



Boosting Sales with GreenSky's Prep Like a Pro Prescreen

How Planet Roof grew its revenue with GreenSky's new product feature



Background

Planet Roof is a Pittsburgh local company working under privately held LB Capital. Since 2024, the GreenSky® Program has been part of their growth story – one that saw revenue rise by over 700% from 2025 to 2026. “The ease of use is probably the most beneficial part of GreenSky®,” said Joel Salego, Managing Partner at Planet Roof. “And the GreenSky name is known in the industry, which means trust, and that’s what people are looking for.”

Salego said that financing is a key part of the sales conversation with every Customer. Planet Roof’s sales teams want to align with Customers on expectations ... and ensure every Customer knows their payment options early in the conversation. In addition to the trust the GreenSky® Program engenders, its simplicity and features allow leaders like Salego to more easily focus on new ways to generate revenue.

One Sales Consultant saw their close rates jump from
14% to 40%
 after Prep Like a Pro was added to the process.



“Prep Like a Pro prescreen helps us grow our revenue on a daily basis.”

—Joel Salego, Managing Partner, Planet Roof

Improving The Sales Process with Prep Like a Pro Prescreen

Most recently, Planet Roof added the new Prep Like a Pro prescreen tool to their process. This tool enables prescreens to be completed before the onsite visit, requiring just the Customer’s name and address. Within minutes, a preapproval decision and preapproved amount are available to the Business, with no impact to the Customer’s credit score.¹

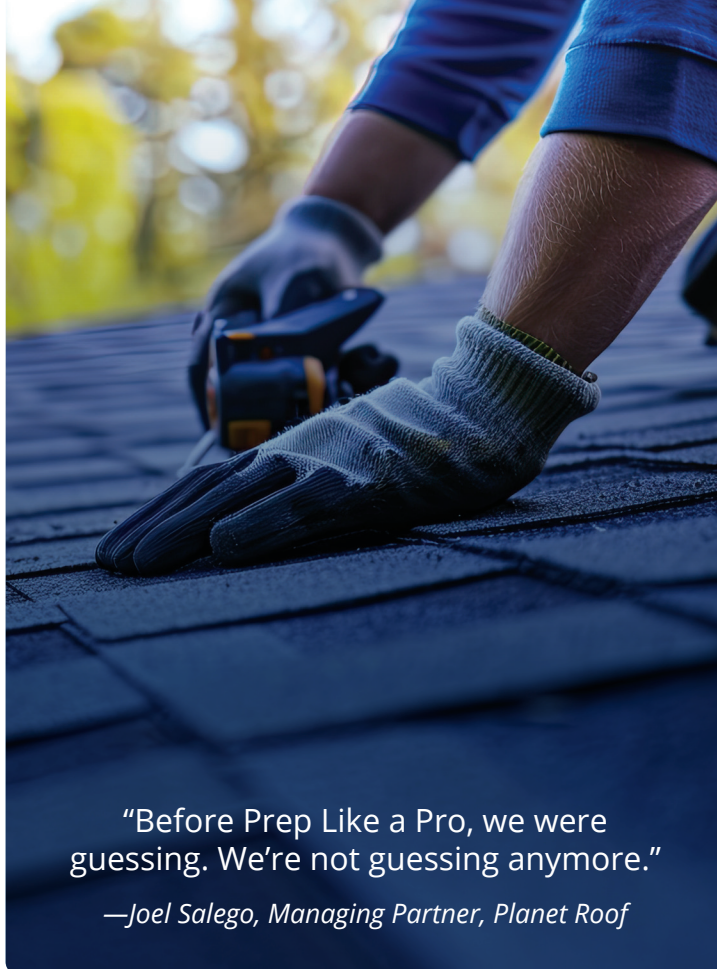
“We know that our best chance of selling is a lead in the right hands of the right salesperson,” said Salego. “Prep Like a Pro has already become a valuable piece in our lead conversion process.”

Impact

The impact on the Business is already clear. “It does lead to increased revenue,” said Salego. One Sales Rep saw significant jumps in close rate and total sales since the addition of Prep Like a Pro to his workflow, **reaching a 40% close rate** in the first month of his process being integrated with the tool, **up from a 14% close rate**.

Salego praised how easy Prep Like a Pro is to use: “You push a few buttons, wait about two minutes, and you’ve got your results: qualified Customers on demand.” He also noted that it was easily integrated into existing systems and platforms, further simplifying the adoption process.

For Planet Roof, Prep Like a Pro has been seamlessly integrated into a sales process built around trust and speed. Salego can now identify where his Sales Reps’ time is best spent before they knock on the door. He added, “With Prep Like a Pro prescreen, you can have the data, while your competition is guessing ... and you know who has the upper hand there.”



“Before Prep Like a Pro, we were guessing. We’re not guessing anymore.”

—Joel Salego, Managing Partner, Planet Roof

Want to see what Prep Like a Pro prescreen could do for your sales?

Contact GreenSky®

¹To seek prequalification, a soft credit inquiry will be performed. Soft credit inquiries do not impact the applicant's credit score. If the applicant accepts the prequalification offer and proceeds with a loan application, a hard credit inquiry will be performed.

Loans for the GreenSky® consumer loan program are offered and made by federally insured, federal or state chartered financial institutions providing credit without regard to age, race, color, religion, national origin, gender, disability, or familial status. A list of financial institutions currently providing loans through the GreenSky® Program is available at www.greensky.com/bank-partners. GreenSky Servicing, LLC services the loans on behalf of your lender, NMLS #1416362. www.nmlsconsumeraccess.org. GreenSky® is a registered trademark of GreenSky, LLC and is licensed to banks and other financial institutions for their use in connection with that consumer loan program. GreenSky Servicing, LLC is a financial technology company that manages the GreenSky® consumer loan program by providing origination and servicing support to banks and other financial institutions that make or hold program loans. GreenSky, LLC and GreenSky Servicing, LLC are not lenders. All credit decisions and loan terms are determined by program lenders.