations

The Challenge

- Fragmented tools slowed daily operations.
- Siloed, inefficient communication reduced job visibility.
- Handoff complexity and **after-hours coverage gaps**.
- Incomplete field data limited control and reporting.
- Roof documentation came with **efficiency trade-offs**.

What Zuper Enabled

Maven's search for scalable operations led them through five CRMs each adding complexity instead of clarity. Zuper consolidated the workflows and simplified execution across the business.

- One platform replacing multiple roofing tools.
- Real-time job visibility for every crew/manager.
- Zuper AI answering and booking after hours.
- Seamless coordination across field and office
- Hands-free roof documentation with Zuper Glass.

The Impact

- Consolidating tools into one system reduces repetitive tasks and keeps crews focused on getting work done.
- Complete visibility of crew activity and job details in real time **eliminating blind spots and constant follow-ups**.
- Zuper AI captures and books opportunities when the office is closed, **adding revenue without staff intervention**.
- Structured workflows ensures every job progresses with the correct details **reducing rework and callbacks**.
- Hands-free photos and videos with Zuper Glass **improve safety while keeping documentation in the job record**.
- Zuper **standardizes how roofing work gets done** so teams can scale without chaos.

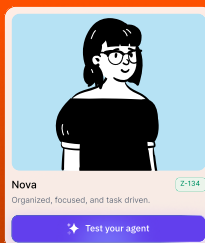


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Zuper took the operational noise out of the business. With visibility, automation, and our teams finally working from one system, we could stop fighting the day-to-day and focus on growing revenue.

JT Ulyatt
CEO

 MAVEN



AI That Keeps Work Moving

Zuper AI Responder reduces friction from the business by automating documentation and after-hours response, keeping Maven lean and revenue-focused.

Check out zuper.co/roofing to learn more!