

# How Breashears Tripled Estimate Output

## Features Used



Automated drone flight



Automated damage detection



Ultra-high-res images, measurements, and models



Elegant bidding and reporting



Breashears Roofing is a Colorado-based roofing company specializing in commercial and residential roofing jobs, including repair work for insurance claims.



We help roofers elevate their work using data analytics, drones, A.I., and pure ingenuity.

*“When you can get 3-4x production out of a sales person, it’s a no-brainer!”*

## Growing Pains

As Breashears Roofing has gotten bigger, growing pains have led their CEO and founder, Mark Breashears, to look for tools to help his company meet three key objectives:

1. Improve estimator efficiency
2. Get consistent measurements
3. Win more work

## Getting the Most From Estimators

Mark immediately saw potential in drone tech, but found manual flight limiting. Then he found IMGING®. After training estimators to use automated drones for inspections, Breashears saw six big benefits:

3-4X Estimator Productivity

*“When you can get 3-4x production out of a sales person, it’s a no-brainer! IMGING makes you more efficient all the way around.”*

Measurements to the Inch, Not the Foot

*“We checked measurements against common measurement providers and IMGING is more accurate.”*

2-3 Extra Leads From a Flight

*“We’ll fly a home and neighbors usually come out and want an inspection, so we get two or three more leads just by flying the drone.”*

Ultra-High-Res Imagery

*“A human can’t physically get the same images. The detailed scans get the whole frame and scope.”*

A.I.-Powered Damage Detection

*“I’ve double checked the automated damage detection and every time I’ve done it, IMGING is spot on.”*

Unbiased Information

*“The drone doesn’t tell a lie – it’s not biased. The information gives us a stronger case in the eyes of the customer and the insurer.”*

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