FreshMap

❄ WINTER EDITION

25 Google Business Profile Post Templates for HVAC, Plumbing & Roofing

Fill-in-the-blank posts for your Google Business Profile, plus a short Facebook version of each. 9 HVAC, 8 plumbing, and 8 roofing posts for the cold months.

Free guide from FreshMap
A Tyasi LLC brand

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How to use these templates

These templates are written for the slow, cold, busy months: the season when homeowners search for "furnace repair near me" at 10 p.m. and a quick look at your Google Business Profile decides who they call. Posting regularly keeps your profile current and gives searchers something useful to read. Here's how to use this guide.

1. **Fill in the [brackets].**
   Swap every bracket for your real details: [Business Name], [City], [your offer], and so on. Delete any line that doesn't fit your business. Never promise something you don't actually do.
2. **Add a real photo.**
   A photo of your own truck, team, or job site beats a stock image. Each template includes a photo idea. Skip photos of customers' homes unless you have their permission.
3. **Pick the right button.**
   Google lets you add one button to a post: Book, Order online, Buy, Learn more, Sign up, or Call now. Each template suggests one. Call now uses the verified phone number on your profile.
4. **Keep phone numbers out of the GBP text.**
   Google may reject posts that put a phone number in the post text. Use the Call now button instead. The Facebook versions include [Phone] so people can call straight from the post.
5. **Post weekly.**
   Pick one template a week and keep it moving. Seasonal offers work best as Google's "Offer" post type, with real start and end dates.
6. **Make it yours.**
   Change the wording so it sounds like you. Mention your actual neighborhoods, your actual hours, and the actual people on your crew.

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HVAC Templates 1-9

1 Furnace Tune-Up Reminder

HVAC

SUGGESTED BUTTON
Book

PHOTO IDEA
A technician checking a furnace with the panel open (your tech, your van in the background if possible).

GOOGLE BUSINESS PROFILE POST

Is your furnace ready for the cold?

Winter is when a heating system works hardest, and small problems tend to show up on the coldest night of the year. A tune-up gives our technician a chance to clean, inspect, and test your system before you need it most.

During a [Business Name] furnace tune-up, we:

- Check the burners, ignition, and flame
- Inspect the heat exchanger for visible cracks or wear
- Test safety controls and the thermostat
- Check or replace the air filter
- Look at the flue and venting

We serve homeowners throughout [City] and [Service Area]. Tap "Book" to pick a time that works for you, or call us through our profile.

FACEBOOK VERSION

Cold weather is here. Is your furnace ready? 🔥 [Business Name] is booking furnace tune-ups in [City] now. We clean, inspect, and test your system before the coldest nights hit. Book at [Website] or call [Phone].

2 No-Heat Emergency Service

HVAC

SUGGESTED BUTTON
Call now

PHOTO IDEA
Your service van parked outside a home at dusk or in snow, headlights on.

GOOGLE BUSINESS PROFILE POST

No heat? Call [Business Name].

When the furnace quits in the middle of winter, you need a real person on the phone, not a voicemail box. Our team handles no-heat calls across [City] and [Service Area].

What we can help with:

- Furnaces that won't turn on or keep shutting off
- Heat pumps that are running but not heating
- Blowers that won't move air
- Thermostats that aren't responding

Our hours: [Hours]. [After-hours/emergency availability: describe exactly what you offer, or delete this line.]

While you wait, close the blinds, keep interior doors closed to hold warmth in occupied rooms, and never use a gas oven or grill to heat your home.

Tap "Call now" to reach our team.

FACEBOOK VERSION

No heat? Don't wait it out. 🥶 [Business Name] handles no-heat calls across [City]. Furnaces, heat pumps, thermostats. Call [Phone]. Hours: [Hours].

3 Heat Pump Defrost Mode Explained

HVAC

SUGGESTED BUTTON
Learn more

PHOTO IDEA
Outdoor heat pump unit with light frost or a little steam coming off it.

GOOGLE BUSINESS PROFILE POST

Is your heat pump "smoking" in winter? It's probably just defrosting.

In cold, damp weather, frost builds up on the outdoor coil of a heat pump. To clear it, the system briefly switches into defrost mode. During defrost you might notice:

- Steam or vapor rising from the outdoor unit
- A whooshing sound when the cycle starts or stops
- The outdoor fan stopping for a few minutes
- Cooler air from your vents for a short time

That's normal. What's not normal:

- Thick ice covering the unit for hours
- Ice on the top of the unit or the fan blades
- The system never seeming to come out of defrost
- Water dripping onto the unit from a gutter above

If you're seeing any of those, give [Business Name] a call. We service heat pumps throughout [City]. Tap "Learn more" for more heat pump tips.

FACEBOOK VERSION

Steam coming off your heat pump on a cold morning? Usually that's just defrost mode doing its job. ❄️ Thick ice that won't clear is a different story. Questions? [Business Name] in [City]: [Phone].

4 Carbon Monoxide Safety

HVAC

SUGGESTED BUTTON
Learn more

PHOTO IDEA
A CO detector mounted on a hallway wall, or a tech holding a combustion analyzer.

GOOGLE BUSINESS PROFILE POST

Carbon monoxide: a quick winter safety check from [Business Name]

Carbon monoxide (CO) is a gas you can't see or smell. Furnaces, water heaters, fireplaces, and attached garages can all be sources if something isn't working right.

A few simple steps:

- Put CO alarms near sleeping areas and on every level of your home
- Test them monthly and replace batteries as needed
- Check the date on the alarm and replace it when it's expired
- Keep outdoor vents and flues clear of snow
- Never run a car, generator, or grill in a garage or indoors

If your CO alarm sounds, get everyone outside to fresh air right away and call 911 or your gas utility from outside. Don't go back in until responders say it's safe.

Once the home has been cleared, [Business Name] can inspect your heating equipment and venting in [City]. Tap "Learn more" for details.

FACEBOOK VERSION

Winter safety reminder: test your carbon monoxide alarms this week. 🔔 Put one near every sleeping area, keep vents clear of snow, and if an alarm sounds, get outside and call 911. Need your furnace and venting checked afterward? [Business Name], [Phone].

5 Seasonal Offer: Heating

HVAC

SUGGESTED BUTTON
Book

PHOTO IDEA
Your tech next to a clean, finished furnace install, or a branded graphic with your offer.

GOOGLE BUSINESS PROFILE POST

> Winter offer from [Business Name]: [your offer]
>
> Now through [offer end date], homeowners in [City] and [Service Area] can get [your offer] on [service, e.g. furnace tune-ups / heating repairs / new thermostat installs].
>
> Why now? It's easier to fix a small issue on a mild day than on the coldest night of the season. Booking early also gives you more choice of appointment times.
>
> How to claim it:
>
> 1. Tap "Book" or call us through our profile
> 2. Mention this post when you schedule
> 3. [Any other step, such as a code or form]
>
> Fine print: [your terms, e.g. one per household, cannot be combined with other offers, valid in service area only].

FACEBOOK VERSION

Winter deal from [Business Name]: [your offer] on [service] through [offer end date]. 🔧 Serving [City] and [Service Area]. Mention this post when you book at [Website] or call [Phone]. [Your terms].

6 Furnace Filter Tip

HVAC

SUGGESTED BUTTON
Learn more

PHOTO IDEA
Side-by-side shot of a dirty filter and a clean new one.

GOOGLE BUSINESS PROFILE POST

Quick winter tip: check your furnace filter.

A clogged filter makes your system work harder to push warm air through the house. It's one of the simplest things a homeowner can do between service visits.

How to check:

1. Turn the system off at the thermostat
2. Find the filter (often at the furnace or behind a return grille)
3. Slide it out and hold it up to a light
4. If you can't see light through it, it's time for a new one

Write the size printed on the frame down before you head to the store. Check the manufacturer's guidance for how often to change it; homes with pets or ongoing renovation projects may need to change it more often.

Not sure where your filter is or which one to buy? [Business Name] is happy to show you on your next visit in [City].

FACEBOOK VERSION

5-minute winter task: pull your furnace filter and hold it up to the light. If you can't see through it, swap it. 💡 Questions? Ask [Business Name] in [City]: [Phone].

7 Before You Call: No-Heat Checklist

HVAC

SUGGESTED BUTTON
Call now

PHOTO IDEA
Close-up of a hand adjusting a thermostat set to HEAT.

GOOGLE BUSINESS PROFILE POST

Furnace not running? Try these 4 checks first.

Some no-heat calls turn out to be simple fixes. Before you call, it's worth checking:

1. Thermostat: Is it set to HEAT and set above the current room temperature? Does it need new batteries?
2. Breaker: Is the furnace breaker in the panel tripped?
3. Furnace switch: Is the service switch near the furnace (it often looks like a light switch) turned on?
4. Filter: Is the air filter badly clogged?

If you smell gas, leave the house and call your gas utility from outside. Don't flip switches or try to restart anything.

If you've checked all four and still have no heat, [Business Name] can help. We serve [City] and [Service Area]. Tap "Call now" to reach us.

FACEBOOK VERSION

No heat? Check these before you call: thermostat set to HEAT, breaker not tripped, furnace switch on, filter not clogged. ✅ Still cold? Call [Business Name] at [Phone]. Smell gas? Get outside and call your gas utility first.

8 Holiday Hours (HVAC)

HVAC

SUGGESTED BUTTON
Call now

PHOTO IDEA
Your team in front of the shop or trucks, or a simple holiday graphic with your logo.

GOOGLE BUSINESS PROFILE POST

Holiday hours at [Business Name]

From all of us at [Business Name], thank you for trusting us with your home this year. Here's when you can reach us over the holidays:

- [Date]: [Hours]
- [Date]: [Hours]
- [Date]: [Closed / Hours]
- [Date]: [Hours]

[After-hours/emergency line: describe exactly what you offer, or delete this line.]

Heading out of town? Leave the heat on at a safe setting rather than turning it off, and ask a neighbor to check on the house.

Happy holidays to our neighbors in [City]! Tap "Call now" to reach our team during open hours.

FACEBOOK VERSION

Happy holidays from [Business Name]! 🎄 Our holiday hours: [Date]: [Hours] | [Date]: [Hours] | [Date]: [Closed]. Need us? Call [Phone].

9 Team Spotlight (HVAC)

HVAC

SUGGESTED BUTTON
Learn more

PHOTO IDEA
A friendly portrait of the team member next to their truck or at a job (with their permission).

GOOGLE BUSINESS PROFILE POST

Meet **[Team member name]**, one of the **[role, e.g. service technicians]** at **[Business Name]**.

[Team member name] has been with us since **[year]**, and **[he/she/they]** **[one sentence about what they do day to day, e.g. handles a lot of our heat pump service calls around [City]]**.

A few things to know:

- Favorite part of the job: **[answer]**
- Winter tip **[first name]** gives every customer: **[answer]**
- When not working: **[answer]**

When you call **[Business Name]**, you're getting people from right here in **[City]**. If you see **[first name]** at your door this winter, say hi!

Tap "Learn more" to get to know the rest of our team.

FACEBOOK VERSION

Meet **[Team member name]**! 👋 **[He/She/They]** has been with **[Business Name]** since **[year]** and **[what they do]**. Winter tip from **[first name]**: **[tip]**. Say hi if you see **[him/her/them]** around **[City]**!

Plumbing

Templates 10-17

10 Frozen Pipe Prevention

PLUMBING

SUGGESTED BUTTON
Learn more

PHOTO IDEA
Foam insulation being wrapped around a pipe in a basement or crawl space.

GOOGLE BUSINESS PROFILE POST

Cold snap coming? Here's how to help keep your pipes from freezing.

Pipes in unheated spaces (crawl spaces, garages, attics, and exterior walls) are most at risk when temperatures drop. A few steps from [Business Name]:

- Disconnect garden hoses and shut off and drain outdoor faucets if you have an interior shut-off
- Open cabinet doors under sinks on outside walls so warm air can reach the pipes
- Let a faucet drip on the coldest nights
- Keep the heat on, even if you're away
- Insulate exposed pipes in unheated areas
- Know where your main water shut-off is before you need it

If a pipe does freeze, never use an open flame to thaw it.

Want us to look over your plumbing for problem spots? We serve [City] and [Service Area]. Tap "Learn more" for more winter tips.

FACEBOOK VERSION

Freezing temps on the way? 🥶 Disconnect hoses, open cabinet doors on outside walls, let a faucet drip, and know where your main shut-off is. Need help? [Business Name] in [City]: [Phone].

11 Burst Pipe: What to Do First

PLUMBING

SUGGESTED BUTTON
Call now

PHOTO IDEA
A plumber at a main water shut-off valve, or water on a basement floor (no customer faces).

GOOGLE BUSINESS PROFILE POST

Burst pipe? Do these things first.

1. Shut off the water at your main shut-off valve
2. If water is near outlets, appliances, or your electrical panel, stay clear and shut off power only if you can do it safely
3. Open a faucet to drain remaining water from the lines
4. Move valuables and furniture out of the wet area
5. Take photos for your records and your insurance company
6. Call a licensed plumber

[Business Name] handles burst and leaking pipes across [City] and [Service Area]. Our hours: [Hours]. [After-hours/emergency availability: describe exactly what you offer, or delete this line.]

Tip: find your main shut-off today and make sure everyone in the house knows where it is.

Tap "Call now" to reach our team.

FACEBOOK VERSION

Burst pipe? 💧 1) Shut off the main water valve. 2) Stay clear of wet electrical. 3) Open a faucet to drain the lines. 4) Call [Business Name] at [Phone]. Serving [City] and [Service Area].

12 Water Heater Winter Check

PLUMBING

SUGGESTED BUTTON
Book

PHOTO IDEA
A plumber servicing a tank or tankless water heater.

GOOGLE BUSINESS PROFILE POST

Is your water heater ready for a house full of hot showers?

Winter is a busy season for water heaters: colder incoming water, holiday guests, and more laundry. Signs it's worth a look:

- Water runs lukewarm or runs out faster than it used to
- Rumbling or popping noises from the tank
- Rusty or discolored hot water
- Moisture or a small puddle around the base
- A pilot light that won't stay lit

[Business Name] services tank and tankless water heaters in [City] and [Service Area]. We can flush, inspect, repair, or talk through replacement options if your unit is near the end of its life.

Tap "Book" to schedule a visit.

FACEBOOK VERSION

Running out of hot water faster this winter? 🚿 Rumbling tank? Rusty water? [Business Name] can take a look. Tank and tankless service in [City]. Book at [Website] or call [Phone].

13 Sump Pump Check Before the Thaw

PLUMBING

SUGGESTED BUTTON
Book

PHOTO IDEA
Sump pit with the lid off and a pump visible, or a tech testing the float.

GOOGLE BUSINESS PROFILE POST

Snow melts. Is your sump pump ready?

Winter thaws and heavy rain can send a lot of water toward your foundation in a short time. A quick check now beats finding out the pump failed after the basement is wet.

Easy at-home test:

1. Make sure the pump is plugged in and the outlet works
2. Slowly pour a bucket of water into the pit
3. The float should rise and the pump should kick on
4. Water should pump out and the pump should shut off

Also check that the discharge line outside isn't frozen or buried in snow.

If the pump doesn't start, runs constantly, or makes grinding noises, [Business Name] can inspect, repair, or replace it. We also install battery backup systems. Serving [City] and [Service Area]. Tap "Book" to schedule.

FACEBOOK VERSION

Before the big thaw, test your sump pump: pour a bucket of water in the pit and make sure it kicks on and pumps out. 🪣 Problems? [Business Name] can help in [City]. [Phone]

14 Holiday Kitchen Drain Tips

PLUMBING

SUGGESTED BUTTON
Learn more

PHOTO IDEA
A clean kitchen sink, or a plumber working under a kitchen sink.

GOOGLE BUSINESS PROFILE POST

Hosting this holiday season? Go easy on your kitchen drain.

Big holiday meals mean a lot of grease, peels, and leftovers heading toward the sink. A few habits from [Business Name] can help:

- Let grease cool and throw it in the trash, not down the drain
- Scrape plates into the trash before rinsing
- Keep potato peels, eggshells, coffee grounds, and stringy vegetables out of the disposal
- Run cold water while the disposal is on and for a few seconds after
- Space out dishwasher and laundry loads when the house is full

If a drain backs up anyway, [Business Name] can help. We serve [City] and [Service Area]. Tap "Learn more" for more tips.

FACEBOOK VERSION

Holiday cooking tip from your plumber: grease goes in the trash, not the sink. 🦃 Same for potato peels and coffee grounds. Clog anyway? Call [Business Name] at [Phone].

15 Seasonal Offer: Plumbing

PLUMBING

SUGGESTED BUTTON
Book

PHOTO IDEA
Your plumber with your truck, or a branded graphic showing your offer.

GOOGLE BUSINESS PROFILE POST

> Winter offer from [Business Name]: [your offer]
>
> Now through [offer end date], homeowners in [City] and [Service Area] can get [your offer] on [service, e.g. water heater flushes / whole-home plumbing inspections / sump pump checks].
>
> Good reasons to book now:
>
> - Find small leaks before they become big ones
> - Make sure your water heater can keep up with winter
> - Check exposed pipes before the next deep freeze
>
> How to claim it:
>
> 1. Tap "Book" or call us through our profile
> 2. Mention this post when you schedule
> 3. [Any other step, such as a code or form]
>
> Fine print: [your terms, e.g. one per household, cannot be combined with other offers, valid in service area only].

FACEBOOK VERSION

Winter deal from [Business Name]: [your offer] on [service] through [offer end date]. 🔧 Serving [City]. Mention this post when you book at [Website] or call [Phone]. [Your terms].

16 Leaving Town? Winter Plumbing Checklist

PLUMBING

SUGGESTED BUTTON
Learn more

PHOTO IDEA
Hand turning a main water shut-off valve, or a thermostat display.

GOOGLE BUSINESS PROFILE POST

Traveling this winter? Protect your plumbing before you go.

An empty house in a cold snap is when frozen and burst pipes are most likely to go unnoticed. Before you leave:

- Keep the heat on at a safe setting, not off
- Consider shutting off the main water supply and draining the lines
- Open cabinet doors under sinks on exterior walls
- Make sure outdoor faucets are shut off and drained
- Check that your sump pump is working
- Ask a neighbor or friend to check on the house while you're gone

Have questions about shutting down your water or need a quick check before your trip? [Business Name] serves [City] and [Service Area]. Tap "Learn more" for details.

FACEBOOK VERSION

Heading out of town this winter? ✈️ Leave the heat on, think about shutting off the main water, and have someone check on the house. Questions? [Business Name], [Phone].

17 Team Spotlight + Holiday Hours (Plumbing)

PLUMBING

SUGGESTED BUTTON
Call now

PHOTO IDEA
Your team together at the shop or next to the trucks.

GOOGLE BUSINESS PROFILE POST

> Happy holidays from the [Business Name] team!
>
> This is [Team member name], one of our [role] who [one sentence about what they do, e.g. handles a lot of our water heater calls around [City]]. [First name]'s winter advice: "[their tip]."
>
> Our holiday hours:
>
> - [Date]: [Hours]
> - [Date]: [Hours]
> - [Date]: [Closed / Hours]
>
> [After-hours/emergency line: describe exactly what you offer, or delete this line.]
>
> Thanks for letting us be your local plumber in [City]. Tap "Call now" to reach our team during open hours.

FACEBOOK VERSION

Happy holidays from [Business Name]! 🎄 Meet [Team member name], who [what they do]. Holiday hours: [Date]: [Hours] | [Date]: [Closed]. Call [Phone].

Roofing

Templates 18-25

18 Ice Dams: What to Watch For

ROOFING

SUGGESTED BUTTON
Learn more

PHOTO IDEA
Icicles and a ridge of ice along a roof edge (a clear, safe shot from the ground).

GOOGLE BUSINESS PROFILE POST

Big icicles on your roof edge? You may have an ice dam.

Ice dams form when snow on the warmer upper part of a roof melts, runs down, and refreezes at the colder edge. The ridge of ice can trap water behind it, and that water can back up under shingles.

Signs to watch for:

- Thick ridges of ice along the roof edge or gutters
- Large icicles, especially with water stains behind them
- Damp spots or stains on ceilings or exterior walls
- Water dripping inside near windows or soffits

Please don't climb on an icy roof or chip at ice with tools. Both are dangerous and can damage shingles.

[Business Name] can inspect for ice dams and help address common causes such as attic insulation and ventilation. Serving [City] and [Service Area]. Tap "Learn more" for details.

FACEBOOK VERSION

Big icicles and a ridge of ice on your roof edge could be an ice dam. 🧊 Don't climb up or chip at it. [Business Name] can take a look. [City] area: [Phone].

19 Storm & Wind Damage Inspection

ROOFING

SUGGESTED BUTTON
Call now

PHOTO IDEA
A roofer inspecting shingles after a storm (safety gear on), or missing shingles on a lawn.

GOOGLE BUSINESS PROFILE POST

Strong winds come through [City] recently? Take a look at your roof from the ground.

Winter storms and high winds can loosen or tear off shingles, bend flashing, and drop branches on roofs. Things you can check safely from the ground:

- Missing, lifted, or creased shingles
- Shingle pieces or granules in the yard or gutters
- Bent or loose flashing around chimneys and vents
- Branches or debris on the roof
- New stains on ceilings inside

If you spot something, [Business Name] can come out, inspect the roof, and give you a clear picture of what we find. If you're filing an insurance claim, we can document what we see with photos.

Please stay off the roof yourself, especially in snow and ice. Tap "Call now" to schedule an inspection.

FACEBOOK VERSION

Windy week? 🌬️ Walk around the house and look for missing or lifted shingles, debris in the yard, or new ceiling stains. Spot something? Call [Business Name] at [Phone] for an inspection in [City].

20 Gutters & Snow Load

ROOFING

SUGGESTED BUTTON
Learn more

PHOTO IDEA
Gutters loaded with snow and ice, or a clean, well-attached gutter run.

GOOGLE BUSINESS PROFILE POST

Winter is tough on gutters and roofs. Here's what to keep an eye on.

Heavy snow and ice add weight to your roof and gutters. Clogged gutters can also make ice buildup worse at the roof edge.

What to watch for:

- Gutters pulling away from the fascia or sagging
- Downspouts blocked by ice or snow
- Large snow drifts on low-slope or flat roof sections
- Interior doors that suddenly stick, or new cracks in drywall on upper floors, which can be worth having checked after heavy snow
- Creaking or popping sounds from the roof during heavy snow

If you use a roof rake, work from the ground and stay clear of power lines. If you're worried about how much snow is on your roof, call a professional rather than going up yourself.

[Business Name] serves [City] and [Service Area]. Tap "Learn more" for more winter roof tips.

FACEBOOK VERSION

Snow piling up? ❄️ Watch for sagging gutters, blocked downspouts, and big drifts on low roof sections. Stay off the roof. Call [Business Name] at [Phone] if you're worried.

21 Seasonal Offer: Roofing

ROOFING

SUGGESTED BUTTON
Book

PHOTO IDEA
Your crew on a finished roof, or a branded graphic with your offer.

GOOGLE BUSINESS PROFILE POST

Winter offer from **[Business Name]**: **[your offer]**

Now through **[offer end date]**, homeowners in **[City]** and **[Service Area]** can get **[your offer]** on **[service, e.g. roof inspections / gutter cleaning / minor roof repairs]**.

Why winter? Catching a loose shingle, a flashing problem, or a clogged gutter now can help you avoid a bigger repair after the next storm.

How to claim it:

1. Tap "Book" or call us through our profile
2. Mention this post when you schedule
3. **[Any other step, such as a code or form]**

Fine print: **[your terms, e.g. one per household, cannot be combined with other offers, valid in service area only, weather permitting]**.

FACEBOOK VERSION

Winter deal from **[Business Name]**: **[your offer]** on **[service]** through **[offer end date]**. 🏠 Serving **[City]** and **[Service Area]**. Book at **[Website]** or call **[Phone]**. **[Your terms]**.

22 Roof Leak in Winter? Next Steps

ROOFING

SUGGESTED BUTTON
Call now

PHOTO IDEA
Your crew installing a tarp on a roof (with proper safety gear), or a bucket under a ceiling drip.

GOOGLE BUSINESS PROFILE POST

Roof leaking in the middle of winter? Here's what to do.

1. Move furniture and electronics away from the drip
2. Put a bucket under the leak and towels down around it
3. If the ceiling is bulging with water, keep people out of the room and away from it
4. Take photos for your records and your insurance company
5. Don't go up on the roof, especially if it's wet, snowy, or icy
6. Call a roofer

[Business Name] handles winter roof leaks across [City] and [Service Area]. Depending on the weather, we may put a temporary fix in place first and come back for the permanent repair when conditions allow. [After-hours/emergency availability: describe exactly what you offer, or delete this line.]

Tap "Call now" to reach our team.

FACEBOOK VERSION

Roof leak? 💧 Move your stuff, catch the drip, take photos, and stay off the roof. Then call [Business Name] at [Phone]. Serving [City] and [Service Area].

23 Attic Check: Roof Warning Signs From Inside

ROOFING

SUGGESTED BUTTON
Learn more

PHOTO IDEA
Flashlight beam in an attic showing insulation and roof decking.

GOOGLE BUSINESS PROFILE POST

Your attic can tell you a lot about your roof.

You don't need to climb a ladder outside to spot some roof problems. On a cold day, grab a flashlight and take a careful look in your attic (watch your footing and stay on the joists):

- Frost or moisture on the underside of the roof deck or nails
- Water stains or dark spots on wood
- Damp or compressed insulation
- Daylight coming through where it shouldn't
- A musty smell

Frost and moisture in the attic can point to ventilation or air-leak issues, which can also contribute to ice dams.

If you see any of these, [Business Name] can take a closer look. Serving [City] and [Service Area]. Tap "Learn more" for details.

FACEBOOK VERSION

Grab a flashlight and peek in your attic. 🔦 Frost on the nails, water stains, or damp insulation can be early roof warning signs. Questions? [Business Name], [Phone].

24 Team Spotlight (Roofing)

ROOFING

SUGGESTED BUTTON
Learn more

PHOTO IDEA
Your crew on the ground in front of a finished job (with permission), safety gear visible.

GOOGLE BUSINESS PROFILE POST

Meet the crew behind **[Business Name]**.

This is **[Team member name]**, our **[role, e.g. crew lead / project manager]**. **[He/She/They]** has been with us since **[year]** and **[one sentence about what they do, e.g. walks every roof with the homeowner before and after the job]**.

A few things to know about **[first name]**:

- Favorite part of the job: **[answer]**
- What **[he/she/they]** wants every homeowner to know about winter roofs: **[answer]**
- When not on a roof: **[answer]**

We're a local **[City]** team, and we're proud of the people who show up at your door. Tap "Learn more" to meet the rest of the crew.

FACEBOOK VERSION

Meet **[Team member name]**, our **[role]** at **[Business Name]**! 👷 With us since **[year]**. Winter roof tip from **[first name]**: **[tip]**. Proud to serve **[City]**.

25 Plan Your Spring Roof Project Now

ROOFING

SUGGESTED BUTTON
Book

PHOTO IDEA
A finished roof on a clear day, or an estimator with a tablet talking to a homeowner (with permission).

GOOGLE BUSINESS PROFILE POST

Thinking about a new roof in the spring? Start planning this winter.

Winter is a good time to get your questions answered without the rush. During an estimate, [Business Name] can:

- Inspect your current roof and explain what we see
- Walk you through material and color options
- Give you a written estimate
- Talk through timing, permits, and what to expect on install day
- [Financing options, if you offer them; otherwise delete this line]

Getting on the schedule early gives you more choice of start dates once the weather turns.

We serve [City] and [Service Area]. Tap "Book" to set up your estimate.

FACEBOOK VERSION

Planning a new roof this spring? 🏡 Book your estimate with [Business Name] this winter and get on the schedule early. [City] and [Service Area]. [Website] or [Phone].



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