

# Taking business development efficiency to new heights

## Challenge

Quick, accurate estimates are crucial to profitability in roofing. The conventional process, involving on-roof, physical measurement of square footage, is time-consuming, inaccurate and often dangerous. The roofing company must reconcile its estimate with that of the insurance adjuster, which has an incentive to underestimate. Estimating based on aerial imagery and virtual measurement tools is faster and safer than on-site measurement, but typically the available images have been outdated, and resolution has been too low for precise estimating. Access to reports has been expensive, and turnaround time from image vendors has been slow.

## Solution

Unlike other aerial imagery providers, Nearmap captures major US cities (more than 70% of the total US population) multiple times per year. So Nearmap's solution is uniquely timely. Imagery is typically published and online within days of capture —not months or years.

Nearmap's high-resolution imagery is better than 2.8" GSD, which is several times sharper than satellite-based imagery. It is clearer and more up to date than images from Authentic's previous imagery supplier.

Nearmap provides access to its current and historic imagery through MapBrowser, a cloud-based service. Customers can monitor, inspect and compare images over time, on demand. Nearmap's service model enabled a 10x cost reduction in this component of Authentic's annual operating budget.

## Impact

**Reduce Site Visits**—Instantly access current visuals of roofs to start bidding process immediately. Authentic's representatives arrive at the adjuster's meeting with a precise, verifiable estimate in hand.

**Increase Accuracy**—Determine the quantity of the materials needed and adapt designs with virtual measurement tools. Resolution is critical. "If we're off by a couple of hundred square feet, that's real money," Authentic's CEO Mark Craney says.

**Mitigate Risk**—Reduce worker risk with remote estimating. "I don't want my inspectors out on a 45° pitched roof, 40 feet in the air, on a 100° day, trying to snake a tape measure down the shingles, if they don't have to be," Craney says.

SHARPER, TIMELIER  
IMAGES YIELD

10X

COST SAVINGS

*Nearmap reduces the time and expense of preparing quotes and estimates for roofing installation and repair, quickly and with confidence.*



*Authentic Restoration LLC, a seven-year-old firm with offices in Indiana, Alabama and North Carolina, provides roofing restoration and installation services to businesses and residential customers. The majority of its business is driven through insurance-related restoration claims. The company provides estimates on approximately 700 roofs per year.*



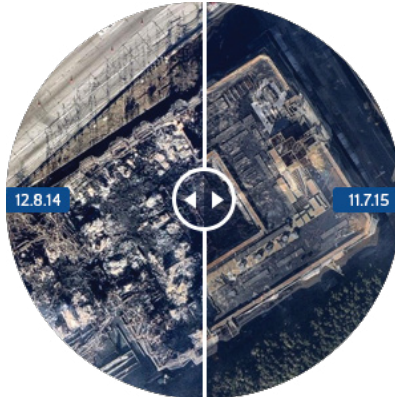
## Current. Clear. Change.

Do business from a new perspective with Nearmap's spectacular high-resolution aerial PhotoMaps™ and easy-to-use library of historical images. Save time and money by planning and monitoring projects remotely with clarity and precision.



### Amazing High Resolution

Our images are better than 2.8" GSD—which is several times sharper than satellite images—giving you unrivaled clarity, precision and detail.



### Images Constantly Updated

We constantly update images of locations and deliver them within days of capture. See changes over time by comparing current and historical images.



### Powerful Integration

Combine Nearmap's spectacular imagery with powerful analytics using our simple and seamless integration with GIS and CAD tools.

**100% Cloud-Based. Instant access from your desktop or mobile device.**

*"We have since implemented Nearmap and received positive feedback from the county staff. The imagery is up to date, clear and accessible, empowering staff to better perform work from their desk, saving time and money."*

BRIAN BOLDUC, GIS ADMINISTRATOR, CLARK COUNTY, NEVADA

**See your world from a new perspective.  
Get a demo today.**

 [nearmap.com](http://nearmap.com)

 1-844-4nearmap

