

The System Behind Running a Smart Roofing Business

The Maven Story

Maven Roofing is a veteran owned roofing company founded in 2019 - serving families, businesses, and military communities while creating opportunities and a strong support network for veterans transitioning into civilian life.

Key Highlights

5 CRMs

switched in 6 years before Zuper as the preferred choice

20%

improvement in same-day close rate

8 hrs

of time saved/day/week/roofer

The Challenge

- Fragmented tools slowed daily operations.
- Siloed, inefficient communication reduced job visibility.
- Handoff complexity and after-hours coverage gaps.
- Incomplete field data limited control and reporting.
- Roof documentation came with efficiency trade-offs.

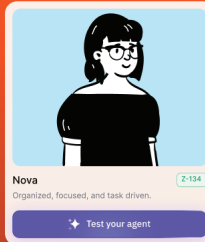
What Zuper Enabled

Maven's search for scalable operations led them through five CRMs each adding complexity instead of clarity. Zuper consolidated the workflows and simplified execution across the business.

- One platform replacing multiple roofing tools.
- Real-time job visibility for every crew/manager.
- Zuper AI answering and booking after hours.
- Seamless coordination across field and office
- Hands-free roof documentation with Zuper Glass.

The Impact

- Consolidating tools into one system reduces repetitive tasks and keeps crews focused on getting work done.
- Complete visibility of crew activity and job details in real time eliminating blind spots and constant follow-ups.
- Zuper AI captures and books opportunities when the office is closed, adding revenue without staff intervention.
- Structured workflows ensures every job progresses with the correct details reducing rework and callbacks.
- Hands-free photos and videos with Zuper Glass improve safety while keeping documentation in the job record.
- Zuper standardizes how roofing work gets done so teams can scale without chaos.



AI That Keeps Work Moving

Zuper AI Responder reduces friction from the business by automating documentation and after-hours response, keeping Maven lean and revenue-focused.



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Zuper took the operational noise out of the business. With visibility, automation, and our teams finally working from one system, we could stop fighting the day-to-day and focus on growing revenue.

JT Ulyatt
CEO



Check out zuper.co/roofing to learn more!