

Terms of Service

RoofLeadHQ

Effective Date: April 7, 2026

1. Acceptance of Terms

By accessing or using RoofLeadHQ's services (the "Service"), you ("Customer," "you," or "your") agree to be bound by these Terms of Service ("Terms"). If you do not agree, you may not use the Service.

2. Our Service

RoofLeadHQ provides an AI-powered lead qualification and appointment booking service for roofing companies. The Service qualifies incoming leads, books appointments on your calendar, collects necessary project details, sends confirmations and reminders, logs data to your designated system (such as Google Sheets), and provides reporting.

3. Eligibility and Account

You must be a business entity or individual at least 18 years of age and authorized to enter into contracts on behalf of your roofing company. You are responsible for maintaining the confidentiality of your account credentials and for all activity that occurs under your account.

4. Pricing and Payment

- **One-time setup fee:** \$499 (non-refundable). This covers the custom build and configuration of your RoofLeadHQ system.
- **Monthly subscription:** \$399 (Starter tier), \$599 (Growth tier), \$799 (Elite tier), or Custom pricing based on lead volume.
- **7-day free pilot:** During the first 7 days after setup, if we do not book at least 5 extra qualified appointments, your first full month of service is free. This is our only guarantee.

Lead Volume Overages

Pricing is based on the standard monthly lead volume included with your selected tier. If your actual monthly lead volume exceeds the standard volume for your tier, RoofLeadHQ may adjust your subscription price accordingly for the next billing cycle. We will provide you with at least five (5) days' advance notice of any such adjustment via email.

Payments are processed automatically via PayPal (or another method we designate). All fees are exclusive of applicable taxes, which you are responsible for paying. Late payments may incur interest at 1.5% per month (or the maximum allowed by law).

We may change pricing with 30 days' notice. Your continued use after the change constitutes acceptance of the new pricing.

5. Your Responsibilities

You agree to:

- Provide accurate calendar availability and grant the AI agent necessary access to your calendar and lead sources.
- Forward leads or integrate your lead channels so the Service can operate.
- Maintain accurate and up-to-date account and billing information.
- Comply with all applicable laws when providing lead or customer data to us.

6. Our Guarantee

We guarantee that the Service will book at least 5 extra qualified appointments during the 7-day pilot period, or your first month is free. This guarantee is limited to the first 7 days only. Actual results depend on your lead volume, response times, and other factors outside our control. This is our sole and exclusive guarantee. We make no other representations or guarantees about appointment volume, revenue, or business results.

7. License and Intellectual Property

We grant you a limited, non-exclusive, non-transferable license to use the Service during the term of your subscription. All rights, title, and interest in the Service, AI technology, reports, and any related software remain exclusively with RoofLeadHQ. You may not copy, modify, reverse engineer, or create derivative works of the Service.

8. Data Ownership and License

You retain ownership of your business data and the leads/customers you provide to us. By using the Service, you grant us a limited license to access, process, and use that data solely to provide the Service, improve our AI models (in de-identified form), and fulfill our obligations under these Terms. You represent that you have all necessary rights and consents to provide this data to us.

9. Acceptable Use

You agree not to use the Service for any unlawful purpose or in any way that could damage, disable, or impair the Service.

10. SMS Messaging Program – RoofLeadHQ

We offer an SMS messaging program to provide appointment confirmations, reminders, and follow-up messages regarding your roofing project.

Program Description: Customers who call our dedicated RoofLeadHQ business phone number and provide their phone number consent to receive transactional SMS messages from the roofing contractor (Roofer Name).

Message Frequency: Messages are sent on an as-needed basis (appointment confirmations, reminders, and occasional follow-ups). Message frequency varies.

Message & Data Rates: Msg & data rates may apply.

Opt-Out Instructions: To stop receiving messages, reply **STOP** at any time. To get help, reply **HELP**. Customers who reply STOP are immediately removed from all messaging.

Support: For questions, contact us at the phone number from which you received the message or via our website. This program is governed by our Privacy Policy, which details how we collect and protect your information.

11. Termination

Either party may terminate the Service at any time with 30 days' written notice via email to support@roofleadhq.com.

You agree to provide 30 days' written notice before canceling your subscription. Cancellation requests with less than 30 days' notice will result in one final billing cycle.

Upon termination:

- You remain responsible for all fees incurred up to the end of the notice period.
- No refunds will be issued for partial months or the setup fee.
- We will cease processing new leads and may delete your data after 30 days (unless otherwise instructed).

12. Disclaimers and Limitation of Liability

The Service is provided "AS IS" and "AS AVAILABLE" without any warranties, express or implied. We do not warrant that the Service will be error-free, uninterrupted, or that every lead will result in a booked appointment.

We are not liable for missed jobs, scheduling conflicts, lead quality issues, or any indirect, incidental, consequential, punitive, or special damages. Our total liability to you shall not exceed the total amount you paid to us in the 30 days immediately preceding the claim.

13. Indemnification

You agree to indemnify, defend, and hold harmless RoofLeadHQ, its officers, employees, and agents from any claims, losses, or damages arising from: (a) your lead data or customer interactions, (b) your breach of these Terms, or (c) your violation of any law or third-party rights.

14. Changes to These Terms

We may update these Terms from time to time. If we make material changes, we will notify you by email or through the Service. Your continued use after the changes constitutes your acceptance of the revised Terms.

15. Governing Law and Dispute Resolution

These Terms are governed by the laws of the State of Colorado and applicable U.S. federal laws, without regard to conflict-of-laws principles. Any disputes shall be resolved exclusively in the state or federal courts located in Douglas County, Colorado.

16. Force Majeure

We are not liable for any failure or delay caused by events beyond our reasonable control (including internet outages, third-party service failures, or natural disasters).

17. Severability and Entire Agreement

If any provision is held invalid, the remaining provisions remain in full force. These Terms constitute the entire agreement between you and RoofLeadHQ and supersede all prior agreements.

18. Contact Us

Questions about these Terms? Email us at support@roofleadhq.com.