

MI Roof Pro Launches New Regional Web Hubs to Simplify Roofing Across Michigan

MI Roof Pro has officially rolled out an updated digital platform designed to streamline roofing services for Michigan property owners.

TRAVERSE CITY, MI, UNITED STATES, June 30, 2026 /EINPresswire.com/ -- [MI Roof Pro](#), a trusted provider of residential and commercial roofing solutions, today announced the official launch of its new, streamlined regional web platform. Built to eliminate the long waiting periods and guesswork traditionally associated with finding a contractor, the rollout establishes dedicated local hubs engineered specifically for the [Traverse City Roofers](#) and Clarkston MI Roofing markets.



The new layout prioritizes direct customer access by placing an interactive instant roof estimate tool right at the forefront of the site. This feature allows local homeowners and commercial property managers to bypass slow on-site bidding processes, delivering secure, straightforward cost profiles in real time straight to their devices.

“

We eliminated high-pressure sales and slow bids. Our instant estimate tool and local hubs give Michigan homeowners a fast, transparent way to protect their property.”

Reese Pierson, Owner of MI Roof Pro

In addition to residential services, MI Roof Pro has fully integrated its commercial division into the new digital structure. The platform provides clear, specialized project planning for flat roofs, multi-family complexes, and industrial properties, ensuring Michigan business owners can plan replacements efficiently with minimal disruption

to their daily operations.

For local homeowners, the company is using this rollout to highlight its commitment to long-term property protection: A Smarter Path to a Lifetime Roofing System. This approach relies on durable, weather-resistant materials explicitly chosen to handle Michigan’s heavy snow and

severe seasonal shifts, backed completely by a 50-year warranty.

"Whether you are managing a commercial facility or protecting your family home, you deserve a fast, straightforward planning experience," said Reese Pierson of MI Roof Pro. "By launching these dedicated regional pages, we are delivering reliable, local structural protection tailored precisely to the communities we live and work in."

The new platform and instant quote features are fully live as of June 2026. Homeowners, building managers, and property supervisors can explore the new platform, check local service parameters, and generate an immediate cost profile by visiting the main MI Roof Pro website.

About MI Roof Pro

MI Roof Pro is a local residential and commercial roofing contractor dedicated to building dependable, long-lasting roofs across Michigan. Built on years of hands-on industry experience, the company combines premium materials with honest, transparent communication to deliver durable, lifetime protection for families and businesses alike.

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