ARE ROOFING COMPANIES GROWING?

A historical look at sales, job value and profit in Hibe's records.

2023 to 2025

12,271 priced jobs checked

Plus $171.2 million in recorded accounting sales across the comparable annual history.

Most companies in the annual comparison had lower sales and lower operating margins in 2025.

Roofing and other exterior work. Company names stay private.
Saved Hibe records, reviewed October 4, 2026.

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ANNUAL SALES

Sales grew in 2024. Then fell in 2025.

We compared the same businesses across three full calendar years of saved accounting history.

2024 vs. 2023

+14%

Average change in company sales.

2025 vs. 2024

-20%

Average change in the same companies.

75% of the companies had lower sales in 2025.

Each company gets one equal vote. We calculated its sales change first, then averaged the changes. The largest company cannot take over that average.

For the businesses with comparable annual records, 2025 was a step backward in sales.

Sales here means income recorded in the saved accounting summaries. Amounts follow each company's books. Full-year rows saved before the year ended are excluded. This sample describes Hibe customers, not the whole roofing market.

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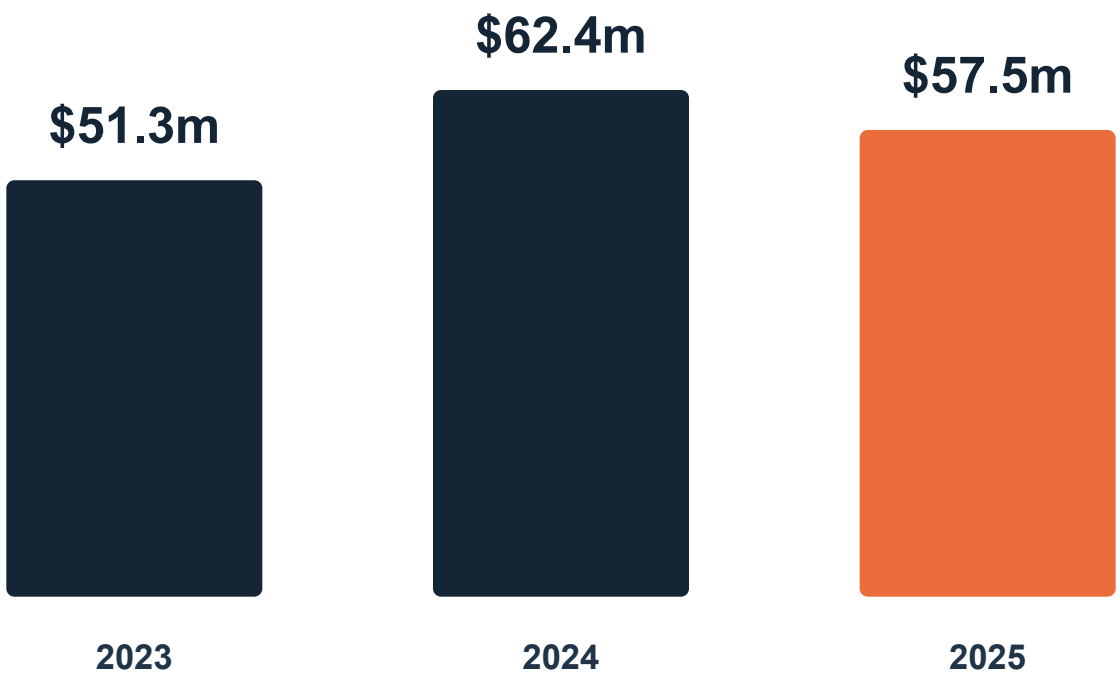
WHY COMPANY WEIGHTS MATTER

Total sales fell 8%. The average company fell 20%.

Both statements are true. A large company that grew softened the drop in the combined total.



Combined recorded sales fell from $62.4 million to $57.5 million. That is a 7.9% drop.

Use the company average to understand how businesses are doing. Use the combined total to measure sales dollars.

The chart adds all accounting sales for the same annual group. The 20% figure averages each company's own percentage change. These are different calculations. Values are nominal dollars; no inflation adjustment.

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PROFIT MARGINS

Most companies kept less of every sales dollar.

75% had a lower operating margin in 2025.

After job costs

-$2.58

Typical change for every $100 of sales.

After other business costs too

-$3.09

Typical change for every $100 of sales.

Gross margin is the share left after recorded job costs. Operating margin also subtracts other business expenses.

Most gross margins fell. Yet the average gross margin rose slightly, from 35.6% to 36.4%, because a large improvement at one company pulled it up.

The typical change was about $3.10 less left from every $100 sold after job costs and other business expenses.

We found each company's 2024-to-2025 margin change, then took the middle change. Each company counts equally. Recorded year-end adjustments remain included. A lower margin alone does not prove that supplier prices increased.

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A GROWTH EXAMPLE

Sales rose 20%. Job costs rose 32%.

An example from the annual accounting records. More sales still left less money from each dollar.

2024: left after job costs

$33.26

For every $100 of sales.

2025: left after job costs

$26.79

For every $100 of sales.

The business grew sales by 20.4%. But recorded job costs grew by 32.0%, leaving less to pay other expenses.

Its operating loss grew from about $1.2 million to $2.0 million.

Check whether job costs are growing faster than sales. Higher revenue can come with larger losses.

2024 and 2025 saved accounting summaries for the same anonymized business. Job costs follow the cost-of-goods category in its books. The records do not separate changes in cost per unit from changes in job volume or mix.

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A JOB-VALUE EXAMPLE

Jobs fell 3%. Their total sale value fell 47%.

The number of jobs barely changed. The average job sold for much less.

2024: average approved job

$22,200

452 priced jobs in the year.

2025: average approved job

$12,000

439 priced jobs in the year.

Average job value fell 46%. Total approved job value dropped from $10.0 million to $5.3 million.

Job mix may have changed. The records do not show that prices fell by that much for the same roof or the same work.

A steady job count can hide a large sales decline. Watch average job value alongside the number of jobs.

Same anonymized contractor, 2024 vs. 2025. Approved dates come from saved CRM milestone history. Only positive-value jobs without a canceled or dead status are included. Approved job value and accounting sales are separate measures.

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THE WIDER JOB HISTORY

Job sales show uneven growth.

We also checked 12,271 priced jobs across 2023 to 2025. This broader job group differs from the annual accounting group.

2025 approved job value

+2.1%

Average change per company, compared with 2024.

Companies with lower job sales

60%

Share with less total approved job value.

Job count rose 19% on average, while average job value fell 14%.

A business that more than doubled its job count lifted the group's average sales growth. Most companies still had lower approved job sales.

Growth was uneven. The broader job records give a more mixed picture than the annual accounting records.

Company changes receive equal weight. Full-year job comparisons require priced jobs in every month, at least 30 jobs per year and source history saved after year-end. Job values can be recorded in accounting in a different period. They are not added to accounting sales.

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ANOTHER CHECK

The first 11 months also show weaker sales.

Using matching January-November periods lets us include more of the saved accounting history.

2025 vs. 2024

-16%

Average accounting-sales change for January-November.

Companies with lower sales

60%

Share with lower sales over those same months.

This comparison includes a feed that stopped during December 2025. We left its unfinished December out of both years.

We cannot call overall 2026 growth yet.
We do not have enough complete 2026 accounting history across the same companies. Some saved rows cover unfinished months.

The matching-month check also shows weaker 2025 sales. A fair 2026 update needs more complete accounting history.

January-November 2024 vs. January-November 2025. Each included company counts equally. This is a separate comparison from the full-year group. No full-year forecasts or projections are made.

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WHERE THE MONEY WENT

Other business costs took more of each $100.

Company averages in the full-year accounting comparison. Both years start with $100 in sales.

2024	2025
Recorded sales $100	Recorded sales $100
Job costs: $64.4	Job costs: $63.6
Left $35.6	Left $36.4
Other business expenses $35.1	Other business expenses $41.5
Operating profit $0.51	Operating loss $5.11

Average sales fell 20% while other business expenses fell only 11%. Those expenses took a bigger share of a smaller amount of sales.

Each company counts equally in the averages. Operating profit is sales minus recorded job costs and other business expenses. Other income and other expenses are excluded. The average margin drop is sensitive to a steep decline at one business; most businesses still show a decline.

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HOW WE DID IT

How we checked the history.

The question needs matching businesses and matching periods. Missing amounts were not guessed.

Annual accounting comparison

We used the same businesses with saved records for every month of 2023, 2024 and 2025. A month must have been saved after it ended. A complete calendar does not establish audited books.

Fair company averages

We calculated each company's sales growth and annual margins, then gave every company equal weight. We kept all recorded sales. Forcing equal job counts would remove the job-volume change we want to measure.

Two kinds of sales

Accounting sales are the income recorded in the books. Approved job sales are the prices of approved jobs. They cover different groups and can fall in different periods. They are never added together.

Profit and adjustments

We recomputed profit from sales and costs. Recorded year-end adjustments stay included. The saved summaries do not say whether sales were counted when billed or when paid. Cost categories can also differ by business.

What the margin drop means

Most businesses show lower operating margins. The middle company change stays negative when we remove any single business. The average margin drop is sensitive to one large decline.

The limits

These are Hibe customer records, including roofing and other exterior work. They do not establish national industry growth, same-work price changes, cost inflation or overall 2026 growth. Source books may have changed since these summaries were saved.

Source: Hibe and Hibe Integrations. Accounting and app job records extracted October 4, 2026; saved CRM job history from September 29, 2026. The private workbook keeps identities, source amounts, coverage, and calculation checks. Analysis is local and read-only.

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