

EagleView® Aerial Measurement Reports: How an Idea Changed the Industry

by Casey D. Barrow

During this time of high unemployment, economic challenges and seemingly never-ending recession, it is inspiring to see a young, new company making a difference. EagleView® Technologies is a fast-growing company that invented a new technology that is changing the roofing industry.

Like most high-tech companies, EagleView started with an idea. A roofing salesman tired of climbing and measuring roofs asked his brother-in-law, Chris Pershing, a software engineer, if he knew of any software that could measure a roof using photographs. Pershing, co-founder of EagleView, did some research but couldn't find anything similar to what his brother-in-law was looking for. This sparked his curiosity.

He immediately began experimenting with available overhead images and faced two key hurdles: was there enough coverage to have a nationwide product and was the resolution of the images in these existing aerial and satellite databases good enough to provide extremely accurate slope and area measurements of roofs.

The solution to both of these issues was found in existing repositories of aerial photography. Pershing found that aerial images provided a much closer view and greater reso-

lution than satellite images, in turn leading to the ability to obtain an accurate measurement.

Pershing seized the chance to jumpstart a new company and filed the patent in spring 2007. "I always had an ambition to start a business if the opportunity came by," said Pershing, "and it finally did."

Since the spring of 2007, Eag-

on selling, not climbing the roof to get measurements. We still assess damage and accessibility obviously but the time saved from not having to measure the roof is time gained with the customer. We know EagleView is the industry leader for accuracy and customer service. There simply is no better option! Our proposals are ninety percent completed before we even meet with the customer. It is a game changer."

Roofing contractors like Infinity KC are incorporating the reports in their sales, marketing, and production process, utilizing the EagleView report from when the lead first comes in as part of the sales presentation and then as a key part of accurate material ordering. Finally, it is a very important addition to the final job completion and warranty package.

In just three years EagleView has grown from a simple idea to a fully developed profitable business. The future continues to look bright as EagleView spreads its wings and takes steps toward its next stage of growth. With leading market share, the company continues to innovate and offer new technologies that like aerial roof measurements will shape and change the industry for the new millennium.

For more information, visit www.eagleview.com.



■ Chris Pershing, EagleView co-founder.

lution continues to lead the market with this new technology. With exponential growth, the term "EagleView It" now signifies how EagleView created and continues to offer the roofing industry a disruptive technology that like the fax or cell phone has changed the industry.

"We have changed our business model due to EagleView," stated Jason Berry, owner of Infinity Roofing Kansas City out of Olathe, Kan., one of EagleView's early customers. "We now hire salespeople who can focus