

# Northpoint Triples Roofing Sales Forecasts With IMGING Drones

Northpoint Roofing Systems is based in Woodstock, Georgia, and though they're only a few months old, they're seeing incredible success thanks to a savvy co-founder, Keith Priddy, who recognized that most roofing companies aren't being nearly as efficient as they could be. He started Northpoint to get things right.



*"IMGING has been a huge part of our explosive growth."*

Keith Priddy, Co-Founder



Keith was a roofer years before he started Northpoint. He focused on understanding how to install quality roofing systems, but he also developed strong business acumen. After seeing missteps at the various companies he worked for, he went out on his own. "I saw what they were doing and knew there had to be a better way," says Keith.

He secured an investment, a smart marketing manager, and a partner on the business development side. "Part of our vision was to be a high-tech company," says Keith. "We wanted to keep our employees safe but also create an efficient work environment." The team set about creating a more sophisticated approach to residential roofing.

## The Path to Roofing Sales Mastery

Keith knew that the secret to success wasn't selling broadly to a large market like the metro-Atlanta area – it was about focusing on a niche, then making the process of getting a new roof incredibly simple.

*"A lot of roofing companies do the wrong things. They'll spend a lot on billboards, radio, and TV ads but end up with customers who just want repairs. Many roofers will do a quick repair and end up back there in a few months. In roofing, it's possible to repair yourself out of business. Instead, we wanted to replace roofs to solve the actual problem, all while helping homeowners navigate the insurance claim process."*

As a company focused on technology, they immediately recognized the benefits of high-efficiency inspections as part of a direct sales model. As they got their start, Keith's representative at GAF introduced him to Loveland Innovations, maker of the drone-based inspection platform IMGING.

Using a blend of canvassing, free IMGING drone inspections, and follow-up sales visits to show customers damage and help assist with claim filing, Northpoint has built their entire sales process around the IMGING platform.

Beat first-year  
revenue forecasts by

**300%**

*"We've been able to close  
more deals quicker."*

**\$800** per day  
measurement  
savings

*"IMGING has reduced our costs  
since we don't have to order roof  
measurement reports."*

Up to

**21** roof inspections  
per day

*"IMGING flies itself, it takes all the  
pictures that it needs to take. It's  
allowed our pilot to be very efficient  
with the number of flights she can  
fly in a single day."*

Replacing

**30** roofs per  
month

*"Homeowners love the fact that  
we're using the drone and IMGING  
software to inspect their roof. It's  
creates confidence knowing there's  
technology showing whether there's  
damage or not."*



## Drones and AI for Roofing Efficiency

The automated flight systems in IMGING allow for Northpoint's pilot to scan dozens of roofs a week. Her record for daily inspections is 21, all of which were scanned with enough detail to give Keith's team the data they need to bid, plan, and file damage reports with field adjusters.

After a flight lasting as little as ten minutes, Keith's team uses automated damage detection, which is powered by artificial intelligence, to build thorough inspection reports. "We love that we can take human error out. We're keeping people safe, we're using AI to help us find damage, we get drone roof measurements, and we can send adjusters unbiased reports using the information," says Keith.

With imagery, measurements, 3D models, and more, Northpoint has powerful data along with a quick process for inspecting homes, selling roofs, and creating roof inspection reports for insurance adjusters. And with an unlimited plan, their pilot can fly as much as she wants. "Using IMGING has really allowed Northpoint roofing systems to be more streamlined and efficient," says Keith.

## Crushing It After Just 4 Months in Business

Four months in and business is booming for Northpoint. They've dialed in their inspection and sales process, and thanks to a process powered by IMGING, they've managed to blow past their year-one revenue projections by about 300 percent! "IMGING has been a huge part of our explosive growth," says Keith. Here are some of the results Northpoint is seeing:

Want to see IMGING in action? Get a custom demo.

**(385) 498-0800**

**[sales@lovelandinnovations.com](mailto:sales@lovelandinnovations.com)**

**[lovelandinnovations.com/demo](http://lovelandinnovations.com/demo)**

