

THE STATE OF AI SEARCH 2026 • ROOFING EDITION • COLORADO

Your next roofing customer is already asking AI who to call.

What changed since ChatGPT, how many businesses each answer names, what a lead costs a Colorado roofer today, and the eight things we check and publish.

A HOMEOWNER ASKS AI • DENVER

“Hail hit my roof last night. Which roofing company in Denver handles insurance claims and can inspect this week?”

1

2

3

4

Your company?

IN 30 SECONDS

The 2026 figures, each with its source.

22%

of US homeowners who hired a trades professional in the last 18 months use AI tools such as ChatGPT to research or find recommendations.

Scorpion with Dynata · n = 2,000 · Feb 2026

4.1

businesses named by ChatGPT, on average, in each local answer. The homeowner who asks does not see the others.

BrightLocal · 200,085 searches · Sep 2026

\$17,631

average cost of a residential roof replacement in 2025, 33% above the 2021-2024 average.

Verisk · May 2026

\$229M

paid by State Farm in Colorado hail claims in 2025, ninth state in the country; \$521M the year before, fourth.

State Farm · Apr 2026 · Mar 2025

Is your roofing company among those names?

Check my company free · ontheshortlist.ai

22% of homeowners who hired a trades professional use AI to research or find recommendations.

22%

of US homeowners who hired a trades professional in the last 18 months use AI tools such as ChatGPT to research or find recommendations.

Scorpion with Dynata • n = 2,000 • survey late 2025, published Feb 2026

A SECOND SURVEY, WITH ITS OWN SAMPLE: WHAT HOMEOWNERS ALREADY DO WITH AI

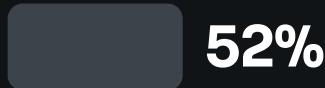
Use or plan to use AI for home projects



Compare prices or vendors with AI



Checked a contractor's estimate with AI



Acorn Finance, 2026 State of AI & Homeownership • n = 1,000 US homeowners • Jan 2026 • the publisher finances home projects

87%

of homeowners will not hire a business rated below four stars.

Scorpion with Dynata • n = 2,000 • Feb 2026

45%

of US consumers use AI tools for local business recommendations, up from 6% a year earlier.

64% among those aged 30 to 44.

BrightLocal • n = 1,002 • Mar 2026

Google showed 10 results and a map with 3 businesses. ChatGPT names 4.1 on average.

GOOGLE: 10 RESULTS + 3-BUSINESS MAP

A visual representation of Google search results. It consists of a vertical list of 10 numbered items, each with a small circular icon to its left. Below the list is a map area containing three business listings, each with a small circular icon to its left.

AI ANSWER • ROOFING • DENVER

A visual representation of an AI answer. It consists of a vertical list of 3 numbered items, each with a small circular icon to its left. Below the list is a dashed orange box containing the text "4 - Your company?".

The homeowner who asked sees only the companies in the answer,
and an AI answer has no page 2 to scroll to.

4.1

businesses per answer in
ChatGPT

3.5

in Google AI Mode

2.5

in AI Overviews, the summary
at the top of Google

BrightLocal, Local AI Visibility Study, Sep 16, 2026 • 200,085 unbranded local searches across 1,342 locations

In one vendor's count, 73 of 100 roofers **were never named.**

27%

of 2,179 roofing companies checked were named by ChatGPT. Plumbers: 36%. HVAC: 30%. The vendor does not publish its questions or method.

Fast Digital Marketing, Jul 2026

83%

of restaurants never appear in ChatGPT; on Google, 14% were invisible.

Local Falcon, Mar 2026 • 189,905 results

<1%

chance that AI repeats the same list twice. AI names a company some of the time; we count how often.

SparkToro and Gumshoe, Jan 2026

measurement in progress

Colorado roofing companies, 5 in each of five cities.

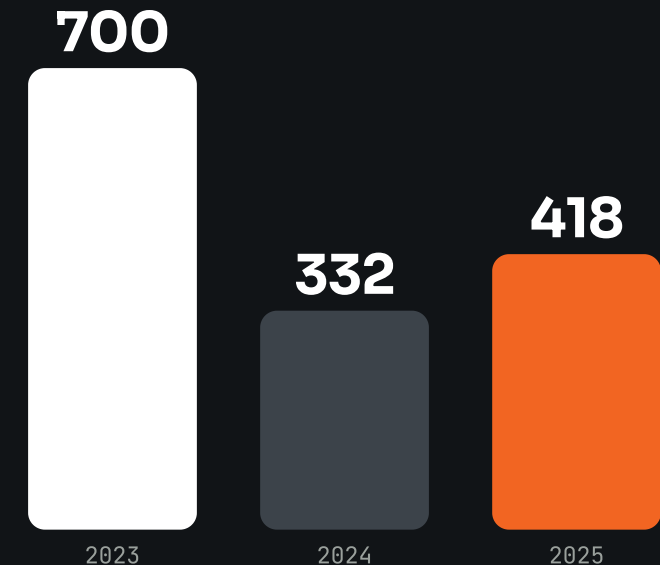
ontheshortlist.ai • quick check • no company names

No study we found measured Colorado roofing with a homeowner's questions, so we are running the same quick check on 25 Colorado roofing companies, 5 each in Denver, Colorado Springs, Aurora, Fort Collins and Boulder: 2 questions to 4 models, 8 answers per company. The aggregate goes on the Colorado page as it comes in, with no company names.

Is your roofing company among those names?

Check my company free • ontheshortlist.ai

Along the Front Range, hail is about half of a homeowner's insurance premium.



Hail reports of one inch or larger in Colorado • NOAA Storm Prediction Center, severe weather database (files updated April 23, 2026), counted by ontheshortlist.ai • ten-year mean 2015-2024: 374 • In 2023 Colorado was the second state in the country in hail reports of one inch or larger (700), behind Texas

\$229_M

in hail claims paid by State Farm in Colorado in 2025, ninth state; \$521M in 2024, fourth.

State Farm newsroom • Apr 21, 2026 • Mar 18, 2025

26 to 54%

of the home insurance premium is explained by hail, depending on the county; about 50% along the Front Range and the Eastern Plains.

Colorado Division of Insurance • Feb 11, 2026

\$17,631

average residential roof replacement in 2025, 33% above the 2021-2024 average. Repair: \$4,699.

Verisk • May 29, 2026

920

roofing contractor establishments with employees in Colorado in 2023, sixth state; 5,576 employees.

US Census CBP 2023 • NAICS 238160

Is your company among the names AI gives in your city?

Check my company free • ontheshortlist.ai

Colorado has no state roofing license. **We test four other signals.**

Colorado has no statewide roofing license or registration; licensing is municipal, city by city. Since 2012, state law (C.R.S. 6-22-101 and following) requires a written contract with a price, bars paying or waiving the deductible, and lets the homeowner cancel within 72 hours of signing, and again if the insurer denies the claim.

Colorado Roofing Association, Selecting a professional contractor • Colorado Revised Statutes 2024, Title 6, Article 22

1 Insurance and manufacturer certification

In plain text on your site, with the certifying body named.

2 Reviews that say the city and the job

A model can quote a review such as “Replaced our roof in Aurora after the June hail”.

3 A page on the insurance claim

It explains how the company works with the adjuster and what happens with the deductible, and says how long the crew takes to arrive after a storm.

4 Same name, address and phone everywhere

Website, Google profile, Yelp, Angi, BBB. When they do not match, a model can read them as two different companies.

These four are our working hypothesis; the Colorado measurement checks them.

Would AI name your company today?

[Check my company free • ontheshortlist.ai](https://ontheshortlist.ai)

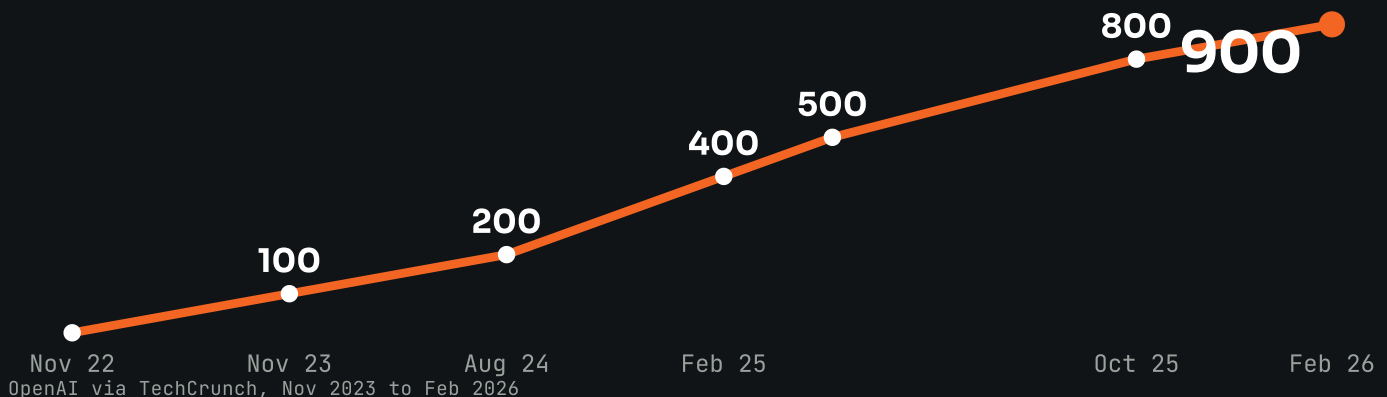
Clicks fall from 15% to 8% when an AI summary appears.

Share of Google searches in which the user clicked a result, with and without an AI summary on top.



Pew Research Center, Jul 2025 • 900 adults, 68,879 real searches

CHATGPT WEEKLY USERS, MILLIONS, SINCE LAUNCH ON NOVEMBER 30, 2022



68%

of local searches show an AI summary on top;
39% show the map pack.

Whitespark via Search Engine Journal • Jul 2026

68.01%

of US Google searches end without a single
click.

SparkToro • Jun 2026

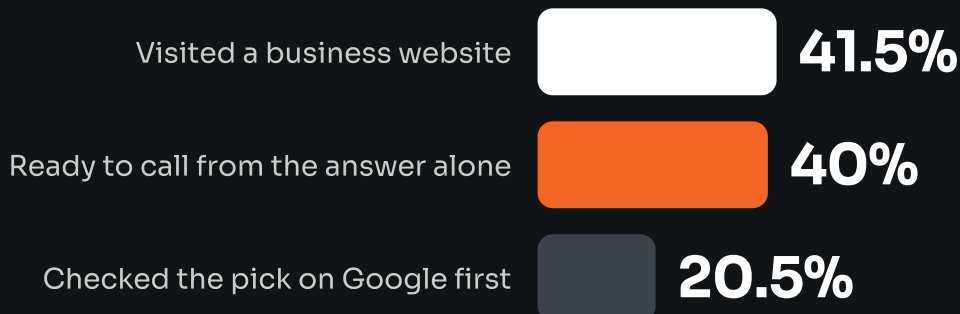
AI sent 0.5% of visits and 12.1% of sign-ups.

Measured on ahrefs.com over 30 days. AI sends few people, and they have already decided.



Ahrefs, Jun 2025 · data from the Ahrefs website, 30 days

WHAT PEOPLE DID AFTER ASKING CHATGPT FOR A LOCAL SERVICE



Sagapixel, Jan 2026 · 54 participants, 177 sessions, US and Canada · healthcare tasks; we cite it as a reference for behavior, and the data come from another sector

40%

felt ready to call and book from the ChatGPT answer alone, without opening a website.

Sagapixel · Jan 2026

+42%

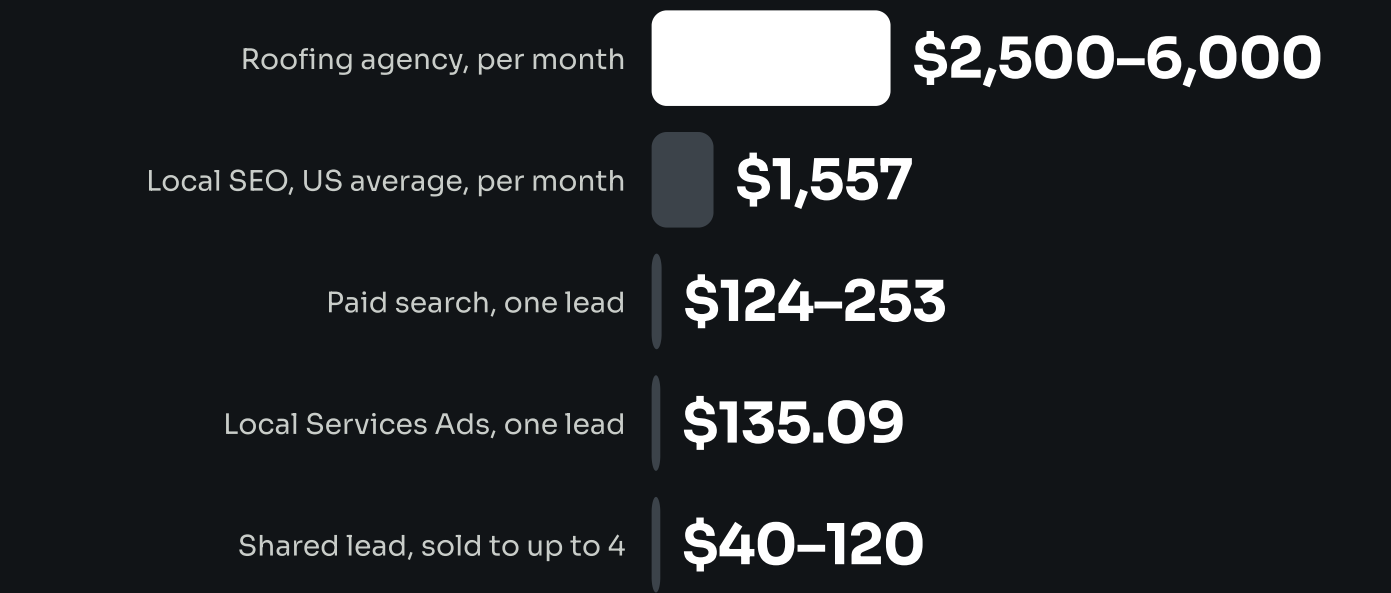
better conversion of AI-referred traffic in US retail (March 2026).

Adobe Analytics

Does AI name your company
when a homeowner asks?

Check my company free · ontheshortlist.ai

A paid search lead costs a roofer \$124 to \$253, on average, depending on the study.



Agency tiers: US Tech Automations, Jul 2026 (vendor). Local SEO: Ahrefs, 439 providers, Aug 2024. Paid search: SearchLight Q1 2026 (\$124), PPC Chief May 2026 (\$126), LocalIQ 2025 (\$228), 99 Calls Jun 2026 (\$253); the four studies disagree, so the range is shown. LSA: 99 Calls, Oct 2026, 13 campaigns. Shared leads: The Roofing Brief, Oct 2026. Bars drawn to the top of each range.

PAID SEARCH COST PER LEAD, BY WHAT THE HOMEOWNER TYPED

SEARCH	PER CLICK	CLICK TO LEAD	PER LEAD
Roof repair	\$36.58	18.3%	\$200
Storm / emergency	\$23.29	10.8%	\$215
Replacement / installation	\$24.32	10.0%	\$243
Inspection / estimate	\$42.15	14.8%	\$285

99 Calls, 105 roofing advertisers, Jan 2024 to Jun 2026

x4

A shared lead is sold to up to four roofers at once, plus an annual membership of about \$288 to \$300, so up to four companies call the same homeowner.

The Roofing Brief, Oct 2026 • Profit Acuity, 2026

\$135.09

average cost per charged Local Services Ads lead in roofing; median \$114.57. Cost per job is cost per lead divided by your close rate; run it with your own numbers.

99 Calls • Oct 2026 • 13 campaigns

62.2% of what Google's AI cites **sits outside its top 10.**

GOOGLE, THE LONG ROAD

1.74%

of new pages reach the top 10 within a year.

~5 yrs

is the average age of the number 1 page.

Ahrefs 2025-2026

AI, THE SHORTCUT

62.2%

of what Google cites in its AI summaries comes from outside the top 10: 31.2% from positions 11 to 100 and 31.0% from beyond.

86%

of AI citations come from sources the business controls: its website and its listings.

Ahrefs, Mar 2026 • Yext, Oct 2025

WHAT 90 DAYS LOOK LIKE FOR A COLORADO ROOFER

Day 0

Free measurement: your number out of 96 answers (12 questions × 4 models × 2) and who takes your spot.

15 business days

Website, Google and Bing profiles, directories and three answer pages published, with your approval.

Day 30-60

First new citations in the cases we work on. Indicative range; we do not guarantee it.

Day 45

The same 12 questions on the same four models, with the before and after in writing.

Day 90

Storm check, optional: a re-measure after the first recorded hailstorm of the next season in your county.

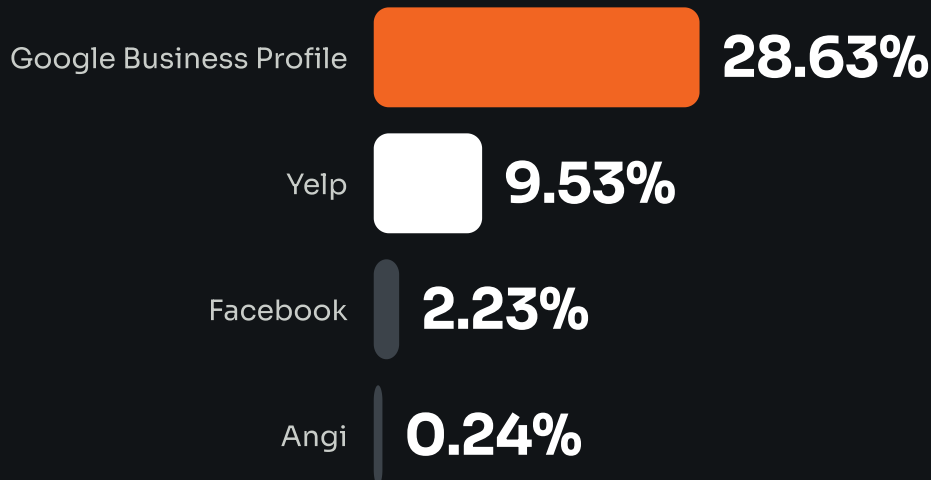
The 90-day sequence is the Colorado roofing package, priced on page 16.

Start with the free measurement.

Check my company free • ontheshortlist.ai

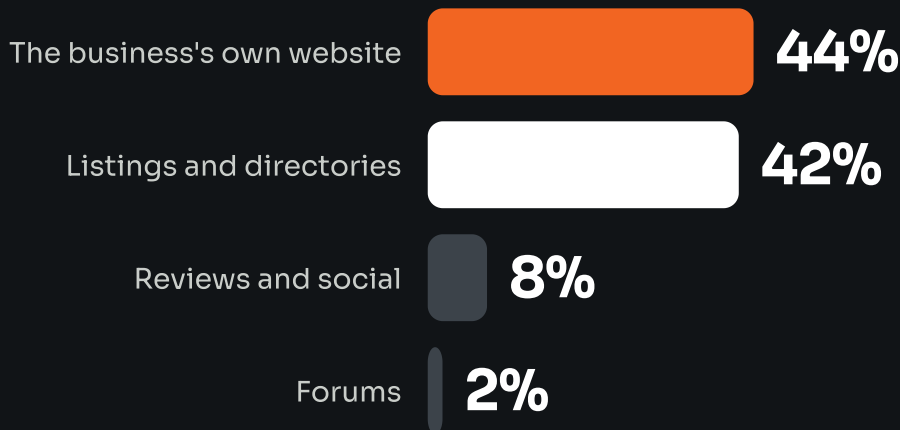
86% of AI citations come from pages **the business controls.**

Where 1.97 million AI citations for local businesses come from, by domain.



BrightLocal, Local AI Visibility Study, Sep 16, 2026 • 1,967,762 citations, all verticals • Angi is cited for 18.97% of businesses at 0.24% of citations

WHERE 6.8 MILLION AI CITATIONS COME FROM, BY TYPE



Yext, Oct 2025 • Yext sells listings management

0.709

correlation in Google AI Mode between how often the web mentions a brand and its AI visibility (0.664 and 0.656 on the other two AI surfaces measured). YouTube mentions and impressions correlated more strongly. For backlinks it is weak.

Ahrefs, Dec 2025 • 75,000 brands

Five things to check before you pay for them.

11



An lms.txt file

Across 300,000 domains, no link to being cited. 97% of lms.txt files never got a single request.



Stuffing pages with “roofer Denver”

In the academic study that coined GEO, keyword stuffing lowered visibility. Citing sources and adding data raised it by up to 40%.



“Guaranteed #1 on ChatGPT”

The same list repeats less than 1% of the time. No one can guarantee a position. We measure how often you are named and work to raise it.



Buying reviews

AI reads the same reviews your customers read. 87% of homeowners will not hire below four stars.



Shared leads as marketing

A \$40 to \$120 lead goes to up to four roofers, so up to four companies call the same homeowner. Only one of them gets the job.

The next page lists the 8 points we check. →

SE Ranking, Nov 2025 • Ahrefs, May 2026 • Aggarwal et al., KDD 2024 • SparkToro, Jan 2026 • Scorpion, Feb 2026 • The Roofing Brief, Oct 2026

Before you pay anyone, measure.

Check my company free • ontheshortlist.ai

We check 8 things and publish them.

☐ **AI can read your website**

ChatGPT, Gemini, Perplexity and Claude crawlers get in, and the text reads without JavaScript.

☐ **A paragraph saying what you do**

“Roof replacement, repair and storm damage inspection in the Denver metro area”, on the home page, as text.

☐ **Structured data**

RoofingContractor schema with service area, services and hours.

☐ **Google Business Profile up to date**

Category “Roofing contractor”; emergency hours if you offer them.

☐ **Listed in the sources AI cites**

The directories our report records for roofing in your city. Yelp, Angi and BBB are the usual ones; we confirm per city.

☐ **Inspection request without calling**

A form or booking link that works on a phone.

☐ **Published answers**

Price ranges, financing, how the insurance claim works, what happens with the deductible, response times after hail.

☐ **Same name, address and phone**

On the website, on Google and in every directory.

0–3 • Not on the list

AI most likely names others.

4–6 • Sometimes

You appear for some questions and miss others.

7–8 • On the list

Measure to keep your seat.

Indicative scale. What AI says about you is only known by asking it, which is what the free check does.

Is your roofing company among those names?

Check my company free • ontheshortlist.ai

WHO WE ARE

We are a new brand of a company that has worked online **for small businesses since 2004.**

Cupperlab is the new brand of a company operating since 2004, with more than 1,200 clients, most of them small businesses, served with AI automation and digital marketing. ontheshortlist.ai is its measurement product. Offices in Madrid, Miami and Bogotá.



Juan Pablo Rey

CEO

Runs the company and its software team: the platform behind ontheshortlist.ai and the delivery of every package.

linkedin.com/in/juan-pablo-rey



Juan Santana

Founder

Leads ontheshortlist.ai, the US market and the larger accounts. Investor and operator in internet companies since the early 2000s.

linkedin.com/in/juansantana

THE TEAM



Almudena



Raquel



Pepa



Marta



Óscar



Julián



Deisy



Edilson



Diego



Juan Camilo

Team and photos: cupperlab.com/nuestro-adn, Oct 12, 2026. Roles, clients and founding year: company data.

Talk to us, or check your company first.

Check my company free · ontheshortlist.ai

FREE • 25 SECONDS • NO SIGN-UP

Check today if AI names **your** roofing company.

We ask ChatGPT, Gemini, Perplexity and Claude the 12 questions a Colorado homeowner asks about roofers in your city, and show you who they name. Competitor names stay private.

FREE

\$0

The measurement

Quick check in 25 seconds and the full report for your city: 12 questions, 4 models, each asked twice: 96 answers.

ROOFING • COLORADO • DONE FOR YOU

\$500

We fix it and re-measure

Or 2 × \$250. Website, Google profile and the directories AI cites, fixed and checked. Re-measured on day 45. Nothing goes live without your approval; change your mind at the kickoff and we refund you.

DO IT YOURSELF

\$145

The kit

Everything written for your company and a step-by-step guide for your platform, with help on WhatsApp.

01

Today: we measure.

Your number out of 96 answers and who is taking your spot.

02

Within 15 business days: we fix what AI reads.

Website, Google profile, directories, answer pages.

03

Day 45: we measure again.

The same questions on the same models. We answer for the work we deliver. The number comes from the models.

Start with the free check

ontheshortlist.ai/colorado/roofing →

One-off payment. Prices in USD, no sales tax added. Published at ontheshortlist.ai on October 14, 2026.

36 sources, in order of appearance.

Consulted on October 1, 2, 12 and 13, 2026. Figures are given as each source publishes them. Where studies disagree, we show the range and name each one. Most studies in this field come from companies that sell marketing, leads or software, as we do, and we say so next to each figure. We query the models through their APIs; what a person sees in the app may differ. In Colorado we are running a quick check (2 questions in English × 4 models, 8 answers per company) on 25 roofing companies, 5 in each of five cities. We publish aggregates only, never company names. Every title is a link to its source.

- 1 **Scorpion**, 2026 State of Home Services Marketing Report, press release (survey with Dynata, late 2025: 2,000 US homeowners who hired a trades professional in the last 18 months; 944 operators) · Feb 19, 2026 · [scorpion.co](#)
- 2 **BrightLocal**, Local AI Visibility Study (200,085 searches, 1,342 locations) · Sep 16, 2026 · [brightlocal.com](#)
- 3 **Verisk**, Roofing Reality Check, US Roof Report · May 29, 2026 · [verisk.com](#)
- 4 **State Farm newsroom**, Paid over \$5.6 billion in hail claims in 2025, infographic Top Ten States · Apr 21, 2026 · [newsroom.statefarm.com](#)
- 5 **State Farm newsroom**, Hail damage increases in 2024: 5 tips to reduce it · Mar 18, 2025 · [newsroom.statefarm.com](#)
- 6 **Acorn Finance**, 2026 State of AI & Homeownership (n = 1,000 homeowners) · Jan 16, 2026 · [acornfinance.com](#)
- 7 **BrightLocal**, Local Consumer Review Survey 2026 (n = 1,002) · Mar 10, 2026 · [brightlocal.com](#)
- 8 **Fast Digital Marketing**, ChatGPT recommendations for contractors (vendor data, method not published) · Jul 2026 · [fastdigitalmarketing.com](#)
- 9 **Local Falcon**, Why 83% of restaurants don't exist in ChatGPT (189,905 results) · Mar 2026 · [localfalcon.com](#)
- 10 **SparkToro and Gumshoe**, via Search Engine Journal · Jan 2026 · [searchenginejournal.com](#)
- 11 **NOAA Storm Prediction Center**, severe weather database (files updated April 23, 2026): hail reports of one inch or larger in Colorado, counted by ontheshortlist.ai; ten-year mean 2015-2024 · Apr 23, 2026 · [spc.noaa.gov](#)
- 12 **Colorado Governor's office**, Governor Polis and the Division of Insurance: we must find innovative solutions to save Colorado (Colorado Division of Insurance) · Feb 11, 2026 · [colorado.gov](#)
- 13 **U.S. Census Bureau**, County Business Patterns 2023, NAICS 238160 (roofing contractors) · 2023 · [census.gov](#)
- 14 **Colorado Roofing Association**, Selecting a professional contractor · undated · [coloradoroofing.org](#)
- 15 **Colorado Revised Statutes 2024**, Title 6, Article 22 · 2024 · [leg.colorado.gov](#)
- 16 **Pew Research Center**, Google users are less likely to click when an AI summary appears (900 adults, 68,879 searches) · Jul 22, 2025 · [pewresearch.org](#)
- 17 **TechCrunch**, ChatGPT reaches 900M weekly active users · Feb 27, 2026 · [techcrunch.com](#)
- 18 **Search Engine Journal**, citing Whitespark, AI Overviews in local search · Jul 22, 2026 · [searchenginejournal.com](#)
- 19 **SparkToro**, Less than one third of Google searches still send a click · Jun 9, 2026 · [sparktoro.com](#)
- 20 **Ahrefs**, AI search traffic conversions (Ahrefs site, 30 days) · Jun 16, 2025 · [ahrefs.com](#)
- 21 **Sagapixel**, How users find local services using ChatGPT (54 participants, 177 sessions) · Jan 7, 2026 · [sagapixel.com](#)
- 22 **Adobe Analytics Q1 2026**, via Yahoo Finance · 2026 · [finance.yahoo.com](#)
- 23 **US Tech Automations**, Roofing SEO cost 2026 (vendor tiers) · Jul 13, 2026 · [ustechautomations.com](#)
- 24 **Ahrefs**, SEO pricing survey (439 providers) · Aug 15, 2024 · [ahrefs.com](#)
- 25 **The Roofing Brief**, Roofing cost per lead by channel (LocalIQ 2025; SearchLight Digital Q1 2026) · rev. Oct 7, 2026 · [theroofingbrief.com](#)
- 26 **PPC Chief**, Google Ads cost, roofing · rev. May 22, 2026 · [ppcchief.com](#)
- 27 **99 Calls**, Google Ads lead costs for roofing contractors (105 advertisers, Jan 2024 to Jun 2026) · Jun 23, 2026, upd. Sep 16, 2026 · [99calls.com](#)
- 28 **99 Calls**, Roofing contractor Local Services Ads cost per lead (13 campaigns, last 3 months) · Oct 2026 · [99calls.com](#)
- 29 **Profit Acuity**, Angi and HomeAdvisor leads for roofers · 2026 · [wboc.com](#)
- 30 **Ahrefs**, How long does it take to rank in Google · 2025-2026 · [ahrefs.com](#)
- 31 **Ahrefs**, AI Overview citations and the top 10 · Mar 2, 2026 · [ahrefs.com](#)
- 32 **Yext**, via Search Engine Land, AI citations come from brand-controlled sources (6.8M citations) · Oct 2025 · [searchengineland.com](#)
- 33 **Ahrefs**, AI brand visibility correlations (75,000 brands) · Dec 12, 2025 · [ahrefs.com](#)
- 34 **SE Ranking**, llms.txt study (300,000 domains) · Nov 7, 2025 · [seranking.com](#)
- 35 **Ahrefs**, via Search Engine Journal, 97% of llms.txt files got no requests · May 2026 · [searchenginejournal.com](#)
- 36 **Aggarwal et al.**, GEO: Generative Engine Optimization, KDD 2024 · 2024 · [arxiv.org](#)