



Florida roofer develops www.roofwire.com an innovative mobile service which will revolutionize how roofers estimate and purchase roofing materials through an online marketplace.

Project Background

As a long time roofer, Brian Gullett realized that there should be a better way to purchase roofing supplies and estimate roofing projects. The internet had transformed so many of the ways we do things and yet the roofing industry was still in the stone age. Roofwire was created to make it easy for roofers to accurately estimate roofing jobs and then easily get the best prices on the needed materials, right from your mobile phone, in minutes.

Project Challenges

The challenge was to create a simple way for roofers to submit their material lists to local material distributors from their phone or tablet, so that distributors could compete against each other and bid on these material lists, thereby giving the roofer the ability to save up to 20% or more on their material costs.

A secondary goal was to offer to Roofers some simple tools to make estimating roofing projects easier and more accurate and to put into the hands other useful tools for roofers.

Picking the Right Web Development Company

According to Brian, finding the right website development company was tantamount.

“We needed a reliable company who could deliver a finished product within our target budget. We interviewed several web development companies and were even initially lured outside of Florida from a company in Arizona with a promise of low-cost development services. We traveled to their offices and that’s when things started to fall apart. After that initial meeting, we lost confidence in their proposition and quickly re-contacted ClearTech Interactive. Our calls with ClearTech Interactive put our mind at ease. They quickly grasped our product vision and were able to craft a detailed plan and creatively suggest ideas & improvements. Their approach to planning boosted our confidence and settled our mind that we would be taking a low risk, methodical approach to development and would achieve our objectives.”

How ClearTech Interactive Helped

ClearTech Interactive worked with the Roofwire management team to brainstorm, strategize, engineer and then develop an ideal solution to the problem - an HTML 5 adaptive web app was settled on as cost effective, feature rich solution, compatible with a wide range of mobile devices.

The web application features 3 key features for Roofers:



The Quick Estimate Tool - this is an estimating tool that makes it easy to know your costs and ensures your estimates include all needed supplies. Save estimates with customer contact info for easy follow-up.

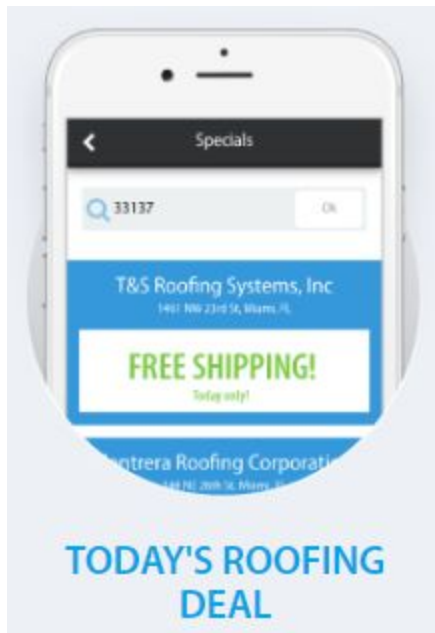


The Materials Quote Tool - this tool allows roofers to submit a list of their roofing materials to multiple distributors to get competitive quotes so that they can SAVE MONEY!

Save your bids, add in custom fields, save customer info, set distributors as favorites and manage your bids, all from your mobile device.

Today's Roofing Deals

Find out what all the local distributors have on sale or clearance; take advantage of overstock or excess inventories and always get the best prices.



Search by zip code for what's on sale at your local distributors.

Preliminary Results

Roofwire has signed up distributors across Florida and has received interest from national hardware stores interested in joining this innovative disruption to the roofing industry.

Phase 1 of Roofwire's marketing plan will focus on the Florida market initially and later expand over time to other states. We are finding that roofers find the mobile tools easy to use and convenient and Distributors love receiving lists of materials they can quote on.

Customer Testimonial

ClearTech Interactive did a great job on our mobile web application. We love all the features and how it behaves on mobile. We really enjoyed the planning process which gave us insights into how they worked and helped us clarify the final product's features and functions. Development went very smooth too. We didn't have to babysit them or spoon feed them. They even managed to squeeze in some features that were scheduled for a future phase and that was a nice bonus!

All in all, it can be a daunting trying to find, interview and then pick a web development company. There are so many considerations to weigh and it's easy to get lured by a low project bid, which in retrospect, could have proved fatal for us. After a few conversations with Scott, we knew ClearTech was the team for us. He made us feel at ease and understood what we were trying to do and offered a plan on how to get there.

I'm thrilled with ClearTech and highly recommend them to others. They can help you design the system you're after and then help you build it, step by step, in a pain-free fashion. Thanks Holly, Scott and the entire ClearTech dev team! We love our app and appreciate the hard work!