

Email 1: Introduction & Problem Statement

Subject Line: [First Name], Are Rising Healthcare Costs Hurting Your Roofing Crew Retention?

Hi [First Name],

As a roofing company owner, you're likely facing two major challenges right now:

1. Skilled roofers are harder than ever to find and keep (especially with the physical demands of the job)
2. Traditional health insurance is becoming unaffordable for roofing companies with seasonal revenue fluctuations

I work with roofing contractors across [region/country] who tell me the same story - they want to offer benefits to attract and retain good crew members, but the cost of traditional insurance is crushing their margins, especially during weather delays and off-season months.

What if you could offer your roofing crews valuable health benefits without the crushing cost of insurance?

Alllutional has created a non-insurance benefits package specifically designed for roofing companies like yours. Our roofing clients are seeing:

- 31% improvement in crew retention
- \$3,700+ savings per employee compared to traditional insurance
- Healthier teams with fewer missed workdays during peak season

I'd like to share a quick 3-minute video showing how roofing companies like yours are using this solution to keep their best crew members while staying profitable year-round.

Would you be open to taking a look?

Best regards,

[Your Name]
Roofing Industry Benefits Specialist
[Your Phone]
[Your Email]

P.S. If you're interested but don't have time for a video right now, you can check out the benefits package directly at alllutional.com

Email 2: Value Proposition & Social Proof (Send 3 days after Email 1)

Subject Line: How [Local Roofing Company] Solved Their Crew Retention Problem

Hi [First Name],

I wanted to follow up on my previous email about healthcare benefits for your roofing crews.

Did you know that roofing companies with some form of health benefits retain skilled workers 35% longer? In an industry with one of the highest injury rates, that's not just about savings—it's about building consistent, safety-conscious crews.

[Roofing Company Name], a residential/commercial roofing business in [nearby location] with [X] crew members, was struggling with the same issues you might be facing:

"We were losing good roofers to larger construction companies with benefits packages. Traditional insurance would have cost us over \$7,000 per employee annually - money we simply didn't have, especially during rainy seasons and winter months. Allutlional's solution costs us less than \$40 per crew member per month, and our team loves the telehealth access that doesn't require missing work." - [Owner Name], Owner

Here's what Allutlional's non-insurance benefits package includes for your roofing team:

- 24/7 telehealth access for crew members and their families (perfect for job site injuries that don't require ER visits)
- Prescription discounts at over 65,000 pharmacies
- Mental health support services
- Medical bill negotiation services (crucial for an industry with high injury rates)
- No minimum employee requirements
- Simple setup with no paperwork hassle

Would Tuesday or Wednesday at 10 AM work for a quick 15-minute call to see if this might be a fit for [Roofing Company Name]?

Best regards,

[Your Name]
Roofing Industry Benefits Specialist
[Your Phone]
[Your Email]

P.S. You can see the full benefits package and pricing at allutlional.com

Email 3: Specific Benefits & ROI (Send 4 days after Email 2)

Subject Line: The Real Cost of Losing a Skilled Roofer (And How to Stop It)

Hi [First Name],

When a skilled roofer leaves your company, it costs approximately \$10,000 to replace them.

For a roofing business with 10 crew members and an industry average turnover rate of 30%, that's \$30,000 walking out the door each year.

But what's driving them away? Our research with roofing company owners shows:

- 67% of roofers would choose a job with benefits over one with slightly higher pay
- 78% worry about healthcare costs for themselves and their families
- 82% value the ability to speak with a doctor without missing work (especially important during your busy season)

Alllutional's benefits package directly addresses these concerns at a fraction of the cost of traditional insurance:

COST COMPARISON:

Traditional Insurance: \$450-700 per employee/month

Alllutional Benefits: Starting at just \$39.95 per employee/month

ROI CALCULATION:

If you retain just 3 skilled roofers per year who would have otherwise left, you're saving \$30,000.

That covers the Alllutional benefits cost for your entire 10-person crew for over 5 years!

Take 5 minutes to see how it works: [Custom link to alllutional.com]

I'm happy to answer any questions you might have about implementing this for your roofing team.

Best regards,

[Your Name]

Roofing Industry Benefits Specialist

[Your Phone]

[Your Email]

Email 4: Overcome Objections (Send 5 days after Email 3)

Subject Line: [First Name], 3 Minutes Is All It Takes

Hi [First Name],

I understand you're busy running your roofing business. Most of the owners I work with initially had concerns about adding any new benefits:

"We don't have time for complicated benefits administration."

→ Alllutional takes just 3 minutes to set up online, with no paperwork or ongoing administration. Your crew can enroll during your next morning meeting.

"My roofers won't use these benefits."

→ 91% of roofing crews with access to Alllutional's telehealth services use them at least twice per year, saving an average of 4 hours of productivity per use by not missing work.

"We've looked at benefits before and they're too expensive, especially during our slow season."

→ Unlike insurance, Alllutional starts at just \$39.95 per employee per month with no minimum participation requirements - less than the cost of a bundle of shingles.

Here's what [Owner Name] from [Similar Local Roofing Company] told me after signing up:

"I was skeptical at first, but my crew started using the telehealth service immediately. One of my best foremen was considering leaving for a larger construction company with benefits, but decided to stay after we added Alllutional."

I've set up a special link for you to explore the platform: [Custom link to alllutional.com]

It takes just 3 minutes to see how it works, with no obligation.

Best regards,

[Your Name]
Roofing Industry Benefits Specialist
[Your Phone]
[Your Email]

P.S. I'm available for a quick call if you have any questions about how this would work specifically for [Roofing Company Name].

Email 5: Final Call to Action (Send 7 days after Email 4)

Subject Line: Final Thoughts on Crew Benefits for [Roofing Company Name]

Hi [First Name],

Over the past few weeks, I've shared how other roofing companies are using Alllutional's affordable benefits package to:

- Attract and retain skilled roofers in a competitive market
- Provide valuable healthcare access without insurance costs
- Reduce missed workdays and improve project timelines
- Save thousands compared to traditional benefits

I understand you're busy running your roofing business, so this will be my final follow-up.

If crew retention and offering affordable benefits is a priority for your company this year, I'd encourage you to take just 5 minutes to see how Alllutional works.

Visit alllutional.com or use this direct link to see pricing for your team size: [Custom link to alllutional.com]

If you'd prefer a personal walkthrough, I'm happy to schedule a brief call at your convenience, perhaps early morning before your crews head out or late afternoon when they return.

Thank you for your consideration, [First Name]. I wish you continued success with [Roofing Company Name].

Best regards,

[Your Name]
Roofing Industry Benefits Specialist
[Your Phone]
[Your Email]

P.S. Feel free to reach out anytime if your situation changes or if you have questions about how Alllutional could work for your specific roofing business needs.