

CUSTOMER ACQUISITION STRATEGY

East Bay Roofing Audience Profile

A location-first audience designed to reach East Bay property owners when roof condition, weather exposure, insurance requirements, and long-term protection move from consideration to action.

EAST BAY, CALIFORNIA

Campaign snapshot

CORE AGE

40-70

Metro homeowner average: 53.3

COMBINED HHI

\$120K-\$200K+

Financing / self-pay audience tiers

PRIMARY AUDIENCE

Property owners

\$1.5M+ net-worth retiree tier

Optional: Add permitted credit-tier signals or adjust income? Include newer homes for inspection and maintenance campaigns?

STRATEGIC OBJECTIVE

Generate qualified roof repair, replacement, inspection, and resilience opportunities by combining high-intent demand signals with homeowner-rich East Bay neighborhoods.

Age source: LendingTree analysis of U.S. Census Bureau 2023 ACS microdata.

Prepared by GeoTarget | August 2026 | Confidential

THE AUDIENCE

Who we are reaching

Adults who influence roofing decisions across the East Bay, with emphasis on property owners managing leaks, aging materials, storm damage, insurance needs, or planned exterior improvements.

01 | Priority customer segments

Active leak

Owners responding to visible leaks, missing materials, interior staining, or sudden storm damage. Lead with rapid inspection and clear next steps.

Replacement ready

Owners comparing roof systems, warranties, financing, energy performance, and total project cost before failure accelerates.

Resilience upgrader

Households exploring fire-resistant materials, cool roofs, ventilation, solar readiness, drainage, and long-term property protection.

Property decision-maker

Owner-occupants, small multifamily owners, and local property managers responsible for roof condition and asset protection.

02 | Targeting profile

- Age: adults 40-70. Average homeowner age is 53.3 in the San Francisco-East Bay metro.
- Gender: balanced 50/50 delivery.
- Combined HHI: \$200,000+ for self-pay campaigns; \$120,000+ when financing is offered.
- Housing: owner-occupied single-family homes and small multifamily properties.
- Wealth: modeled \$1.5M+ net-worth tier for established and retired homeowners.
- Property cycle: prioritize aging roofs and established homes; include newer properties for inspections and maintenance.

03 | Signals tracked

All applicable search and browsing-intent terms related to:

- roof leak repair, emergency roofer, storm damage, missing shingles, and local roofing contractors
- roof replacement, new roof cost, financing, estimates, warranties, and material comparisons
- cool roofs, fire-resistant roofing, ventilation, gutters, solar-ready roofs, and energy efficiency
- roof inspection, preventative maintenance, insurance documentation, and property-sale preparation

When available, intent can be captured across Google Search, Microsoft Bing, YouTube, Yelp, and participating publisher or home-services networks.

Credit-based audience layers require permitted data, platform support, and compliance review.

EAST BAY MARKET PLAN

Sniper-level location targeting

Use residential clusters and practical neighborhood gateways to concentrate spend near likely property owners. Crossroads are reference points for geofence design, not customer addresses.

04 | Priority neighborhood sample

AFFLUENT EAST BAY HILLS - REBUILT POCKETS

Hiller Highlands and Upper Rockridge | ZIPs 94618 / 94611

Extensive rebuilding after the 1991 East Bay firestorm created concentrations of complex roofs now entering a major inspection, repair, and replacement cycle.

BLUEPRINT

Multi-level modern and contemporary rebuilds.

WEALTH

ZIP medians: \$205.6K and \$180.5K. Model \$236K+ micro-pockets.

OPPORTUNITY

Leaks, replacement, cool roofs, resilience, ventilation, and premium systems.

2

Montclair and Piedmont Pines

Mountain Blvd & La Salle Ave

Hillside homes with complex rooflines and strong repair, inspection, resilience, and replacement potential.

3

Crocker Highlands and Trestle Glen

Lakeshore Ave & Mandana Blvd

Established owner-occupied homes suited to inspection, maintenance, drainage, and replacement messaging.

4

Oakmore, Glenview, and Redwood Heights

Leimert Blvd & Park Blvd

Dense homeowner pockets where precise radius targeting can reduce low-value citywide impressions.

SAMPLE ONLY

Every market includes a complete neighborhood plan. Meet with GeoTarget to review the remaining zones, map logic, and activation strategy.

Sources: NIST East Bay firestorm study; Census ACS 2024 five-year ZIP estimates.

SECTION 04 CONTINUED

Additional priority residential zones

These zones extend the East Bay test plan while preserving neighborhood-level control and homeowner relevance.

5

Claremont Hills

Claremont Ave & Grizzly Peak Blvd

Hillside properties exposed to sun, wind, debris, and drainage demands that support premium roofing opportunities.

6

Grand Lake and Lakeshore

Grand Ave & Lake Park Ave

Established residential streets suited to repair, replacement, gutter, and preventative-inspection campaigns.

7

Upper Dimond and Lincoln Highlands

Lincoln Ave & Joaquin Miller Rd

Mature homes where aging materials and planned exterior improvements can support replacement demand.

8

Sequoyah and Caballo Hills

Keller Ave & Skyline Blvd

Lower-density hillside homes suited to resilience, inspection, ventilation, and premium roof-system messaging.

05

Retail and behavioral anchors

East Bay Costco anchors

North East Bay - Richmond

4801 Central Ave, Richmond, CA 94804

South East Bay - San Leandro

1900 Davis St, San Leandro, CA 94577

Use the two membership warehouses as separate north and south household-shopping test cells, then compare qualified calls and booked work against the residential-zone campaigns.

ACTIVATION RULE

Start with tight 0.5-1.0 mile test geofences around selected gateways, then expand only where qualified calls and booked work support the change. Avoid broad high-foot-traffic targeting that lacks property-owner intent.

FROM AUDIENCE TO ACTION

Messaging and media blueprint

Match the offer to the customer's need state. Urgent, planned-project, upgrade, and maintenance audiences should each receive distinct creative and landing-page experiences.

06 | Message by need state

LEAK REPAIR

Fast inspection, clear diagnosis, immediate protection

[Schedule inspection](#)

REPLACEMENT

Durability, warranty, materials, financing

[Get an estimate](#)

RESILIENCE

Fire resistance, cool-roof performance, solar readiness

[Explore roof options](#)

MAINTENANCE

Find small issues before they become expensive damage

[Book a roof check](#)

07 | Recommended media mix

45% Search intent

Capture active leak, inspection, and replacement demand.

30% Location

Reach qualified owners in priority residential zones.

15% Retargeting

Re-engage visitors and estimate starters who did not convert.

10% Seasonal

Test rain, wind, heat, fire-safety, and maintenance messages.

LAUNCH NOTE

Shift budget toward the neighborhoods and need states producing qualified calls, estimates, and booked work.

[Want to know more?](#)

CAMPAIGN EXCLUSIONS

DIY roofing; roofing jobs and training; wholesale-only materials; out-of-area storm chasing.