ARCA
ARIZONA ROOFING CONTRACTORS ASSOCIATION

PHOENIX Q4 LUNCH & LEARN

Avoid the race to the bottom: Building SOPs That Protect Your Price

How to Build, Maintain, and Enforce Systems That Make You the Obvious Choice, Not the Cheapest Bid

YOU KEEP LOSING BIDS TO CONTRACTORS WHO ARE NOT BETTER THAN YOU. SO WHY DO THEY KEEP WINNING?

- Losing jobs to contractors you know do worse work?
- Discounting to stay competitive and watching margin disappear?
- Quality changes depending on which crew shows up?
- Everything slows down when the one guy who knows how is out?
- Written SOPs sitting in a binder nobody opens?

Most roofing companies do not get beat on price. They get beat because the customer cannot see a difference. Documented systems are how you build one.

PRESENTED BY

Ty Hutchings

Owner and CEO, Solar Detach and Reset

Ty Hutchings is the Owner and CEO of Solar Detach and Reset, an Arizona based solar detach and reset contractor serving roofing partners across Phoenix Metro, Tucson, and Northern Arizona. He built the company on documented systems, in house W2 crews, board and chairs the Membership and Marketing Committee.

STOP COMPETING ON PRICE. START COMPETING ON SYSTEMS.

YOU WILL LEARN

- Why the race to the bottom is a delivery problem, not a sales problem
- The real math of discounting and what a 10 percent price cut actually costs you
- A 7 step method to build your first real SOP in under 90 minutes
- How to maintain an SOP library so it does not rot in a binder
- The 4 layer enforcement system: Train, Inspect, Score, Consequence
- How documented systems turn into pricing power you can actually defend

EVERY ATTENDEE LEAVES WITH A WORKSHEET

One process. One owner. One number. A 30 day plan you start Monday.

DATE
Tuesday, November 17, 2026

TIME
12:00 PM – 2:00 PM Arizona Time

LOCATION
ARCA Office
3839 N. 3rd Street, Suite 106
Phoenix, AZ 85012