

3-STEP INTERVIEW GUIDE

Commercial Roofing

A practical hiring framework

TALENT SOLUTIONS

Specialized Recruiting for the Commercial Trades

abstrakttalentsolutions.com

How to use this guide

Commercial roofing recruiting spans service technicians, foremen, project managers, and outside sales. Each role has different evaluation criteria. This guide structures the conversation phase by phase, with industry-specific probes for the roles where the right hire dramatically changes a firm's growth trajectory.

This guide is structured around three phases:

- Phase 1: Phone Screen — 20-30 minutes. Goal: qualification and basic fit. Decide whether to advance.
- Phase 2: First Interview — 60 minutes. Goal: deep technical and motivational fit. Decide whether to bring to final.
- Phase 3: Final Interview — 60-90 minutes. Goal: culture fit, team alignment, decision.

Each phase has a question framework with industry-specific probes plus role-specific question banks called out where relevant. The Culture Fit Conversation Guide lives in Phase 3. The Scoring Rubric in the appendix gives you a 1-5 framework to compare candidates consistently.

Three principles before you start

1. The interview is a recruiting tool, not just an evaluation tool.

In commercial roofing, the candidates worth hiring know they have options. The interview is your chance to demonstrate competence, respect their time, and give them a clear picture of what your firm is like to work for. Run it like the recruiting tool it is.

2. Verify what you can verify.

Credentials, certifications, license status — verify these. Don't take a candidate's word for current NICET levels, EPA certifications, or state licenses. The candidates who are casual about credentials they don't actually hold are the ones who'll be casual about other things later.

3. Hire for the work, not the resume.

A great resume from a name-brand firm doesn't always translate to a great hire. Probe for the specifics. Ask 'walk me through' questions. The candidates who can describe their work in concrete terms are the ones who actually did it. The ones who give generic answers are usually filling in for someone else's experience.

The interview philosophy

Commercial roofing is a trade where the right outside sales rep, service tech, or PM can transform a firm's economics — and the wrong hire can quietly bleed margin for years. Service-side hires need diagnostic skill and customer instincts. Sales-side hires need relationship discipline and pipeline rigor. Project-side hires need the ability to coordinate trades, manage weather, and protect schedule. Different muscles. Different interviews.

What this guide will not do

- Replace your judgment. The questions and frameworks here help structure the conversation — they don't make the decision for you.
- Eliminate bias. Structured interviews reduce bias significantly, but they don't eliminate it. Stay aware of where your gut reactions are coming from.
- Guarantee a hire works out. Even great interviews produce occasional misses. The goal is to dramatically reduce the misses, not eliminate them.

Time investment per candidate

Across all three phases — phone screen through final interview, plus debrief and scoring — expect 3-4 hours of senior team time per candidate that reaches final. That's why the phone screen matters so much: it's where you protect everyone else's calendar.

Phase 1: Phone Screen

Format

- Duration: 20-30 minutes
- Conducted by: Hiring manager or senior recruiter
- Goal: Qualification, basic fit, mutual interest
- Outcome: Advance to Phase 2, decline, or send to a different role

Opening (2-3 minutes)

Set the tone. Introduce yourself, briefly describe the firm and the role, and explain how the call will work. Something like:

"Thanks for taking the time today. I'm [Name], [Title] at [Firm Name]. We're a commercial roofing contractor doing [scope]. The role we're talking about is [Role]. I'd like to use the next 20 minutes to learn about your background, answer your questions, and talk through whether this might be a fit. Sound good?"

Background and motivation (8-10 minutes)

1. Walk me through your career so far. What got you into the trade, and what's your trajectory been?

Listen for: Look for coherence and momentum. Strong candidates have a story that connects their decisions. Job-hopping without a thread suggests either a difficult-to-please candidate or a difficult work history.

2. What's prompting you to look right now?

Listen for: Listen carefully. The honest version of this answer often reveals more than they intend. Watch for blame patterns, unrealistic expectations, or signs of being managed out.

3. What kind of role and firm are you looking for next?

Listen for: Specificity matters. Candidates who can describe what they want — culture, scope, comp range, growth path — are usually clearer thinkers than candidates who say 'I'm open to anything.'

4. Tell me about your current or most recent role. What does your day-to-day look like?

Listen for: Real candidates can describe their actual work in concrete terms. Watch for inflation — claiming responsibility for things they were merely adjacent to.

Basic technical screening (8-10 minutes)

Three to four questions tailored to the role and trade. Don't go deep — that's Phase 2. The phone screen just confirms baseline competence.

1. What roof systems are you most experienced with? Walk me through your strengths — TPO, EPDM, modified bitumen, metal, BUR?

Listen for: Real candidates name specific systems and manufacturers (Carlisle, Firestone, GAF, Johns Manville). Generic 'all of them' is usually a sign of shallow exposure.

2. How do you approach diagnosing a leak on a complex commercial roof?

Listen for: Methodical thinking. Strong service techs walk through visual inspection, water testing, infrared scanning, and history review. Weaker candidates jump to assumptions.

Compensation and logistics (3-5 minutes)

1. What's your current base compensation, and what would you need to make a move?
2. What's your availability — are you actively interviewing elsewhere?
3. What's your geographic flexibility? Are you open to relocation, or is this a local search?

If their comp expectations are dramatically outside your range, address it now. There's no point in continuing if the math doesn't work. Be direct: "To be transparent, our range for this role is \$X-\$Y. Is that a workable starting point for you?"

Their questions (3-5 minutes)

Always end the phone screen with their questions. The questions a candidate asks tell you a lot about how they think.

Strong signals:

- Questions about the work itself — what projects, what crews, what scope?
- Questions about the team — who would I report to, who's my peer group, what's the management style?
- Questions about growth — what does success look like in year one, year three?

Weak signals:

- Only compensation and benefits questions
- No questions at all ("You covered everything" — usually means they didn't engage)

- Questions that suggest they don't know what your firm does

Closing

Be transparent about next steps. "We're talking to several candidates this week. You'll hear from us by [day] one way or the other." Don't leave them hanging.

Phone Screen Decision Framework

Within 30 minutes of ending the call, capture your assessment. The longer you wait, the more details fade.

Quick check: Would I want this person on a 60-minute deeper interview? If yes, advance. If unsure, advance — Phase 2 is where ambiguous becomes clear. If no, decline. Don't pass marginal candidates forward 'to be nice.' That wastes everyone's time.

Phase 2: First Interview

Format

- Duration: 60 minutes
- Conducted by: Hiring manager + one senior peer (recommended)
- Format: In-person preferred, video acceptable
- Goal: Deep technical evaluation, motivational fit, probing for the things resume doesn't show
- Outcome: Advance to final, decline, or request a follow-up conversation

Opening (5 minutes)

Reintroduce, recap what was covered in the phone screen, set expectations for the hour. If two interviewers, both should briefly introduce themselves.

Deep technical conversation (25-30 minutes)

This is the heart of the interview. Use these Roofing-specific questions to probe for technical depth.

1. What roof systems are you most experienced with? Walk me through your strengths — TPO, EPDM, modified bitumen, metal, BUR?

Listen for: Real candidates name specific systems and manufacturers (Carlisle, Firestone, GAF, Johns Manville). Generic 'all of them' is usually a sign of shallow exposure.

2. Walk me through your last reroof project. What was the building, what was the scope, what was your specific role?

Listen for: Real specifics: square footage, system type, removal vs. overlay, deck conditions, schedule pressure. Vague answers tell you they weren't running it.

3. How do you approach diagnosing a leak on a complex commercial roof?

Listen for: Methodical thinking. Strong service techs walk through visual inspection, water testing, infrared scanning, and history review. Weaker candidates jump to assumptions.

4. Talk me through your experience with manufacturer warranty work. Carlisle, Firestone, GAF specifically?

Listen for: NDL warranties are a major category of commercial work. Strong candidates know the inspection requirements, application rules, and the politics of manufacturer reps.

5. What's your experience with insurance work — storm damage claims, adjuster coordination, scope writing?

Listen for: Insurance work has its own rhythms. Candidates with real experience can talk about Xactimate, code upgrades, supplements, and the arc of a typical claim.

6. Describe your last service call on a complex roof. What was the issue, how did you diagnose, what was the fix?

Listen for: Specific systems, specific tools, specific decisions. Service is where shallow candidates get exposed quickly.

7. How do you handle safety on a flat roof with multiple workers? Fall protection, edge protection, weather decisions?

Listen for: Roofing has high fatality rates. Strong candidates take safety seriously and have specific protocols, not vague platitudes.

8. What's your experience with green roofing, solar-ready systems, or coatings?

Listen for: Specialty systems are a growing market. Candidates with real specialty experience command premium comp.

Role-specific probing (10-15 minutes)

After the universal technical questions, drill into the specific role. Pick 2-3 questions from the appropriate role bank in the appendix at the back of this guide. The role-specific questions are where you find out whether a candidate has real depth in the specific job they're applying for.

Behavioral and motivational (10 minutes)

Three questions that reveal patterns rather than skills:

1. Tell me about a time you disagreed with your boss. How did you handle it?

Listen for: Strong candidates describe specific situations, the substance of the disagreement, and how they raised it professionally. Weak candidates either claim they've never disagreed (red flag) or describe situations where they were obviously right and the boss was obviously wrong.

2. Describe a time a project went badly. What was your role, and what did you learn?

Listen for: Strong candidates take ownership of their part. Weak candidates describe what other people did wrong without acknowledging their own contribution to the problem.

3. What's the hardest feedback you've ever received, and how did you respond to it?

Listen for: Self-awareness. Candidates who can describe legitimate weaknesses they've worked on are typically stronger long-term hires than candidates who deflect the question.

Their questions (10 minutes)

Give them real time. Phase 2 is where strong candidates ask hard, specific questions that signal serious interest.

Closing

Be transparent. If you're advancing them, say so. If you're declining, you can decline now or follow up — but don't leave them guessing.

Post-Interview Debrief

Within 24 hours, the interviewers should debrief together and complete the scoring rubric (appendix). Decisions made before the debrief tend to be biased toward the interviewer who spoke first or longest.

Phase 3: Final Interview

Format

- Duration: 60-90 minutes
- Conducted by: Senior leadership (often the President or VP) + cross-functional peers
- Format: In-person strongly preferred
- Goal: Culture fit, team chemistry, leadership alignment, decision
- Outcome: Offer or decline

What's different about this phase

Phase 3 is not about technical evaluation — that was Phase 2. The technical questions here are minimal. This phase is about:

- Culture fit — will this person thrive in your specific environment?
- Team chemistry — will the existing team work well with them?
- Leadership alignment — does senior leadership see what the hiring team sees?
- Decision pressure — can the candidate handle a final-stage interview that signals real interest from your firm?

Opening (5-10 minutes)

By Phase 3, the candidate has met multiple people from your firm. Use the opening to acknowledge the relationship building so far.

"You've spent some time with [Hiring Manager] and [Peer] over the past couple weeks. I want to use this time to talk about [the firm], where we're going, and whether you can see yourself being part of that. Sound good?"

The candidate's vision (15-20 minutes)

Three questions that surface how the candidate thinks about their career and your firm specifically:

1. Describe the kind of firm you'd want to work for in five years. Not the role — the firm. What's it like?

Listen for: This question separates candidates with strategic perspective from candidates who are just looking for the next job. Strong candidates describe culture, leadership style, scope, and growth in specific terms.

2. What questions about us do you still have? What do you need to know that you don't yet?

Listen for: By Phase 3, candidates should have substantive questions about strategy, leadership, growth plans, or specific challenges your firm is navigating. If they say 'I'm good, no questions,' they're either disengaged or being polite — neither is what you want.

3. What would have to be true for you to look back in three years and say this was the right move?

Listen for: Listen for specificity. Strong candidates can articulate what success looks like for them personally. Weak candidates give generic answers about 'making an impact.'

Culture fit conversation guide (20-25 minutes)

This is the heart of Phase 3. The goal is to evaluate culture fit through structured conversation — not by asking 'are you a culture fit?' (no candidate will say no) but by surfacing the patterns and preferences that predict whether someone will thrive at your firm.

Working style

1. Describe your ideal manager. Hands-on or hands-off? Direct or indirect?

Listen for: Listen to whether their description matches your firm's actual management style. A candidate who wants daily check-ins won't thrive in a hands-off culture, regardless of credentials.

2. When you've been most productive in your career, what was the environment like?

Listen for: Strong candidates describe specific environments and what made them work. Watch for mismatches with your firm — for example, a candidate who's been most productive in a slow-paced environment may struggle in a fast-paced firm.

3. How do you prefer to receive feedback?

Listen for: Some candidates want direct, immediate, unfiltered feedback. Others need it framed gently. Neither is wrong, but a mismatch with your team's feedback style creates friction.

Conflict and pressure

1. Tell me about the last serious workplace conflict you had. What was it about, and how did it resolve?

Listen for: Everyone has conflicts. Candidates who say they've never had one are either lying or have never engaged enough to disagree. Strong candidates describe specific conflicts and what they learned. Weak candidates describe conflicts where they were the victim of someone else's bad behavior.

2. When projects go sideways, what's your default response — push harder, ask for help, or step back to assess?

Listen for: There's no right answer, but match the answer to the role. A senior PM who 'pushes harder' without ever asking for help may burn out fast. A senior leader who 'steps back to assess' on every problem may not move fast enough.

3. Describe a time you were under significant pressure. How did you handle it?

Listen for: Specifics matter. Strong candidates describe specific situations, specific pressures, and specific responses. Watch for candidates who describe themselves as 'thrives under pressure' without examples — that's usually a self-image, not a track record.

Values and priorities

1. What's the difference between a great firm and an average firm to work for?

Listen for: Listen for what they value: leadership, autonomy, compensation, growth, mission, work-life balance, technical excellence. Whatever they emphasize tells you what they'll be looking for in your firm.

2. What kind of work makes you tired in a way that's energizing, vs. tired in a way that's draining?

Listen for: This is a deeper version of the 'what motivates you' question. The work that drains them is what they want to avoid. The work that energizes them is what they want to spend time on. Make sure your role has more of the latter than the former.

3. What's something you want to be true about your work that hasn't been true at previous firms?

Listen for: This is a powerful question. The answer reveals what they're hoping for in this move — and whether your firm can deliver it. If they describe something your firm doesn't offer, that's important to surface now.

Roofing-specific culture observations

Some industry-specific patterns to listen for during the culture fit conversation:

- Roofing has a higher percentage of candidates who've had to start over after a firm shut down or downsized. That experience often produces resilience and pragmatism — listen for it.
- Service-side and project-side cultures can be very different. A strong service tech doesn't always make a strong project manager, and vice versa.
- Sales-side hires often come with strong opinions about how they should be compensated. Probe early on comp expectations, draws, and territory expectations.

Closing the interview (5-10 minutes)

Be honest about timing. "You'll hear from us by [day] with a decision." Then make sure that's what happens.

If you know in the room that you want to make an offer, don't always blurt it out — but signal strongly. "This conversation has reinforced what we were hoping it would. We'll be in touch quickly."

Scoring rubric and decision framework

Use this rubric to evaluate candidates consistently. Score each category on a 1-5 scale. Total scores aren't decisive on their own, but patterns across the rubric should drive the decision.

Scoring scale

Score	Description
1	Significant concern. Below requirements for the role.
2	Some concern. Gaps that would require investment to close.
3	Meets requirements. Solid baseline for the role.
4	Exceeds requirements. Strong fit, will perform above average.
5	Exceptional. Top-tier candidate, will elevate the team.

Evaluation categories

Category	Weight	Description	Score
Technical depth	Heavy	Demonstrated depth in commercial roofing-specific work. Specific equipment, systems, projects.	___ / 5
Role fit	Heavy	Match between the candidate's experience and the specific responsibilities of this role.	___ / 5
Communication	Medium	Clarity in describing complex work. Listening skills. Diplomacy when probed.	___ / 5
Leadership / collaboration	Medium	Adjusted by role — for ICs, collaboration; for managers, leadership of others.	___ / 5
Cultural alignment	Heavy	Working style, communication preferences, conflict patterns matched to your firm.	___ / 5
Motivation	Medium	Clarity on what they want next. Realistic expectations. Genuine interest in your firm specifically.	___ / 5
Credentials / certifications	Pass/fail	Verified credentials match the role requirements. No bluffing.	___ / 5

Decision framework

Use these patterns to translate scores into decisions:

Strong hire (offer immediately)

- 4 or 5 in Technical depth, Role fit, AND Cultural alignment

- No category scored below 3
- Credentials verified and meet requirements

Hire (offer after final discussion)

- 3 or 4 in Technical depth, Role fit, AND Cultural alignment
- At most one category scored at 2
- Credentials verified

Maybe (have a follow-up conversation or decline)

- Mixed scores with both 4s and 2s
- Cultural alignment unclear
- Some credential gaps that may be closeable

No hire

- Any category scored at 1
- Multiple categories at 2
- Credential gaps that don't have a path to closure
- Any pattern that suggests dishonesty about background

The most important rule: when interviewers strongly disagree about a candidate, that's data. The disagreement itself is information. Find out why one interviewer saw the candidate one way and another saw them differently. The truth is usually in there.

Appendix: Role-specific question banks

The 10 most-recruited positions in commercial roofing, with 3-5 role-specific probing questions each. Use these in Phase 2 (First Interview) after the universal technical questions.

1. Commercial Service Technician

4. Walk me through your typical service call. What's in your truck?
5. How do you handle a leak you can't immediately find?
6. What's your customer interaction style — do you explain what you're doing, or just fix and leave?
7. Tell me about a service call that went sideways. What did you learn?

2. Roofing Foreman / Crew Lead

8. What's the largest crew you've led? Single-day install record?
9. Walk me through your morning on a tear-off and replace project.
10. How do you handle a crew member who's working unsafely?
11. What's your weather decision-making process? When do you call it?

3. Project Manager

12. What's the largest reroof project you've managed? Budget, square footage, timeline?
13. How do you handle a GC who's compressing your schedule?
14. Walk me through your subcontractor management — sheet metal, masons, mechanical work?
15. What's your approach to weather days, schedule float, and owner expectations?

4. Outside Sales Rep

16. What's your pipeline look like right now — how many active opportunities, total dollar value?
17. Walk me through how you generated your last \$500K-plus deal.
18. What's your sales process? How do you qualify, how do you close?
19. How do you handle a property manager who keeps asking for unrealistic discounts?

5. Estimator

20. Walk me through your estimating process. Software, takeoff approach?
21. How do you handle deck condition uncertainty in a tear-off bid?
22. What's your hit rate on the bids you submit?

23. Tell me about a job that came in significantly over your estimate. What happened?

6. Service Manager

24. How many service techs do you currently manage?

25. What KPIs do you track for service?

26. How do you handle a tech who's underperforming on first-call resolution?

27. What's your approach to maintenance contracts and recurring revenue?

7. Operations Manager

28. What's the size of the operation you currently run? Revenue, headcount?

29. How do you balance service, reroof, and new construction in your business mix?

30. Walk me through how you set and hit financial targets.

31. What's your approach to crew utilization and scheduling?

8. Branch Manager

32. What's the size of branch you've run? P&L responsibility?

33. How do you build a leadership bench in a branch?

34. Walk me through how you'd handle a branch that's underperforming.

35. What's your approach to local market positioning?

9. Safety Manager

36. Walk me through the safety program you've built or run.

37. How do you handle a foreman who's resistant to safety protocols?

38. What's your incident investigation process?

39. How do you make safety culture real, not just paperwork?

10. Estimator / Project Coordinator

40. How do you balance the dual demands of estimating and coordination?

41. Walk me through your typical project handoff — estimator to PM.

42. What's your experience with bid invitations, qualification, and awards?

43. How do you stay organized when juggling 15-20 active opportunities?

Appendix: Roofing credentials to verify

These are the credentials, certifications, and licenses to verify during the interview process. Don't take a candidate's word for any of these — verify directly with the issuing body, the previous employer, or by reviewing the actual document.

- OSHA 30 minimum for foreman and above; OSHA 10 for crew.
- Manufacturer certifications — Carlisle, Firestone, GAF, Johns Manville. These gate access to NDJ warranties.
- Fall protection competent person training (especially for foremen and supers).
- State roofing contractor license if applicable.
- First Aid / CPR for field leaders.

How to verify

- Ask the candidate to bring or send copies of credentials before the final interview
- For state licenses, look up status directly on the state licensing board's website
- For NICET, EPA 608, or similar national certifications, you can verify through the issuing body's online verification system
- For manufacturer certifications, contact the manufacturer's training program
- If a credential is critical to the role and can't be verified, treat that as a hard stop

A final note

Hiring is hard. The interview is your best chance to make a good decision before you make a commitment that's hard to undo. Use this guide to structure the conversations, but trust your judgment when the data is unclear.

If a candidate looks great on paper but something feels off in person, that signal is worth taking seriously. If a candidate looks marginal on paper but shows up better than the resume suggests, that's worth taking seriously too. The interview is your chance to see what the resume doesn't show.

Run the process well, respect the candidate's time, and make decisions decisively. The candidates worth hiring are watching how you run this process — and they'll judge your firm by how you run it.

Good luck with the hire.

— *Talent Solutions*

Specialized recruiting for the commercial trades