1. Reputation

Trust matters when hiring a roofer. Consumers turn to BBB.org more than 17,000 times a day to find trustworthy roofers, making the roofing industry the highest searched. Customers expect accredited roofers to deliver on quality and exercise integrity.

2. Customer Reviews and References

With consumers spending nearly $8,000 per roofing project, reading reviews and checking references is a necessary first step. See if the business honors promises and is responsive to customer questions.

3. Transparency

Shop roofers who are transparent about their business, its location, policies, refunds, and services provided. Ensure the company is advertising honestly by getting contracts and agreements in writing and safeguarding privacy.

4. Coverage and Quotes

40% of BBB complaints and customer reviews reference a leak. Warranty and insurance claims often cover damages versus leaks in their policies. Contractors can build trust by providing a quote and being transparent with the customer.

5. Licensing and Insurance

Legitimate businesses are licensed and insured. By using an accredited roofer, customers can be confident the business meets all of the BBB Standards for Trust and embodies integrity and honesty.

Start With Trust®

The BBB Standards for Trust are eight principles that summarize important elements of creating and maintaining trust in business.

Find a Trustworthy Roofer at BBB.org