

The Numbers Roofing Teams Check Every Week

What five months of Zuper Sense questions show about how roofing teams track cash and jobs, with 16 questions to try on your own numbers.

What customers and invoices are waiting on an insurance check?

Show me invoices more than 30 days overdue

Which jobs are scheduled for next week?

Give me the leaderboard for my sales reps this month

Five months of questions from roofing offices

Roofing Contractor’s 2026 State of the Industry survey found that 40 percent of roofing contractors used some form of AI in 2025, up from 29 percent the year before. This report looks at what happens when that AI sits inside the software that already holds your jobs, quotes and invoices.

We studied how teams used Zuper Sense between April and September, in aggregate, to see which numbers they check and how their habits change over time. Our first report, in June, covered the first month.

27%

of repeat Radar pins track cash and receivables

3x

the share of invoice and payment questions in the days before month-end, compared with the first week

6 in 10

people came back to Sense on another day

1 in 9

September questions asked how to do something in Zuper

What we found

One finding from each section

- 01 “Job” comes up in one in four questions, and inspections come up more often than invoices.
- 02 Cash and receivables are what teams pin to Radar most.
- 03 Invoice and payment questions triple in the days before month-end.
- 04 Questions get more detailed after the first week.
- 05 In September, one in nine questions was about how to use Zuper.
- 06 Three in four teams have picked from the short list of choices Sense offers when a question could mean two things.

What’s inside

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HOW WE HANDLE THE DATA

Every figure in this report is aggregated and anonymized. It includes no customer names, people, jobs or business numbers. Example questions are adapted from questions teams asked, with names and details removed, and every screen is illustrative.

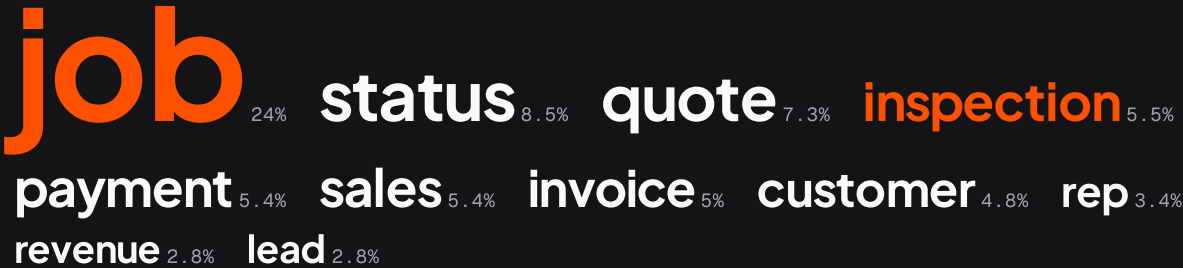


“Job” comes up in one in four questions

Teams ask Sense about the work in front of them. Most questions name a job, a status or a quote, and inspections come up more often than invoices or customers.

Words that come up most

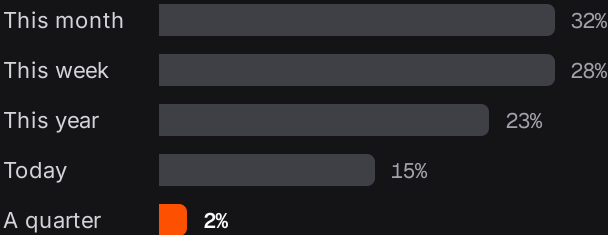
Share of questions that mention each word



Inspection shows up in more questions than invoice or customer.

Almost nobody asks about quarters

Share of time frames mentioned in questions



Teams think in months and weeks. Fewer than 2 percent of the time frames people mention are quarters.

“ How do we, you and I, get aligned on common business words and phrases?

A team teaching Sense the words they use in the office

Cash is what teams pin to Radar most

Radar is the board inside Sense where an answer stays on screen and keeps updating after you ask for it. Among widgets pinned more than once, 27 percent track money owed or collected, and operations and SLA tracking comes next at 24 percent.

What teams pin

Share of Radar widgets pinned two or more times



1 in 3

people who use Sense have pinned an answer to Radar

8

answers pinned by the average person who uses Radar

4

new conversations started from Radar for every 10 pins

The pinned number is where the next question starts, like which jobs make up a total or why it moved this week.

HOW A PINNED NUMBER TURNS INTO A QUESTION · ILLUSTRATIVE EXAMPLE

Invoice balance by age

\$96,120

0-30 · 31-60 · 61-90 · 90+
days



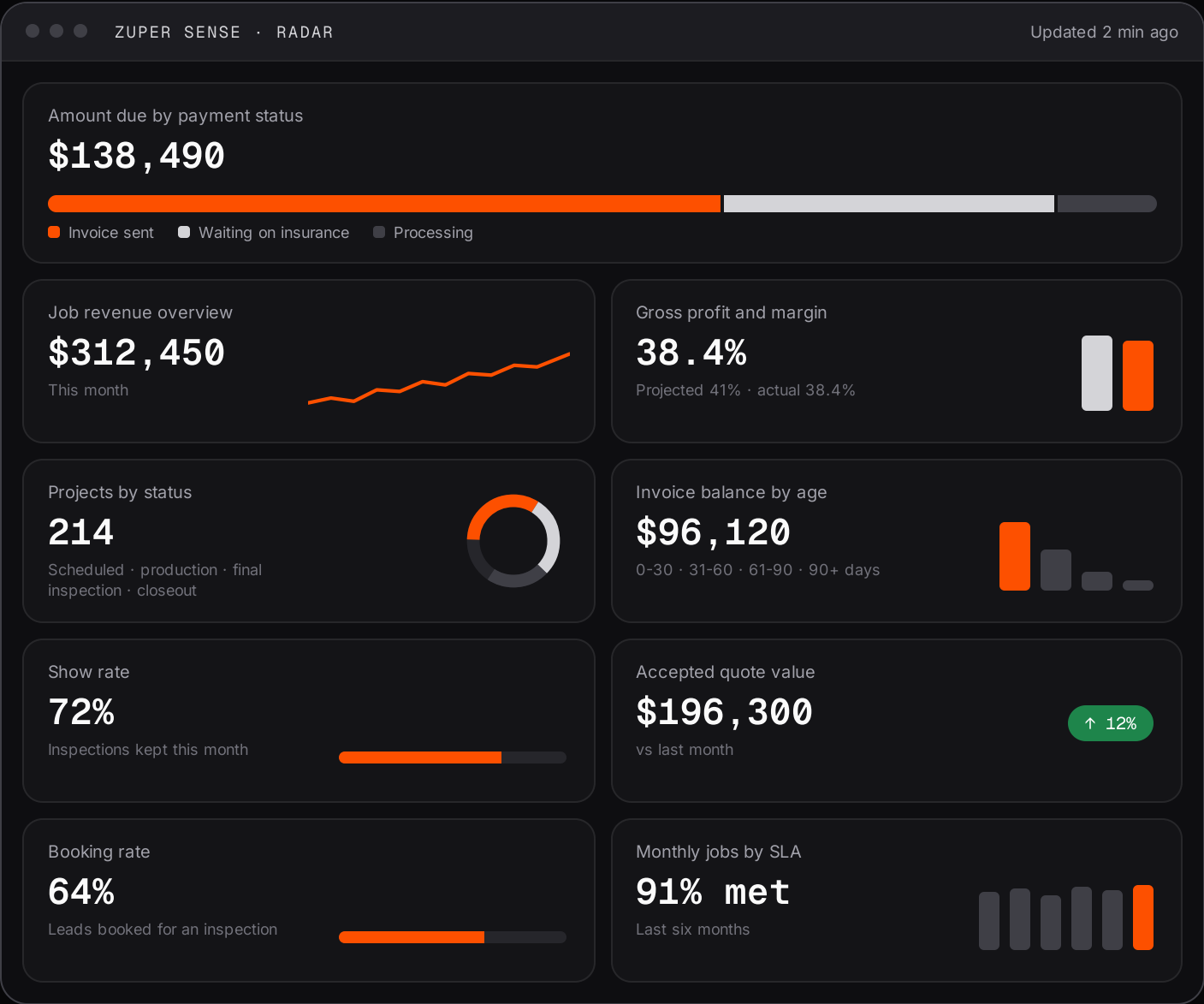
Which jobs make up the 61 to 90 day bucket?

TRY THIS

Start your board with money owed and jobs by status, then add the sales number you check first thing on Tuesday.

A Radar board built from what teams pin most

Each widget on this board is one of the types roofing teams pin most often. The values are illustrative.

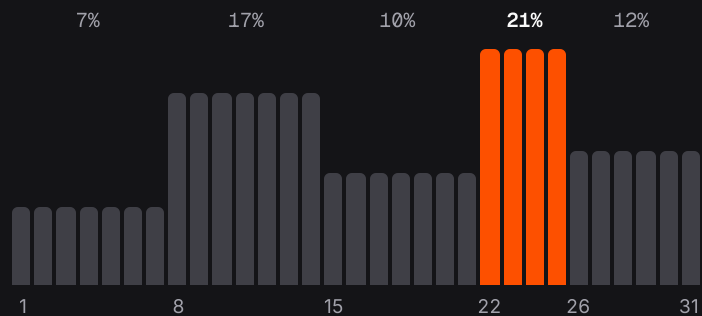


Invoice and payment questions triple before month-end

The last week of the month is about money

In the first week of the month, 7 percent of questions are about invoices and payments. Between the 22nd and the 25th, that share climbs to 21 percent as office teams chase what's owed before the books close.

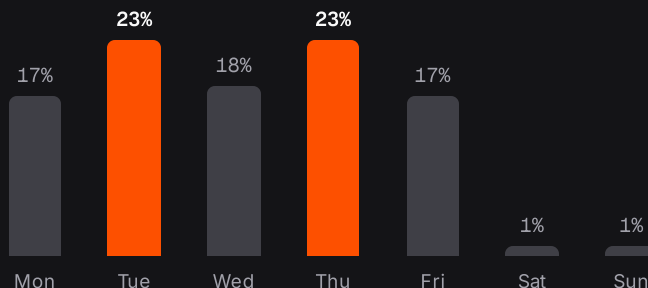
Share of questions about invoices and payments, by day of the month



Tuesday and Thursday are the busiest days

Tuesday and Thursday each bring in about 23 percent of the week's questions, while Monday and Friday bring in about 17 percent each. Weekends account for about 2 percent, and Radar pins follow the same pattern.

Share of the week's questions, by day



What this means for your month

If your office closes the books at month-end, the questions that matter most arrive in the last ten days. With the amount-due number already pinned, you start from the list of who still owes what.

TRY THIS

Pin your amount-due number to Radar before the 20th, so it's already on screen when the month-end questions start.

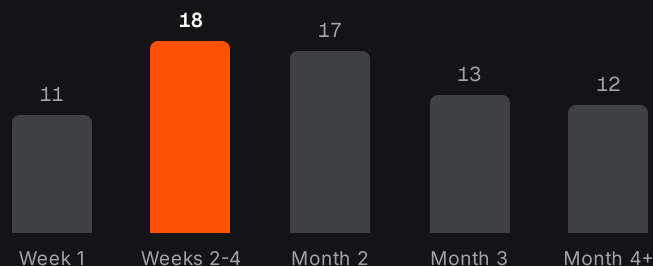
Questions get more detailed after the first week

In their first week, people ask short, direct questions that average 11 words. In weeks two to four the average climbs to 18 words, as people add filters and build views they plan to keep. About one in six questions in those weeks asks Sense to build or change a card, chart, table or report.

After the first month, questions settle back to 12 or 13 words.

Average words per question

By time since a team's first question



ONE OFFICE MANAGER, EIGHT WEEKS APART · ADAPTED

Week 1

Give me a number on how many estimates are in draft mode and what their total amount is.

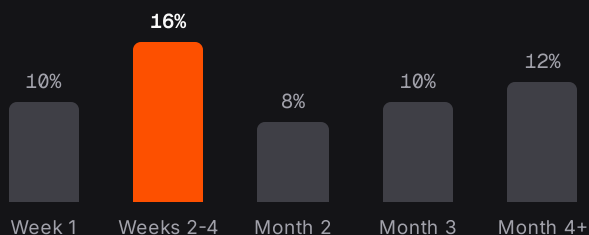


Week 8

Create me a currency card. Add up the material cost on all won inspection jobs where the supplier hasn't been paid yet.

Questions that build a card, chart, table or report

Share of questions, by time since a team's first question



TRY THIS

Spend the first week asking simple questions. In week two, turn the ones you ask most into Radar cards.

51

questions in the longest conversation, as one team charted weekly quotes for each rep against a goal line

80

questions from one office manager in a single day

46

different days one person opened Sense to ask something

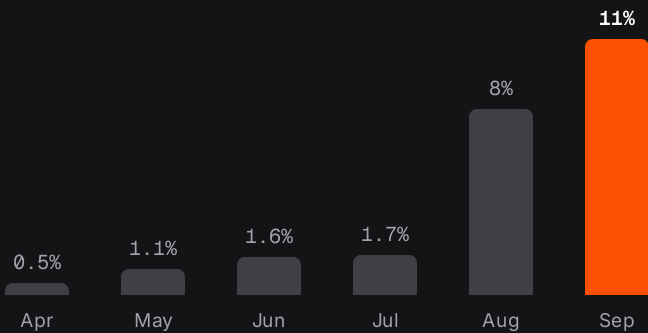
In September, one in nine questions was about using Zuper

Sense now answers from Zuper’s help documentation, so people ask it the things they used to send to support. Between April and July, about 1 percent of questions were how-to questions. In September it was 11 percent.

Newer customers lean on it most. Teams that started in August or September asked how-to questions about twice as often as teams that started earlier, 15 percent against 8 percent.

How-to questions

Share of all questions, by month. September runs through Sep 24.



How-to questions, by when a team started

Share of each group's questions, August and September



QUESTIONS LIKE THESE

How do I add a new material to my price book?

Where do we store company documents, like our insurance certificate?

How do I order materials through my supplier?

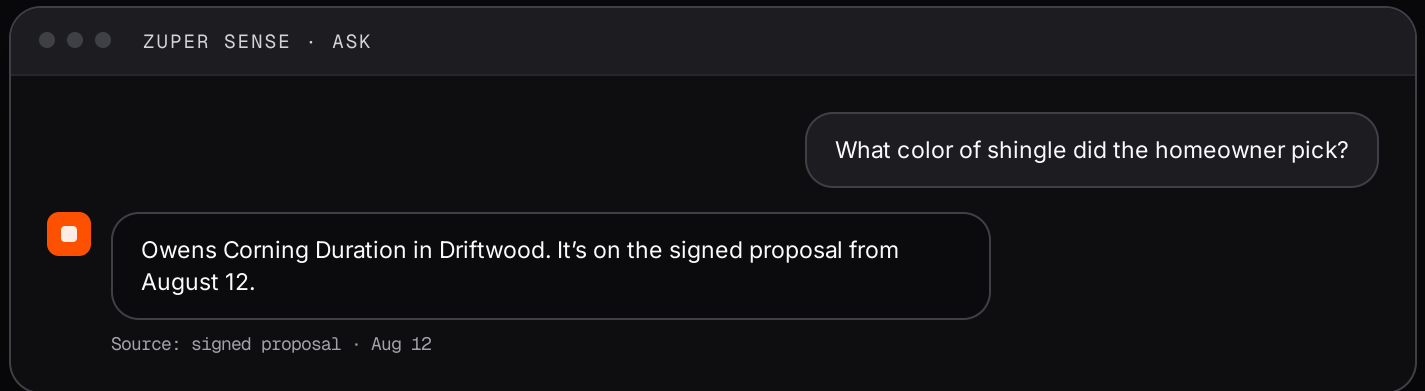
Can I stop the sales role from seeing text messages?

TRY THIS

When someone new joins your office, have them ask Sense their how-to questions first. Sense answers from Zuper’s help documentation, so they get the same steps support would send.

Sense can answer questions about a single job, down to the shingle color

Sense reads job notes, receipts, documents and call records. You can ask about one job the way you'd ask whoever was on the roof.



Illustrative answer

OTHER SINGLE-JOB ASKS

Pull the notes for this job

Run a P&L on this work order

Find the receipts on these jobs

Summarize the calls that didn't close

When Sense isn't sure, it asks

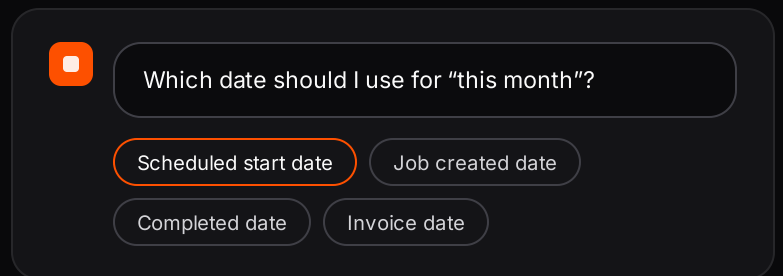
If a request could mean two things, Sense offers a short list of choices before it answers, so you can pick the right date field or customer in one tap.

1 in 11

questions led to a pick from Sense's list of choices

3 in 4

teams have picked from one



16 questions to try in your first week

Each one is adapted from a question a roofing team asked Sense. They all start by naming what you want to see, because questions that open that way got a straight answer about a third more often than ones that open with "Can you." Swap in your own dates and job types once you've tried them.

OWNER

Break down my revenue by month and show my best sales months

Show me what I'm on track to finish in revenue by the end of the year

Rank my job lead sources by revenue this year

Show me the average gross margin for jobs sold last month

OFFICE MANAGER

Show me all invoices overdue 1 to 30 days, with the amount overdue

List the customers and invoice numbers behind this week's payments

Show me the customers and invoices waiting on an insurance check

Show me how many follow-ups I need to do in the next 7 days

SALES MANAGER

Give me the leaderboard for my sales reps this month

Show quotes written per week by each rep for the last 60 days, with a goal line

Compare call score and call volume for each rep over time

Show outstanding commission payouts for each rep

PRODUCTION MANAGER

Show me jobs completed on time compared with their due dates this year

Show me incomplete jobs that are unassigned this month

Show me jobs scheduled to start in the next 7 days, grouped by status

Show me every job that's waiting on materials



Start with one question and pin the answer

Seven in ten of the teams that started in the spring were still asking Sense questions in September, and nearly five times as many teams asked Sense in September as in April. The easiest way to start is to ask about the jobs and invoices in front of you, then pin the answers you'll want to see again.

For a roofing company, that means fewer reports built by hand and fewer questions waiting until the office manager has a free minute.

If you're on Zuper, open Sense and try a question from page 10.
If you're new to Zuper, see Sense on your own numbers.

[Book a demo](#)

About Zuper Sense

Zuper Sense is the intelligent command center inside Zuper for Roofing. It turns your job and payment data into answers your whole office can read. Ask a business question and pin the answer to Radar, where it keeps updating. When something needs doing, send an AI agent to handle it.

