

Roof replacement starts unclear.

Roover changes the order: create one clear, shared job first - then let roofers bring their own judgement and price.

The normal starting point

A homeowner calls roofers before the work is fully understood. Each roofer then inspects the roof, decides what they believe should be done, explains it and prices that interpretation. **Everyone can act in good faith and the homeowner can still end up comparing different jobs, not simply different prices.**

The first change

Roover starts earlier. It brings the roof evidence, homeowner choices, measurements, assumptions and remaining checks into one shared digital job before roofer pricing. **The homeowner can see what is being prepared and correct it before the job moves forward.**

What changes for each side

For the homeowner, the job becomes visible, reviewable and easier to compare. **For the roofer**, the starting point is better prepared; the roofer still owns professional judgement, qualifications and price. A site visit can confirm what remains uncertain instead of carrying the whole discovery process.

What that can unlock

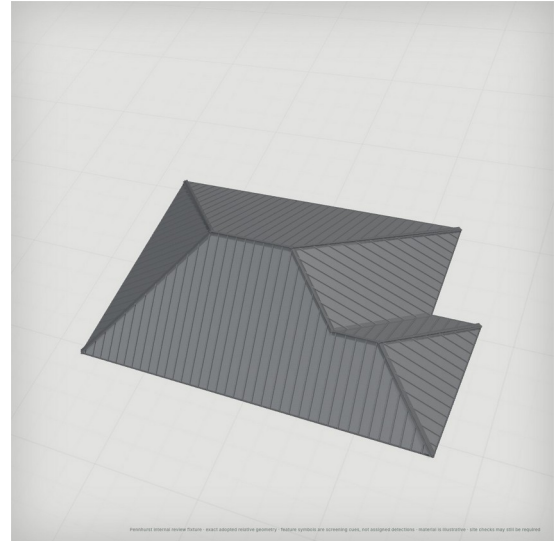
Once the job is clear and persistent, Roover can build from it: **indicative pricing** before a roofer spends time, **matching** around the actual job, **partner journeys** on shared infrastructure, and eventually a more **programmable market** organised around prepared demand rather than loose leads. These are downstream opportunities, not claims that every layer is proven today.

BUILT NOW Working components across roof and property evidence, job preparation, a Project Room, RoofViz and roofer pricing workflows. They are not yet one fully proven operating journey.

NEXT TO PROVE Join those pieces into one focused journey and show, repeatedly, that homeowners move forward and roofers price a better-prepared common job.

I'll send the short product walkthrough next. If the mechanism feels as clear in the product as it does here, let's talk through the first focused market proof.

One real product moment



Working RoofViz product proof - not a storyboard. It shows the roof becoming a persistent object that can carry detail and homeowner choices forward. This Pennhurst fixture is technically verified, but it is not a claim of a fully released production journey.