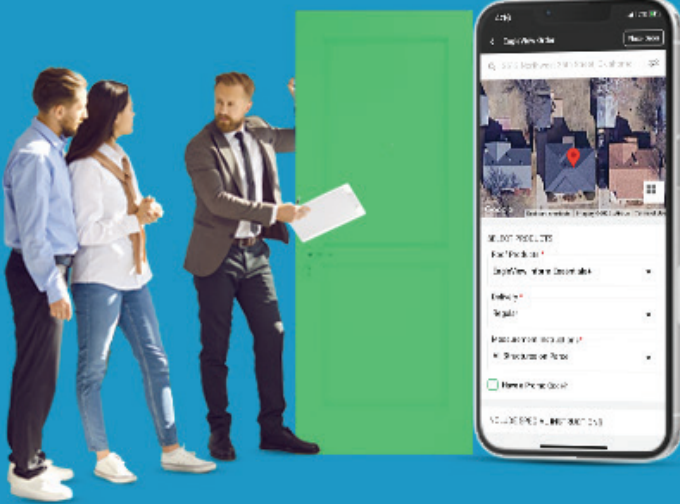




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MODERATOR
Heidi J. Ellsworth
Partner
RoofersCoffeeShop



PANELIST
Tom Basch
Leap



PANELIST
Rob Soper
EagleView

Heidi J. Ellsworth:

Hello everyone, we are live at the FRSA show. My name is Heidi Ellsworth and we are in the coffee conversation soundstage, sponsored by SRS with a first time event. This is our first time we are doing a live RLW from an event. We are very excited about this. Our read, listen, watch, we're going to be talking about such an important topic that could change your business. So as always, we're seeing you right now on Zoom. We're seeing you on YouTube, we're seeing you on Facebook. And this will also be on demand, as it always is. So welcome. We're very excited today and I'm very excited to have our two guests here, Tom Basch and Rob Soper, Leap and EagleView. Welcome gentlemen.

Tom Basch:

Thank you.

Rob Soper:

Thank you. Good morning.

Tom Basch:

It's exciting to be here.

Heidi J. Ellsworth:

Oh my gosh. Thank you for being on our first ever live RLW.

Rob Soper:

Of course, of course. It's an honor.

Heidi J. Ellsworth:

Yeah, I'm really excited about this. And you know what? if you have chat, Megan Ellsworth, our producer is in the background and she's going to be watching that Zoom. So if you have chats or want to just tell us who's out there and what you're doing, or any questions you may have, just let us know. That is great. Of course, you're seeing this also on YouTube and on Facebook. It will be probably by the early next week or mid next week, we will have this on demand so you can all watch it. So I say, let's get started, gentlemen.

Tom Basch:

Awesome.

Heidi J. Ellsworth:

And we are talking today about workflow strategies, but automated property data. I am really excited about this. Having been with EagleView, working with Leap so much, this is the kind of stuff we only imagined a couple years ago. It's really coming together. So before we get started, let's start with some introductions. So Rob, if you could start out, a little introduction about who you are and EagleView?

Rob Soper:

Yeah, absolutely.

Heidi J. Ellsworth:

Okay.

Rob Soper:

Thanks. My name's Rob Soper. I'm a senior business development manager for EagleView. I've been with EagleView since 2017, and I come from the roofing industry. So I grew up shingling, nailing shingles on roofs and worked for ELK as a manufacturer's rep for about 16 years.

Tom Basch:

You're dating yourself a little bit.

Rob Soper:

I know.

Heidi J. Ellsworth:

I know, I love it.

Tom Basch:

Throw out ELK.

Rob Soper:

The funny thing about that is, tying into what we're talking about is when I left ELK, when GAF bought the company, 2007 Eagle, we didn't really exist.

Heidi J. Ellsworth:

No, it didn't.

Rob Soper:

And I had left the industry, and then it's hard to leave the roofing industry. It's actually impossible to leave the roofing industry-

Heidi J. Ellsworth:

Right, you really can't.

Tom Basch:

No, right, right.

Heidi J. Ellsworth:

... once you're in. But a friend of mine, an old ELK rep called me up and said, "Hey Rob, you know any of your contractor friends who might want to work for EagleView?" And I said, "Well, what's EagleView?" I had never heard of it. And this was back in 2017. He's like, "We have airplanes, we take pictures, we

measure properties." I'm like, "That's the greatest thing in the world. Who wouldn't use that?" So it's just funny how fast the technology has transformed the industry completely in just a few short years. When I left the industry to when I came back, everything had changed from a technology perspective.

And it's so crazy, because same thing. When I started with them in 2010, it just wasn't a thing. And all of a sudden you're going and talking to contractors and saying, "We can do all this." And they're like, "Right, whatever." And Leap has a lot of the same history coming from a contractor. So Tom, introduce yourself and your company.

Tom Basch:

Yeah, I appreciate it. Tom Basch, channel director at Leap. I've got a similar story that I started roofing 20 something years ago as a laborer and said, "I'm tired of carrying all the bundles, I want to do what they're doing and learn how to shingle." So I installed for a while, and then I ended up getting into project management and sales. And I remember, it was like 2008 and we're taking this demo, and at the time, it was a company called Pictometry. So maybe even a little bit before.

Heidi J. Ellsworth:

That's right.

Tom Basch:

And they're doing this demo and showing us how it works on RIT, which is where I went to school. And I'm like, "Why are they using RIT?" Well, they happened to be in Rochester, which is where I lived and grew up. So the parallels were amazing between that. So yeah, I was measuring my hand and I'm like ... And now I was 100% commission sales rep, so I didn't get paid to measure. I got paid to sell. So anything that could help give me measurements and provide that value to me where I didn't have to do it, now ... Forget the fact that I don't think get up on a roof. That in itself is nice, but just to have all that and to be able to sell with it in 2008, that was mind-blowing. And fast-forward that what, 14, 15 years later, and here we are. And we're talking about the automation of that data and how it works together. So I say that I'm a recovering roofer. I use that term. I'm a recovering roofer. I've been on the technology side now for, I don't know, seven years or so.

Heidi J. Ellsworth:

But you're still roofing.

Tom Basch:

Oh, 100%.

Heidi J. Ellsworth:

Yeah, still in roofing. Yeah.

Tom Basch:

100%. And I love it. I love the industry. I love seeing how technology's progressing and what we can do with integrations, and partnering and stuff like that, so love it.

Heidi J. Ellsworth:

I love it. And you know what? I didn't realize that you grew up in Rochester.

Tom Basch:

Yes. Small world.

Heidi J. Ellsworth:

That is so cool because I spent a lot of time there with Pictometry.

Tom Basch:

Okay, yeah absolutely, absolutely.

Heidi J. Ellsworth:

Yeah, a lot. Rochester, beautiful area. So okay, gentlemen, I love this. This is great. So let's talk about the automation tools and how they simplify on that ordering and integrating property data. Because really, that property data is what makes things so easy and work. And the upselling, how you use this whole home data to upsell. So Rob, let's start with you. Just give us a big overview.

Rob Soper:

Absolutely, so kind of the one minute commercial for EagleView, people don't understand that we're not really a roof report company; we're an imagery and data company. So we use a fleet of 130 airplanes. We capture imagery on a regular basis all over the country. We use our proprietary software to extract the data and the measurements from the properties. Then we export that now with these partnerships and integrations into platforms that people can actually leverage. So it really just automates that workflow.

And the other thing that people don't realize, a lot of times, is because we're so strong in roofing that people don't understand that we do siding, and windows and doors. So we have a whole exterior envelope data set that we can provide for contractors. And we know that contractors are getting more and more into multi-trades. You have certain geographical areas where there's a lot of specialization, roofers only, siders only, but probably 60 or 7% of the US market is multi-trade. And that's where you can leverage the whole home data. And that solution that we have developed is getting more and more robust.

For instance, we just launched our new walls, windows and doors product, which has a more accurate envelope data solution, but it also differentiates between surface materials. So we tell you now what's siding and what's non-siding. So if they're stuck under foundation, walls or stone veneer on part of the exterior, we'll tell you, as part of the data package, what's what and allow you to do super quick measurements and super quick estimates with the data.

Heidi J. Ellsworth:

Well, and that's so important. When you think about all the roofing contractors out there, how much they're doing in exteriors. We say roofing contractors, but really it's exterior contractors and companies out there that are really upselling the whole house because they can do everything. And when you think about taking that property data, I love the fact we know it's stucco, we know it's brick, whatever that may be. And you put it into the Leap platform, and now all of a sudden you're having a conversation and you're selling. You're selling, like you said, "I'm not measuring, I'm selling."

Tom Basch:

Yeah, yeah it's fantastic. And to give a quick background on what Leap does, we've got two products and one's a project management CRM solution. So it takes your lead through project completion, and the other one's a sales enablement platform. So the beauty of having that data that EagleView provides is that a sales rep can sit in the home and they may be there for a roofing lead, but they have all this data at their fingertips that they can now offer, "Hey, have you considered doing your siding? Have you considered replacing this brick? Have you considered doing these different projects?" Then you have all the data, and within Leap, you're able to price it super simple and quickly, where it doesn't detract or take away from the sale. You're there, you're presenting options for them and putting it on the table.

I know when I buy something on Amazon, it says, "People who have bought this also bought this, this and this." It's like-

Rob Soper:

It's there because it works.

Tom Basch:

100%. If you don't offer it, you'll never sell it. I think Wayne Gretzky says, "You miss 100% of the shots you don't take," or something like that, right? So same idea. If you're not presenting that to the homeowner, you don't give them the option to self-select what they may be interested in. And working with a lot of finance companies, if your homeowner's pre-approved for 30, \$40,000 and you're there for a \$12,000 roof, why not? Why not show them what new siding might look like?

Heidi J. Ellsworth:

Well, and just the ... I know our contractors out there make the process so easy for our homeowners, but honestly as a homeowner, if I'm going to have something done, why not get it all done at once, instead of ... If you can. And this gives that opportunity, because a lot of times, they probably don't even know, "Oh you can do our windows or you can do our siding?" Unless you're talking about it and have all the information right there.

Rob Soper:

Right, and I take it one step further on that one, even if you aren't a multi-trade contractor, it doesn't mean you can't sell the job and sub it to another trade. And now we're seeing, on the solar side, with what EagleView is doing on the solar side, a lot of solar contractors would turn down the lead if the roof had to get replaced. So now we're trying to create partnerships through platforms and other things to actually connect solar installers to roofers, and roofers to solar installers so they can cross sell and earn commissions on those leads, even if they're not going to perform the work.

Heidi J. Ellsworth:

Right, and through a trusted source. That's really important as we're doing all that. So I want to talk a little bit about when you think about the ordering, and I want to, even with the Leap platform, the sales enablement, that can be both in person, sitting here at the table, or online.

Tom Basch:

Absolutely.

Heidi J. Ellsworth:

And I think online is going to become more, and more and more as we look at our busy schedules, right?

Tom Basch:

Yeah, 100%.

Heidi J. Ellsworth:

And what people want. So talk about that ordering system. I want to make sure I say this. The ordering and integrating property data, how that all is going to work.

Tom Basch:

Yeah, so within the Leap platform, you have the ability to, you take in that lead, you discover what they're looking to have done. You're able to order an EagleView report really seamlessly within there. Then by using the complete Leap platform, you've got the CRM project management that's moving that project along. And when it comes time for the sales experience, you're pulling in that data so that within a matter of seconds, you have the roof estimate, the siding estimate, and all these things that the homeowner's looking to have done. Again within a matter of seconds, which is really powerful.

To Rob's point, it's the data that's pulling in there seamlessly where you're not taking a PDF and transposing and typing those numbers down where you may leave room for error or those type of things. It's all automated, it's all happening in real time, applying the materials and those type of things. And the great thing is, is that the measurements of the home don't change. A home is what it is. It's the square footage, the measurements, but you may apply different materials, or different packages or different offerings to that, right? So to have all that to where a sales rep doesn't have to think about those and do different estimates, that's really where Leap comes in and plays a role. Taking that data, connecting the dots to the material, and the labor and the upcharges and those type of things. Then having a clean presentation to be able to present to the ability to sign contracts, and agreements and those type of things and complete the sale, whether in person or virtually.

Heidi J. Ellsworth:

Well, and when you think about the fact that they can identify the type of siding, or the type of roofing or what is on there, now all of a sudden the contractors are easily able to make good, better, best opportunities.

Rob Soper:

Yeah, absolutely. From a sales perspective, those kinds of options are really important to give homeowners. And when you're talking about upselling, I think some of the biggest mistakes that I've seen, and some of it's older adopters of technology, because they're a little more resistant to the newer way of selling. But homeowners do want options, and this gives you a great opportunity to not only upsell your service, but upsell the products.

And I'll say coming from the manufacturing side, I was like with ELK and then GAF, and there's a lot of system warranties that go into place. So if you don't get the system warranty, if you don't have three, or four or five different products from that manufacturer ... So if you're a supporter of a manufacturer and you don't offer those, you're short cutting the homeowner. Giving them the cheapest price isn't the best answer. Giving them the best value is the best answer. And that does include enhanced warranties from the manufacturers because that is truly valuable for customers.

Heidi J. Ellsworth:

So true.

Rob Soper:

And it feeds the process and the mentality of upselling and offering different services that are out there, super important. And with something like Leap, you're like, "I want a 30 year, 40 year lifetime." It's just click, click, click and you're-

Tom Basch:

Just slide a button and there's a price, there's all the components. It's all there.

Heidi J. Ellsworth:

And all the components, that's to your point. Because you know you have to have them for the warranty. So if you're doing this, now you have all the measurements for all the different components, everything works together.

Tom Basch:

Yeah. I'm super passionate about good, better, best. It's one of the things that I try to tell every contractor that I talk to. Because it's everywhere every day, when you get gas, or your credit card offer, or even a carwash. The other day, I got four options for a car wash. So I picked the best one. I don't want to miss out, right? I know as a sales rep, I remember when I was selling, I had it in my head about, "Oh that's really expensive," or, "That's a really inferior product." So I project what my impressions are and what maybe that homeowner wants without giving the homeowner the option to self-select, right?

And I always tell this story that when I started flying a lot for work and I'd rack up these points, and when it came time to take a family trip, I had all these points and I said, "Oh, I'm going to go up at first class." Now first class was like 40,000 points, first 10,000 points. And I tell people, "I did that because I chose to do it. I wanted that experience." I get there the same time no matter which seat I take on the plane. And the flight yesterday, the guy says, "Come to the back, come to the back, there's plenty of room. And did you know, we land first?" Right, so I'm like, that's pretty funny. But it didn't matter what they paid for their seat, it was the experience that they wanted. It's important, if we as sales people are not offering that to our homeowners, we're doing them a disservice, because they may have things in there that they want, or they aspire to or that they find value in that we're not presenting.

Rob Soper:

And that they don't realize.

Tom Basch:

100%.

Rob Soper:

Because they're not as educated. And that's our job as salespeople in front of the consumers, is to really give them an honest education on what the options are throughout.

Heidi J. Ellsworth:

And we are finding it is amazing how much research some homeowners are doing. So when you show up and have this technology that's right there, is showing them, they've already kind of known. If they're looking at a beautiful tile roof, or a slate roof or something, you don't want to say, "Oh, you don't want that." You want to be able to give them, show them the technology, show them all the options and the possibilities.

Rob Soper:

They Googled it and talked to all their neighbors about who the right contractor is and what product that they should get on there before they have interaction with the sales rep. So you do have to be honest too. Google's really easy to fact check people.

Tom Basch:

Today's homeowner is very smart, intelligent, and they're doing their research for sure.

Rob Soper:

And I know I'm not getting out any older, but the homeowners are getting younger nowadays and they're adopting, or they're embracing this technology. I laugh, my 26 year old daughter, you can buy cars out of vending machines now.

Heidi J. Ellsworth:

Yes.

Rob Soper:

And she's going to be buying her next roof or her next house from her iPhone, because that's just-

Tom Basch:

Hopefully not out of a vending machine.

Heidi J. Ellsworth:

I don't know, you never know.

Tom Basch:

The shingles just spitting out of that vending machine.

Heidi J. Ellsworth:

Yeah. I love it.

Rob Soper:

The barriers to adopting that technology are just dropping so fast nowadays, and it's the new consumer.

Heidi J. Ellsworth:

Well in talking about that new consumer, I think it is important too, the ones who ... Not everyone's like this, but the ones who really have embraced technology, this younger generation, and I have to say some of the Gen Xers, because our kids have taught us how we should be doing things. But they're expecting the use of technology. I think if they don't see technology, they're kind of like, "Well, are you really that good," of a-

Tom Basch:

It's perceived value, right?

Heidi J. Ellsworth:

It's perceived value, yeah.

Tom Basch:

I almost think of roofers as artists. They're very good at what they do. And that doesn't always come through in let's say the presentation or the way that the estimate goes. By using technology, you add that perceived value to the presentation and to who you are.

Heidi J. Ellsworth:

Right. I think so much. So I want to talk a little bit about the CRM portion as we're doing this. So for contractors who are not using the full ... And I'm, I'm going to let you talk about this, but how important is that technology for the contractor through the sale, but then overall the customer experience that they receive by really having all the processes in the right place through the CRM and project management?

Tom Basch:

Yeah, if you think about this, if you go back, again, I said I was in the home selling right before I got on the technology side. This is pre my demo of Pictometry even before we adopted EagleView. But I remember going out to a home. I'd measure the home, I'd go back into my truck, I'd write all that down. I'd compare it against a price guide that hopefully I had the right price guide, today's edition, with the right brochure, with the right materials and those types of things. But that was how we did it. Now I've got all this data seamlessly flowing in. I know we did an audit that told me I wrote down the customer's name 27 times-

Heidi J. Ellsworth:

Oh my gosh.

Tom Basch:

Yeah, from the time the lead came in until we filed away in the basement. So you can imagine if you ever played that game telephone, stuff changes. Leap comes in and by the time it gets to production, they're like, "John?" Is like, "No, it's Joe."

Heidi J. Ellsworth:

Yeah, I was just going to say. You know something's spelled wrong let's just say.

Tom Basch:

Right, 100%, 100%. But anyway, so back to your point, having this data seamlessly flow in, whether it's from you where you get your lead, so that it comes in one time and it flows throughout the process so that there's not that misinformation happening. When it comes to ordering an EagleView report, making sure you have the accurate data so that you're able to precisely measure, precisely order, do all those things that are so important and integral to the process.

So if I went out for a roofing lead, like I was saying, sorry, back to my story. I go out for the roofing lead, I'd measure, I'd do up the estimate, I'd come in and if the homeowner said, "Hey, could you also do the shed?" Sure, now I got to go back out. I got to measure the shed, I got to put another estimate, I got to ... And it was just took forever, right? If we talk about today's homeowner, I saw one lady had said like, "This contractor wants two hours of my time, me and my husband. I've got two kids in sports after school. We both work full time. It's like, 'I don't have two hours.'"

So the automation of this data flowing, being able to quickly come up with these estimates, spend the time presenting the value and seamlessly ordering and all these things that you can be done now, it's amazing. So if a homeowner wanted, or if I wanted to present a siding option to a homeowner, I couldn't do it. Do you have another three hours while I go measure everything-

Heidi J. Ellsworth:

Exactly.

Tom Basch:

... come up with estimates. Oh, I didn't bring sample boards for what kind of siding you wanted. It was just mind blowing. You couldn't do it. And now in the advent of technology and the way that all this stuff talks to each other, you're able to do that.

Heidi J. Ellsworth:

You can just switch right over.

Tom Basch:

It's seamless.

Heidi J. Ellsworth:

"Oh, let's talk about siding now."

Tom Basch:

"You want siding? Let me toggle this button on and here you go."

Heidi J. Ellsworth:

Oh yeah, "You want windows? Let's talk about that."

Tom Basch:

"Let me toggle that on. Here you go." Right, right.

Heidi J. Ellsworth:

Yeah. And I look at the technology and how far it's come with the measurements on the whole exterior of the home or the building envelope of any building. Again, let's talk about that flow, Rob and kind of take it through. Because it's one thing, we know a name can be misspelled, or a street address or something like that, but we know people are flipping the numbers. So once those numbers come in from EagleView for the whole house, now unlimited options.

Rob Soper:

Right. Well, one of the things that I think EagleView brings to the table is credibility with the measurement. So you know the contractor is not fudging that to their benefit. And in insurance, there's a significant amount of insurance. Obviously the hurricanes down here in Florida, there's hail in Colorado, and in Texas and Oklahoma. And obviously we work with all the major carriers as well. So they accept EagleView as the truth. It is the document of record for insurance carriers. So when it comes to insurance claims and roof process, the data's rough. And there's no argument for that. And I would promote that as a contractor. I would say, "Hey, I use a digital solution called EagleView. Your insurance carrier is using the same thing." So we're talking apples to apples. If one of my competitors comes here with a different number, you might question everything else about their bid.

Heidi J. Ellsworth:

Right. Using that as a sales tool I think is critical.

Rob Soper:

I think it's very valuable. And it just enhances the credibility of your entire process. And a lead comes in, but the real work of the project starts when the data is gathered from the measurements. Because you really can't do anything else before you have the measurements. When you drive your truck across town, you're getting your ladder out and you're walking the roof if you don't pull digital measurements. But now we automate that whole process. And that has since ... Yeah.

Heidi J. Ellsworth:

So as a salesperson is getting that lead, and the lead comes in and EagleView's ordered, it goes into the Leap platform, the sales enablement, and they can ... And this is a little bit off, I know I have these questions, but I have so many other questions I've got to keep asking. But talk about productivity during the day of sales calls. And you really hit home with me when you were like, "They want my husband and I, they want us for two hours. We have kids in sports and stuff." I'm just like, "Can I do a Zoom?"

Tom Basch:

Right. "You've got 30 minutes. Go."

Heidi J. Ellsworth:

Yeah. So this is all changing your productivity and the sales call itself. It's really at a whole new level.

Tom Basch:

Yeah, 100%. And what we've found is that sales reps are able to run more appointments and be more focused on the products they're selling, telling their company story, the value that they're bringing.

Because they're not like I was, 15 years ago, spending time out there measuring a roof and doing all those manual things that they don't need to do today.

One quick story, I remember I sold the roof, and this is, again pre-EagleView right? I had hand measured this thing and I go in, I present the price and she's like, "Awesome, who do I write the checkout to?" And as a sales rep, my heart just drops. I'm like, "Wait a minute, I did something wrong. Something's not right here. I priced out something wrong. I missed something."

Heidi J. Ellsworth:

Oh my gosh.

Tom Basch:

I said, "No problem, let me just go back and just make sure I've got everything in order. I'll write this up." And meanwhile I'm panicking, like, "What did I miss?" And it happened, I missed the whole piece of the house. So I think I was four or five squares off. And I'm like, "Oh, that's why she wanted to sign up right now, because I wasn't the first one in the door. Because she had already had two or three estimates before me. And the fact that she said that made me just stop in my tracks. Today, no you don't have it.

Heidi J. Ellsworth:

I need to double check.

Tom Basch:

Yeah, today you don't have that problem, because you've got accurate data and it's flowing right into what the cost of material is, your labor is, your markup, everything is ... So as a sales rep, I'm safe. I know another contractor they're like, "Hey, we pay off the EagleView. Whatever it says is what our sales reps get paid. It's what our crew gets paid." That is the truth.

Heidi J. Ellsworth:

That's it, yeah.

Tom Basch:

That is it. What it says is what we pay. So a ton of value in having that.

Heidi J. Ellsworth:

I have to tell you, just a little side note. What you just said makes me so happy because we talked about that in 2010, 2011. This is what we want someday that everything's paid off the EagleView and everything happens. So, wow. And with the insurance companies, I wanted to bring that back to you too on the price transparency. And you've mentioned that with the number transparency, but then there's also pricing that really, by using the two systems together, and then having the numbers and matching with the insurance companies, a lot less arguments.

Rob Soper:

Right, and not only that, it speeds up the entire transaction for the home owner, which is good.

You can increase revenue by 20%, 30%, 40% without even a single headcount. You're just re-pooling the resources you have internally to grow your business. You become more lean, you become more

profitable. And obviously you're putting more money to your bottom line, which is the only way to get ahead nowadays.

Heidi J. Ellsworth:

And that's really, technology is the key there. When everyone's talking about labor shortages, about the productivity and what we're doing, it's all about that, the technology, and how to make that better.

Rob Soper:

Correct. More bids per day, because you're moving faster and you're moving more accurate. You're not having to go back and redo work. We've seen with a lot of these contractors who have firmly adopted technology, that not only has their ability to process more leads, more calls, but their closing rate has gone up. Then the profits of the bottom line are better because of the accuracy of the data. They're not overselling or underselling, they're not, production wise, they're not going back to the distributor to get more material or taking bused bundles or shingles back for credits. All of those things that-

Tom Basch:

It's a lot of pain you're bringing out. I know people can relate to that for sure.

Rob Soper:

They can, but a lot of people don't quantify it in a daily business practice. And once you start doing that, once you really start digging into those numbers, you realize how many time wasters and [inaudible 00:27:08] you have in your business process, and how you can use technology to not eliminate, but significantly-

Tom Basch:

Mitigate.

Heidi J. Ellsworth:

Yes, yes.

Rob Soper:

... those things that are really friction in your process.

Heidi J. Ellsworth:

It's a differentiator for businesses. And especially, it's really kind of interesting because we keep talking about recession and really we're all like, "We're not going there." It's almost like as a society we're saying, "We don't believe it," and we just keep going. But contractors need to know their numbers. And I think that's when you said we can tell. This is the kind of, when you're working through with this kind of products, you know your numbers, and that makes such a difference. And you're doing things to get ready for when it does slow down a little bit. And I know there's certain parts of the country that have slowed a tad, but now they're all seeming to speed up again.

Rob Soper:

Yeah. Well, and just like the story from recession, if you don't adopt technology, you're going to be the ones who aren't going to be recession proof. Nobody's recession proof, but there are people that are recession resistant. And the ones who take like Leap's technology and they're constantly in contact with their customer base. I see one of the biggest mistakes that people do, especially in storm restoration in particular, they're nailing shingles on, they're going to the next job. They're nailing shingles on, going next job. And they've forgotten about the customer as soon as the check clears. But that's a huge mistake because they call so much to acquire a customer that you don't want to leave that contact. And referral business and trust in the sales process, again with using these tools that have trust, but then going back and continuing to cultivate your existing customer base means that when jobs get scarce, the ones that do happen, because invariably they're going to happen, they're going to pick up the phone and call you because you've been in contact with them. And it's just super important to be able to leverage that.

Heidi J. Ellsworth:

And that's one of the things that I wanted to talk about is really how contractors are leveraging that information, that data, to upsell again. So maybe during a storm, like right now in Colorado, they're just getting roof, roof, roof. They don't have time probably to, even though siding got hit by a hail, they may not be doing it right then. But with this system, talk a little bit about that. This is something you can go back to. All the information's there, and that now you're marking drip campaign, you're everything. And, "Hey, we've already got all your information. Are you ready to fix those dents in your siding?"

Rob Soper:

Yeah. Well, and even, Tom said, houses generally don't change. Sometimes you have an addition or a number of new things, but generally they don't change. And if you've acquired that data on the front end, you have the data for that repeat customer down the road. Again, or you have your business associate who is a painter, or a sider, or a window, and you go, "I have the data. Here's the lead."

Heidi J. Ellsworth:

Yeah, exactly.

Rob Soper:

"And here's the stuff." It really does enhance the entire process, but it can be a challenging transition for somebody who's just new to adopting technology. But then once you do that, it's easier and quicker to enhance that. Because how many features in Leap does your average contractor take advantage of?

Tom Basch:

Yeah, it's like with anything, you only adopt so much of the platform, and there's all this expanded space to grow into, to continue to leverage and adopt more features that aren't being used today.

Rob Soper:

And that's where your team is right with your customers to make sure that they are informed, and educated and adopting all the value of the software that you guys have.

Tom Basch:

Absolutely. Yeah, as we continue to add features, and functionality and integrations, we want to make sure that our mutual customers know about them and that they're able to leverage them, and access them and get all the benefits of the things that we're doing behind the scenes to integrate and connect these technologies. Because we hear you. We know that, that is super important to have the different things that you use talk to each other. And we want to make sure that we're doing that.

Heidi J. Ellsworth:

Those integrations are so important. You guys, as a channel partner, you're ... You could be in charge of the channel. You are working with so many different people to make sure everything integrates. Talk just a little bit about creating that lifetime customer. With your software, a contractor can really start now creating a lifetime. It might be the roof, it might be siding, it might be windows, it could be Christmas lights, it could be a service and maintenance program. So much.

Tom Basch:

I saw two new companies come through not too long ago where Christmas lights is in their company name. I know a lot of roofing companies that'll do it in the winter and off season, but I saw two that came through that do that specifically. But yeah, we actually, I don't know that you know this, but we actually just launched a new program called Leap Essential, which essentially allows just the one person who's getting started with technology, let's say. and they want to get in, they want to adopt a platform, they know they need it, but they don't need to be inundated and overwhelmed with all the bells and whistles that are available. So we've created what we term as one platform for contractors to be the professional, and not be the professional in the sense of knowing how to install and do those types of things, but just running a successful business. So we want to provide the tools and platform to help them grow and to leverage things. So come on, as one user, a small company, be able ...

Even adopt something like our sales enablement platform that for teams that have big sales teams and are looking to scale, and grow and leverage the efficiencies of automation and scalability.

Heidi J. Ellsworth:

Well there are a lot of, and I'm going to ... all types of folks. I know a lot of younger contractors who are getting into it, starting their own business. I'm going to do a shout out to Leah Lamiscus who just started [inaudible 00:32:57]. And that is exactly. She's going, starting her business and she's going to grow with this technology. She's working with it. I'm not saying she's using this technology, I don't know what she's using, so no thing there. But I'm just saying we're seeing a lot of that, and these young contractors, they know what they want and they want the technology and they want to be able to grow and be able to get in there and go to that next level.

Tom Basch:

We want to be able to present them into an entry level option that they can take advantage of it and they're not in inundated. Because we see that as something where contractors, they know they need it, but sometimes it can be overwhelming and you're like, "Wow, this platform that I'm getting into is the same one that this 800 person companies using." That's intimidating. And you want the features that are going to work for you and available to you, that allow you to grow so that you don't have to move and migrate and do all those things.

Heidi J. Ellsworth:

Do the right things, yeah. I agree. Okay, so let's get a little bit tactical here and let's talk about how EagleView works within Leap. So I'm going to start with you, Rob. How are you integrated in, or should I start ... You guys decide. Who wants to start this?

Rob Soper:

Well, I'll start it.

Heidi J. Ellsworth:

Okay.

Rob Soper:

Real quick. So the data that we provide, not the PDF. And there's an XML document, there's a JSON document that has the data embedded in it.

Tom Basch:

Don't start nerding out on us now.

Heidi J. Ellsworth:

I know.

Rob Soper:

I don't want to get too nerdy.

Heidi J. Ellsworth:

I told you we're going to go little tactical.

Rob Soper:

But that's the source of the data that we provide to the fleet users. From there you can take over.

Heidi J. Ellsworth:

So they don't really have to do anything except for just order My EagleView and the data flows in.

Rob Soper:

That's it, or if they already have it in their existing EagleView account, depending on their workflow, if they have an old job and now they're just adopting it. Now they can do what's called a get report. So they can go ahead and find the report that's already in their EagleView account, and then call that right into the platform and it will do its thing 100%.

Heidi J. Ellsworth:

That's a great feature. That's really a great ... Because how often do you start a new software and then you're like, "Okay, what happened to all my other data? How do I get it?"

Rob Soper:

Right, yeah.

Tom Basch:

Order your EagleView report through a distributor or through ...
Where you need it.

Heidi J. Ellsworth:

Yeah, yeah. Talk a little bit about how contractors can get started with Leap and bring this combination of EagleView and Leap together.

Tom Basch:

Yeah, we've made it super simple to integrate. That's, I'd say, is probably the easiest step is integrating. You're just simply connecting the two accounts. But what's happening is that when you do and you've got a lead, you're able to order the EagleView report directly within the Leap platform. And it's great. It's EagleView's interface. So you see the map and you've got the pay, you can do all that. And you select what type of deliverable you want, so all of that's there. Then when it's done, you're notified, you're able to, if you're in the Leap platform, the project management aspect of it ...

For your ordering and you're estimating. So it all automatically ties to that. And if you're using our sales enablement platform, which is SalesPro-

Heidi J. Ellsworth:

Yeah, SalesPro.

Tom Basch:

... which used to be Leap, and it can be confusing, but if you're using SalesPro ...

Sitting at the kitchen table isn't the time that you place the order for an EagleView report. So you usually do that maybe, I don't know, it could be five minutes, could be an hour, it could be before. But you place that order. And what you do within SalesPro is, again as Rob said, you have the address, you pull in all the measurements, it happens automatically. Pulls in the measurements, it pulls in the PDF, a digital version of the PDF. No carrier pigeons involved here. Pulls in the measurements so you have your estimate, pulls in the PDF so you can add that perceived value or that enhanced value of saying, "Hey, this is a credibility. These are the actual measurements of your home."

Heidi J. Ellsworth:

Right, and the picture.

Tom Basch:

And the pictures pulling.

Heidi J. Ellsworth:

Everyone loves the picture.

Tom Basch:

Yeah, and the pictures are available to put on a proposal, on a contract. Again, adding further validity and perceived value in your presentation. It's all around encompassing, it just brings so much value. And ease of use is through the roof. It's just super easy.

Heidi J. Ellsworth:

That is cool. I love it. And I am going to say again for everyone who's out there on Zoom, if we have any questions or anything in the chat, Megan will shout those out over here. So if you have any as we're going out, let us know. But we're going to keep going here for about another just a little bit. But I want to talk about the show. I want to talk about the show. So you guys both-

Tom Basch:

Yeah, yeah. I forgot, we're here for a show.

Heidi J. Ellsworth:

Yeah, we're here for a show. We're here for the FRSA.

Tom Basch:

Everybody walking by and saying hi to friends everywhere.

Heidi J. Ellsworth:

Yeah, it's very interactive. I know, I know.

Tom Basch:

It's great.

Heidi J. Ellsworth:

So for everyone who's here at the show, who's hopefully watching this on Facebook, or YouTube or walking by, as you can see all the people going by, we have, EagleView is in 1125 and Leap is in 424. So I'd like you to talk a little bit about the demos that you're showing in your booths and how people can go from here, and what we're talking about now, and go see some of this and get a little bit of hands on. And Rob, I'm going to start with you.

Rob Soper:

Sure, great. Again, booth 1125, EagleView. Really probably the two biggest things that we're promoting, we're definitely here are assess, which is our new drone solution. So we've got started in the insurance industry with our automated drones that use artificial intelligence and machine learning to identify anomalies on asphalt roof surfaces. So technology is fantastic. We've got the drone here to show you. We've got all the demo products that come with it as well.

We're also demonstrating a Roofing Passport as well, which is our solution. It's a joint partnership with Sherwin Williams. And we have developed a solution to be able to do full metal panel takeoffs, and obviously it's roofing and sheet metal shows. So there's a lot of folks out here who are doing metal roofs right now.

Heidi J. Ellsworth:

A lot of metal.

Rob Soper:

So come by the EagleView booth and talk to somebody about the Roofing Passport platform, because it is solid.

Heidi J. Ellsworth:

And we're actually going to have Roofing Passport and Metal View here tomorrow morning at 9:00, 9:00 Eastern. And we'll be talking more about that too as we're going through there. Okay, talk to us about the Leap demo.

Tom Basch:

Yeah, yes. Yeah, so come by our booth. We've got 424. I'm trying to remember it too. It's hard when you go in there, there are rows and a lot of booths

Heidi J. Ellsworth:

A lot. It's a really big show.

Tom Basch:

It's very big, yeah. But yeah, we want to talk to you about what we're doing with the Leap platform. I mentioned we want to help contractors be the professional as far as running their business and their workflow. And just knowing what material I need? Who's going to be at the job? When? The communication with the customer. So we've called a full suite of features and functionality, everything from taking that lead through project completion, but that includes so many steps along the way. So we'll help you walk through that, show you all the different features and functionality that we have and connect you with somebody on our team to have a more in depth conversation.

Heidi J. Ellsworth:

And I want to say too, for both companies, and definitely we've had Patrick on our podcast a number of times, so really seeing that demo of Leap, yeah it's about technology. And I know technology can be scary for some folks, but it's also about how to be that better business and how to be a better sales organization and all of the things. So I know you demo that too. You really, it's not just, "Here's the technology."

Tom Basch:

No, no, no.

Heidi J. Ellsworth:

It's really this whole opportunity to grow your business, using a lot of philosophy from the company's experience.

Tom Basch:

Absolutely, yeah. You think about it, we've been in business for maybe eight years now. So we've got a lot of experience, thousands and thousands of contractors that are using it. And yeah we don't, it's not a spew of, "Here's all the features of functionality," because that would be overwhelming and mind blowing. But we find ourselves on having that conversation, really understanding what your business is, and then just showing you the two, or three or four things that are pertinent to your business. And as Rob said, you'll grow into the other things. We've got a ton of integrations, a ton of partnerships. We want to work with you're who you're using: the manufacturers, the distributors, EagleView, vendors those type of things. So we want to help you grow and be an asset to your business.

Heidi J. Ellsworth:

Yeah, really. I know Leap has gone through a lot of transformation itself with bringing in JobProgress, and now it's all one platform. So really, it's worth taking the time to explore on what I would say this very expanded opportunity for technology in your business.

Tom Basch:

Yeah, it's super exciting. We're really excited.

Heidi J. Ellsworth:

Tons of integration of other technologies too. It is amazing. So hopefully we hit all of the questions on there, and if we didn't, gentlemen, let last thoughts that you'd like to share?

Rob Soper:

Oh, well, I'm just glad to be here. This show is fun. And Heidi, I appreciate all you do for the Roofing Coffee Shop.

Heidi J. Ellsworth:

Oh, it's fun.

Rob Soper:

And Tom, it's awesome to hang out and just chat. And hopefully we've offered some insights and people could learn some things. There's so many things that are out there that you can take advantage of. And not just the technology, but as far as the show goes, there's just a wealth of information that you can leverage and take advantage of here in a show like this, just to make yourself a better business person, a better contractor, just better within the industry.

Tom Basch:

Yeah, the only thing I'll add is, the way that these integrations and stuff work today, it just makes your life so much easier. And if I would've had these things 20 years ago, I may still be selling roofing. I didn't have this type of stuff. So it was interesting, to get into the trade, you had to know about the trade. It was hard to come in as a sales rep without knowing very specific stuff about how to measure, the installation process, all these things.

Heidi J. Ellsworth:

Yeah, it's true.

Tom Basch:

Well, technology's really made it a lot easier to get up to speed on some of the pertinent details about product and installation. But you don't have to learn how to measure a roof. You don't have to learn how to read an Excel spreadsheet and try to map pricing and do all that. A true salesperson's going to sell a job with just everything that they need, leveraging technology. So it's amazing.

Heidi J. Ellsworth:

And pass it on in a profitable, streamlined way to operations.

Tom Basch:

No, for sure.

Heidi J. Ellsworth:

Which didn't always happen.

Tom Basch:

Yeah. Yeah, you think about how long I'd spend it at home. Today that time is a third of what it used to be, just because of technology.

Heidi J. Ellsworth:

Putting it together. Wow. Well gentlemen, thank you. This has been so cool.

Tom Basch:

Thank you. Yeah, love it.

Heidi J. Ellsworth:

First live RLW. Very interactive. We've had people going by this week.

Tom Basch:

I know, I know. It's great.

Heidi J. Ellsworth:

And I just want everybody to know, so on the demos that we talked about, you can check them out on Leap's website, on EagleView's website. How do you find those websites? You go to Roofers Coffee Shop and Metal Coffee Shop, and you look at the directories for Leap and EagleView. They're there. All of the information you need, everything you get. Again, thank you.

Tom Basch:

Yeah, thank you. Appreciate it.

Rob Soper:

Thank you.

Heidi J. Ellsworth:

Thank you. And thank all of you for watching. We appreciate you so much. Be sure to check all of our RLW series on our website, Roofers Coffee Shop under RLW, read, listen, watch. Thank you and see you soon.