

The Future of Roof Measuring

Aerial 3D Roof Measurement Creates an Exact Roof Measurement System

Courtesy of: Heidi Ellsworth, EagleView Technologies

Just north of Texas, a hail damaged home needs a roof repair, 116 squares of highend asphalt shingle to be exact. Those accurate measurements were not obtained by hand, but by a report from EagleView Technologies for Remedy Roofing out of Houston, Texas [WSRCA Member].

It is the future of roof measuring which enables contractors to get the most accurate roof measurements not by hand or sketch

but with aerial 3D technology from any distance. The upscale home, owned by Jim Sutton, was in need of a new roof. They contacted Remedy Roofing, which has six offices in Texas, plus additional offices in Colorado, Oklahoma, and Louisiana. Remedy has been consistently growing their business through multi-state expansion, utilizing the newest technologies to do it.

One of the key technologies they use is aerial 3D roof measurement reports from EagleView Technologies. As an innovator and leader of aerial 3D roof measurement, EagleView is changing the roofing industry with this new technology. Like the fax machine or cell phone before it, aerial

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TAMKO Donates \$1 Million to Red Cross for Joplin Recovery Efforts

JOPLIN, Mo. – TAMKO Building Products, Inc. donated a restricted gift of \$1 million to the Greater Ozarks Chapter of the American Red Cross for support of efforts to help Joplin recover from the May 22 tornado.



The aftermath in Joplin, MO.

David Humphreys, TAMKO president and CEO, will present the check to a representative of the Greater Ozarks Chapter. "The widespread devastation is truly heartbreaking," Humphreys said. "We want to support the recovery efforts that are required to alleviate the suffering caused by this massive disaster. Having just rebuilt our Tuscaloosa plant that was severely damaged by an April tornado, we know the impact of these storms on our own employees and others."

TAMKO's Joplin-area manufacturing facilities and corporate headquarters were not damaged by the May 22 tornado, but a number of the company's employees have lost their homes from the storm. "We are pleased to make this donation in support of our employees and all residents of Joplin," Humphreys said. "We are hopeful that other Joplin businesses and community members will also make significant donations to help our hometown."

The Red Cross has already played a critical role in the relief effort from this disaster. Red Cross representatives have been in the neighborhoods where TAMKO employees and their families are rebuilding. The organization's help is appreciated and TAMKO is pleased to be able to support their efforts.

TAMKO has been part of the Joplin community for nearly 67 years since it was founded in Joplin in 1944.

ARIZONA (CONT)

roads. The commercial core would fill 800 acres and attract shoppers from miles around. Fulton Homes and other builders would construct suburban and urban landscapes, complete with grassy open space and trails.



Prasada was to play off of the new lifestyle trend found in developments such as Phoenix's Kierland Commons, where residents could live, work shop and play without having to get into a car. Harkins Theatres and Dillard's were to anchor the project. It would, as Mihelich phrased it six years later, "put Surprise on the map."

Facing Economic Strain

The economy pushed the whole project back by a number of years. Under the original plans, Prasada would have opened 2 million square feet of commercial space by the end of 2012. The revised agreement with the city pushes that deadline to 2017. But elements are falling in place, even with the downturn.

Two of the 10 planned auto dealers have opened at 303 AutoShow at Prasada - Sands Chevrolet and Sands Kia. City officials are reviewing a site plan for a Coulter Nissan dealership. A Fry's Marketplace is complete and a Walmart, now under construction, will open next year. Building permits have

been issued for Target.

Since announcing plans for Prasada in 2005, Westcor executives have been careful to not set a timeline for the project. That hasn't changed. Newland described development as a numbers game; the population and the income have to be in place before anyone breaks ground on a regional mall.

Westcor will not start drafting site plans for the Prasada mall until the company's new regional mall in Goodyear, Estrella Falls, has been open for at least a couple of years. That project was delayed in 2009 and now may open in 2014 or 2015.

Assuming growth continues, that's when Westcor would start planning the Prasada mall, a project that would take about two years to build. Prasada would follow the same development pattern of some other regional Westcor malls: First the power centers open with big-box stores such as Walmart and Target. The auto mall draws in more shoppers and, when the population and income level hit a certain point, the larger stores can project enough sales to start building. Department stores such as Dillard's, Macy's, J.C. Penney and even higher-end brands such as Nordstrom are all watching the West Valley, Newland said.

In the meantime, Walmart and Target will open and two or three other power centers will appear at Prasada. "Income levels in Surprise are already very good," Newland said. "The bottom line is there will be a lot of development at Prasada the next 15 to 20 years."

WSRCA Staff Member Helps Overturned Trapped Motorist

San Jose, CA -- On the early morning hours of Wednesday, October 12, WSRCA Staff member Chris Alberts was exiting in his car northbound 880 at Coleman Road in San Jose. He drove by what appeared to be an overturned vehicle on the exit shoulder.



Picture from Alberts' Cell Phone

As he slowed to pass, he noticed the driver of the car was still inside the vehicle, upside down and trapped. Other drivers kept passing the accident who saw the same thing. Alberts, though, was one of two drivers to stop and help.

"I drove around the off-ramp and all of a sudden I saw this guy still in his overturned car," Alberts explained. "He was screaming for help and struggling to get out and right himself, so I pulled over, ran up to his door and started to yank it open."

The car driver, a male in his mid-40's, reached out for help, as Alberts pulled him from the overturned vehicle.

Amazingly, even though the car windshield was completely smashed and the front end of the car in ruins, the driver emerged with only minor cuts and abrasions.

"I kept telling him he was lucky to be alive and that he could have easily broke his neck," Alberts explained. "He was in shock, so I dialed 911 and waited for help to arrive." Moments later, the driver repeatedly thanked Alberts for stopping and helping him during his time of crisis.

"He told me his name was Joe, and kept thanking me for helping him," said Alberts. "I made sure he was okay, shook hands, and then left when the tow truck arrived."

The motorist had recently fixed a flat tire, and was driving on a spare. He explained that as he sped too fast around the exit off-ramp, lost control - causing the vehicle to overturn.

EAGLEVIEW (CON'T)

3D roof measurement saves time and money while promoting increased professionalism in addition to better business practices.

With early adopters like Remedy Roofing leading the way, contractors are now able to provide extremely accurate, third party verified 3D roof measurements for their customers. It is increasing the value and accuracy of their bids no matter where they are located.

As Remedy expanded, they knew that they would not be able to measure every roof by hand. "The time, expense, and distance were too much. Efficiency is the key to handling large volumes with ease," stated Greg Armin, one of the owners of Remedy Roofing. "Profitability on every job is very important. We needed to be able to get roof measurements quickly and accurately so we looked for the leader in aerial roof measurements. We were one of EagleView's first customers in 2008."

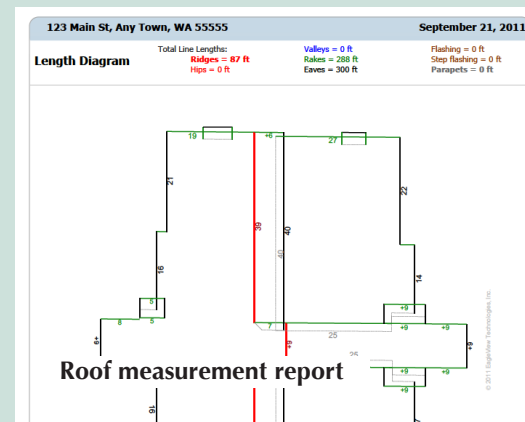
EagleView's technology was invented in Seattle, Washington by a roofing contractor and image software developer. At first, they thought it was impossible but after a year in development, the concept and software became a reality.

They were now able to take aerial images of the structure and run them through image processing software to create a scaled 3D model of the roof. From those model measurements, diagrams, and reports were then created. Instead of measuring by hand or sketching from satellite images, contractors were able to receive accurate, detailed dimensions and 3D diagram files via e-mail. Patent applications were filed for the software and EagleView Technologies was officially launched. The new start-up business began providing aerial 3D roof measurement reports in February 2008.

"The biggest difference EagleView provides from hand measuring or sketching images in ongoing accuracy," said Chris Barrow, President and CEO of EagleView. "We guarantee accuracy or your money back. In thousands of tests with insurance carriers, our accuracy continues to be closer

to 100%. It is a game changer for the contractor when they know they can bid on roofing projects with guaranteed accuracy." As with any new technology, it does need to integrate into everyday business to be successful. EagleView has been able to integrate with other new technologies to create an overall technology platform for contractors.

"We use EagleView in conjunction with Acculynx and HailWatch," noted Armin. "We are finding that the combinations of the technologies are important to our overall business model. The integration makes estimating and tracking very easy." With storm damage comes insurance claims. "EagleView has been essential in working with insurance claims," stated Armin. "The EagleView reports are used by all the major insurance carriers. We have found that the inclusion of the reports in our process leads to a very low dispute level. When the contractor, adjuster, and insurance carrier



all agree on the accuracy of the report it makes the process very smooth and the homeowner very happy."

In the past, a storm would hit and insurance companies would need to wait for the roof measurements from insurance adjusters and roofing contractors. Now adjusters and contractors are ordering reports in the thousands preparing for storms in order to process claims for homeowners faster.

"Its all about the customer service. Property owners do not want to wait for their insurance money or their new roof. We are all working very hard to move them through the process so that they receive the best customer service possible. The ability to literally have thousands of roof reports processed through EagleView is changing the efficiency of the storm business," Armin confirmed.