



# G1 Group Acquires Big Fish Roofing in Strategic Deal to Scale Roofing Excellence Across the Northeast

*Pittsburgh-based roofing innovator joins forces with Central Pennsylvania's leading roofing expansion group.*

PITTSBURGH, PA, UNITED STATES, April 1, 2025 /EINPresswire.com/ -- G1 Group has officially acquired The Big Fish Contracting

Company in its first major acquisition under a bold new platform strategy. This strategic deal positions G1 Group as a powerhouse in the roofing industry, combining operational excellence with a commitment to customer-first service to fuel rapid expansion across Pennsylvania and the Northeast.

Founded in 2015 by Pittsburgh-based visionary entrepreneur Benny Fisher, Big Fish Roofing started as a small operation in the garage behind his house. With relentless determination and an unwavering commitment to customer service, Fisher built the company into one of Pittsburgh's most recognized and trusted roofing brands. His deep industry knowledge, hands-on leadership, and ability to connect with both customers and business owners have made him a respected leader and connector in the roofing industry. Known for its concierge-level service, cutting-edge technology, and authentic, people-first philosophy, Big Fish quickly became a leader in the industry. Over the past decade, the company has received numerous accolades, including the Better Business Bureau Torch Award, recognition as one of Pittsburgh's Top 50 Fastest Growing Companies, and over 900 five-star reviews from satisfied homeowners.

"I started Big Fish Roofing with a vision to do more than just fix roofs—we set out to build a company that truly puts people first," said Benny Fisher, founder of The Big Fish Contracting Company. "This acquisition is the next evolution of that vision. By joining forces with G1 Group, we can provide even greater value, innovation, and opportunities for our customers, employees, and the roofing industry as a whole."

G1 Group, led by Travis Greenawalt, is a roofing expansion platform company renowned for its expertise in asphalt shingle, metal, and commercial roofing, as well as storm insurance restoration. With a strong foundation of operational excellence and a shared commitment to

innovation and integrity, G1 Group is uniquely positioned to scale Big Fish's success model across the region, with a particular focus on expanding metal roofing and commercial roofing services in Western Pennsylvania.'

Big Fish Roofing remains committed to delivering top-tier asphalt shingle roofing as a GAF Master Elite® President's Club Award Winner, a distinction held by only a small percentage of roofing contractors nationwide. This elite status reflects Big Fish's dedication to superior craftsmanship, ongoing training, and the highest customer service standards in the industry. With the support of G1 Group, Big Fish is now poised to extend its expertise into metal roofing

and commercial roofing, expanding its service offerings while maintaining the trusted quality that homeowners and businesses have come to expect.

"Big Fish Roofing has set the standard for excellence in the industry, and we are honored to carry that legacy forward," said Travis Greenawalt, CEO of G1 Group. "This acquisition is a major milestone in our strategy to partner with top-tier local roofing companies and equip them with the resources, teams, and best practices they need to scale while continuing to deliver best-in-class service."

This acquisition is just the beginning of a larger growth strategy that aims to empower local roofing companies with the tools, expertise, and infrastructure to scale while preserving the personal touch and trust that customers value.

Benny Fisher is a trusted industry leader and connector, known for his genuine, no-nonsense approach to business. Having built Big Fish Roofing from the ground up—starting in a garage and growing it into an award-winning brand—he deeply understands the journey of a founder. He knows firsthand the challenges of scaling, the pressures of wearing multiple hats, and the reality of founder burnout. Now, Benny is committed to helping other roofing entrepreneurs navigate their own exits and join a larger team where they can thrive. As part of this new chapter, Benny will be leading efforts to identify and acquire high-potential roofing companies looking to expand and be part of something bigger.

Roofing business owners interested in joining this movement and unlocking greater potential for their companies can reach out to Benny directly. [Benny@thebigfishco.com](mailto:Benny@thebigfishco.com)  
For more information about The Big Fish Contracting Company, visit [TheBigFishCo.com](http://TheBigFishCo.com).

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