HAILTRACE
Simplifying Weather

AI CONNECTOR

PRACTICAL USE CASES

Put the AI Connector to Work

The HailTrace AI Connector helps roofing teams turn storm and property data into action. Ask in everyday language to prep for property visits, update HailTrace from the field, and build plans for your team.

Start with a real task
An address, a storm, or a question you're already trying to answer.

Ask like you talk
Plain, everyday language. No special commands to learn.

Follow up to sharpen it
Add details or ask follow-up questions to make the result more useful.

1 SALES REPS

Work a lead at the door

Talk to your AI tool while knocking or after an inspection. Create assets, add opportunities, update details, or change a status.

TRY ASKING

"Create an asset for [address] and create an opportunity for 'Door Knock.'"

"Download a weather history report for [address]."

"Update the status for [address] to Do Not Contact."

2 SALES REPS

Get a property briefing before you knock

Pull together available storm history, estimated roof measurements and value, building-code info, and homeowner details.

TRY ASKING

"Tell me what I should know about this property before I knock."

"What hail and wind events have impacted this address?"

3 MANAGERS & REPS

Find promising areas to work

Surface the areas worth working, ranked by repeat impacts, hail size, roof size, or property value.

TRY ASKING

"Find the best areas in [city] to work hail storms since January 1. Prioritize neighborhoods hit at least twice, with at least one storm of 1.5''+ hail. Favor larger roofs or higher-value homes where you can verify it."

4 OWNERS & SALES MANAGERS

Turn a storm into a sales plan

Review a specific storm and build a plan for your team: where to start, how to split territories, what reps might say, and which activities to track.

TRY ASKING

"Based on the [date] hail storm near [city], help me create a plan for my sales team."

↳ Then follow up

"We have five reps and focus on residential roofing. Turn this into a three-day plan."

5 MARKETERS & SALES MANAGERS

Build lead lists and plan marketing

Pull a lead list for an area or storm swath, then use AI to plan the campaign or draft the outreach.

TRY ASKING

"Create a residential lead list for the area affected by this storm."

"Create an asset lead list where the [storm A] and [storm B] swaths overlap."

6 MANAGERS

Create a repeatable team briefing

Save repeatable instructions in your AI tool (a skill or custom instructions) and get the same update on demand: recent team activity plus relevant storm info.

TRY ASKING

"Help me create a morning briefing showing the assets my team created yesterday and relevant storm activity."

Good to know

Pick the fastest tool. Quick status changes and adding an owner contact to a property are often faster in the HailTrace app.

Data varies by property. Roof, value, and homeowner details come from what's available for each address.

Review before you act. Give plans, lists, and outreach drafts a once-over before they go to your team or customers.

Ready to put it to work?

Available now. Ask your HailTrace rep to add it to your account.

info.hailtrace.com/ai-connector →

© HailTrace 2026. All Rights Reserved.