

Red Dirt Roofing & Exteriors

October 13, 2026 · 3 competitor signals detected

CONFIDENTIAL · PROPRIETARY BUSINESS INTELLIGENCE

This communication contains proprietary competitive intelligence prepared for Red Dirt Roofing & Exteriors and its team. Please do not forward it outside your organization.

3 competitor signals detected for Red Dirt Roofing & Exteriors today. Two high-priority items warrant action this week.

INTELLIGENCE SIGNALS

HIGH PRIORITY

Industry News [EXAMPLE ↗](#)

Out-of-state storm crews arriving after last week's hail — city issues a warning

Local TV news reported yesterday that crews with out-of-state plates are going door to door in neighborhoods hit by last week's hail, and the city posted a notice reminding residents to check a roofer's state registration and local address before signing anything. Fall hail plus the last weeks of good roofing weather mean the next month is when most claims will be signed.

→ **Action:** Make it easy for homeowners to check you out. Put your Oklahoma roofing registration number and your local office address on your yard signs, truck doors and estimate forms. Publish a short "how to check a roofer before you sign" page and link to it in your inspection follow-ups. For the next six weeks, plan crews and inspection slots around the hail-hit zip codes. Your trucks and crews are what limit how much you can take on, not your office hours.

Sources: [example.com](#)

Sooner Shield Roofing [EXAMPLE ↗](#)

New ads: "\$0 deductible help" plus 0% financing for 18 months

Sooner Shield Roofing launched a homepage banner and yard-sign campaign this week promising "\$0 deductible help on storm claims" and 0% financing for 18 months. The page doesn't explain how the deductible "help" works. Most homeowner policies require the homeowner to pay the deductible, and several states restrict contractors from waiving or rebating it.

→ **Action:** Don't copy the deductible offer — check Oklahoma's rules with your insurance contacts or attorney before saying anything about deductibles yourself. Expect homeowners to ask about it. Write a short, plain "how a storm claim works with us" page that explains who pays the deductible and why. If customers have been asking about payment plans, a lender partner can offer financing without you carrying the risk.

Sources: [example.com](#)

MEDIUM PRIORITY

Canadian River Roofing [EXAMPLE ↗](#)

Added a GAF certified-contractor badge and an extended-warranty page

 ON THEIR SITE

Canadian River Roofing added a GAF certified-contractor badge to their homepage yesterday, plus a new page explaining the manufacturer's extended system warranty available through certified installers. The badge also appears on their quote PDF.

→ **Action:** If you already hold a manufacturer certification (GAF, Owens Corning or another), put the badge and the actual warranty terms on your quote itself — that is where a homeowner compares two bids. If you don't, find out what the program requires before deciding. Meanwhile, explain the standard manufacturer warranty you already register on every job, if you do.

Sources: [example.com](#)

Prairie Peak Roofing [MAPS ↗](#)

Reviews this week flag nails left in the yard and unfinished cleanup

Prairie Peak Roofing has four new 1- and 2-star Google reviews this week. Three mention nails left in the driveway or yard after a tear-off, and one says the crew "never came back to finish the gutters." The reviews don't say why.

→ **Action:** Homeowners here are saying cleanup matters to them. Make a written end-of-job checklist (magnet sweep of the yard and driveway, gutters cleared, debris hauled) and text the homeowner a photo of the finished yard with the final invoice. It costs the crew ten minutes and gives the homeowner something to mention in a review.

Sources: [maps.google.com](#)

LOW PRIORITY / FYI

Industry News [EXAMPLE ↗](#)

City residential re-roof permit fee rising from \$75 → \$110 next month

The City of Oklahoma City's updated fee schedule, posted yesterday, raises the residential re-roof permit fee from \$75 to \$110 starting the first of next month. It applies to every contractor pulling permits in city limits.

→ **Action:** Update your quote template now. For jobs signed this month but permitted after the 1st, decide who covers the difference and put it in writing on the contract, so it doesn't become an argument on a job you've already won.

Sources: [example.com](#)

What customers are saying

From 73 Google reviews of Red Dirt Roofing & Exteriors and 295 of 6 competitors. We read each business's newest reviews plus its 10 lowest- and 10 highest-rated, so strong opinions are over-represented on purpose. This is what reviewers volunteered, not a survey.

What your customers praise

- **clean job site** · 12 of 73 reviews

"You would never know a crew had been here, not a single nail in the yard"

- **helped with the insurance claim** · 10 of 73 reviews

What your customers complain about

- **slow to get on the schedule after a storm** · 5 of 73 reviews

"Great work but we waited three weeks for a start date"

What your website leads with — and whether reviewers mention it

- Local and family-owned since 2009 · mentioned in 4 of 73 reviews
- Free storm inspections · mentioned in 3 of 73 reviews

Gripe Gap™ — where you may have an edge

Your reviewers praise something that competitors' customers complain about. "Possible" means the competitor side rests mostly on their lowest-rated reviews, which we read on purpose.

Cleanliness — 12 of your reviews praise clean job site; 10 reviews at 2 competitors (Prairie Peak Roofing, Sooner Shield Roofing) complain about nails and debris left behind, 7 of them from their lowest-rated.

Your reviewer: "You would never know a crew had been here, not a single nail in the yard"

→ If that matches what you see, say it where people compare you: your Google profile, menu and homepage. Don't name or knock the competitor. Ask a few customers first whether it's why they chose you.

Not an edge yet

- **Speed**: customers complain about slow to get on the schedule after a storm at 2 competitors, and 5 of your reviews raise slow to get on the schedule after a storm too.

Competitor by competitor — what their customers complain about

Prairie Peak Roofing · 4.1★ · 288 reviews · we read 30

nails and debris left behind (6) — *"Picked up a dozen roofing nails from the driveway after they left"*; work left unfinished (3)

Sooner Shield Roofing · 4.5★ · 702 reviews · we read 30

slow to get on the schedule after a storm (5); nails and debris left behind (4)

Canadian River Roofing · 4.7★ · 336 reviews · we read 28

slow to get on the schedule after a storm (4)

What competitors' customers praise

- **fast insurance paperwork** · 8 reviews across 2 competitors

Replies to reviews

You replied to 18 of your last 25 reviews (2 of 2 rated 3★ or lower). The typical competitor replies to 50%.

Worth asking your next few customers

- After the storm, how long were you willing to wait for a start date?
- Did you check our registration or reviews before you signed?

 .jsonl attached — feed today's brief to your AI agent

The attachment `brief-*.jsonl` is a machine-readable version of this brief: one JSON object per change. Save it and paste into ChatGPT/Claude/etc. with a prompt like *"Summarize the top 3 actions from this competitive brief."*

Wiring your AI agent to read your inbox automatically is also an option — but it's a level of access we don't recommend lightly. Inbox-reading agents have access to far more than this brief; that's a risk only you can decide to accept.

[Full guide & schema reference →](#) · [Schema docs](#)

MyIntelBrief Competitive Intelligence · [Manage account](#) · [Didn't ask for this? Unsubscribe](#)

 Confidential · Proprietary intelligence prepared exclusively for Red Dirt Roofing & Exteriors · For your team only

Spotted something that looks wrong? Tell us at info@myintelbrief.com (or via in-app Support) and we'll review and correct it promptly. AI-generated intelligence may contain errors; please verify before acting.

Want daily competitor intelligence for your business? · [MyIntelBrief.com](https://myintelbrief.com)