

Roofing Territory X-Ray

TerritoryX · find the jobs hiding in your territory

Prepared for: Western Exterior Pros

Service area: Lyons (Cook County, IL)

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Executive Summary

Across your service area we scored thousands of homes on real Cook County data. The strongest neighborhood to test first is **Lyons / 21032** — 784 targets, median roof (sq): 23; % asphalt: 94%; measured roofs: 0, ~\$720K median market value, 95% owner-occupied.

Why This Beats Anything On The Market

Free LiDAR-MEASURED roof size/pitch + NOAA storm cohorts + recent-re-roof suppression from county permits -- a combination no measurement vendor or lead reseller offers.

Your Top Campaign Neighborhoods

#	Neighborhood	Targets	Fit	Median yr	median roof (sq)	% asphalt	measured roofs
1	Lyons / 21032	784	79.6	1915	23	94%	0
2	Lyons / 21012	1,334	72.8	1948	24	97%	0
3	Lyons / 21031	720	71.8	1926	20	97%	0
4	Lyons / 21022	922	71.3	1953	23	98%	0
5	Lyons / 21071	1,589	70.8	1963	27	94%	27
6	Lyons / 21064	546	70.5	1971	29	93%	0
7	Lyons / 21013	694	70.3	1953	23	98%	0
8	Lyons / 21062	543	65.6	1993	43	54%	0
9	Lyons / 21084	1,589	63.9	1955	23	99%	0
10	Lyons / 21082	999	60.9	1956	20	98%	0

Recommended First Campaign

Lead neighborhood **Lyons / 21032**. Offer angle: "Quick exterior roof check before the next heavy-weather season." Split the list into owner-occupants (urgency angle) and investors (ROI angle).

What This Is Built On (real data)

Signal	Source
Roof age / size / material	CCAO assessor
Measured roof geometry	free LiDAR/DSM
Hail exposure	NOAA SPC
Recent roof permit (suppression)	Cook permits

This Roofing Territory X-Ray makes no property-condition or damage claim, asserts no eligibility or savings, implies no endorsement, and promises no specific number of jobs. Property context is for campaign planning only.