

Roofing QR Code Request Checklist

Use this before printing a QR code on a yard sign, leave-behind, business card, truck, or event material.

Review date _____	Placement _____
Destination URL _____	Owner _____

1. Start with the destination

- [] The code opens a company-owned request page that clearly identifies the roofing business.
- [] The page loads on a phone and asks only for useful intake details.
- [] The confirmation does not promise a price, coverage decision, or booked inspection.

2. Match the wording to the moment

- [] Use a simple call to action such as 'Request a roofing estimate' or 'Tell us what you need help with.'
- [] Avoid 'Instant price,' 'Book now,' or a promised response time unless the business can actually support it.
- [] Use only placements the business is permitted to use. Scan truck or trailer codes only when parked.

3. Test the print and handoff

- [] Scan a printed sample in normal and lower light before ordering materials.
- [] Submit one clearly marked internal test to the company's own form, then confirm an owner and next action.
- [] Keep a record of each placement so old materials do not point to an obsolete destination.

A QR code opens a link. The office handoff determines whether that scan becomes useful work.

Replace or remove materials promptly when the destination changes.

Companion guide: kaldwick.com/blog/what-happens-after-roofing-estimate-request