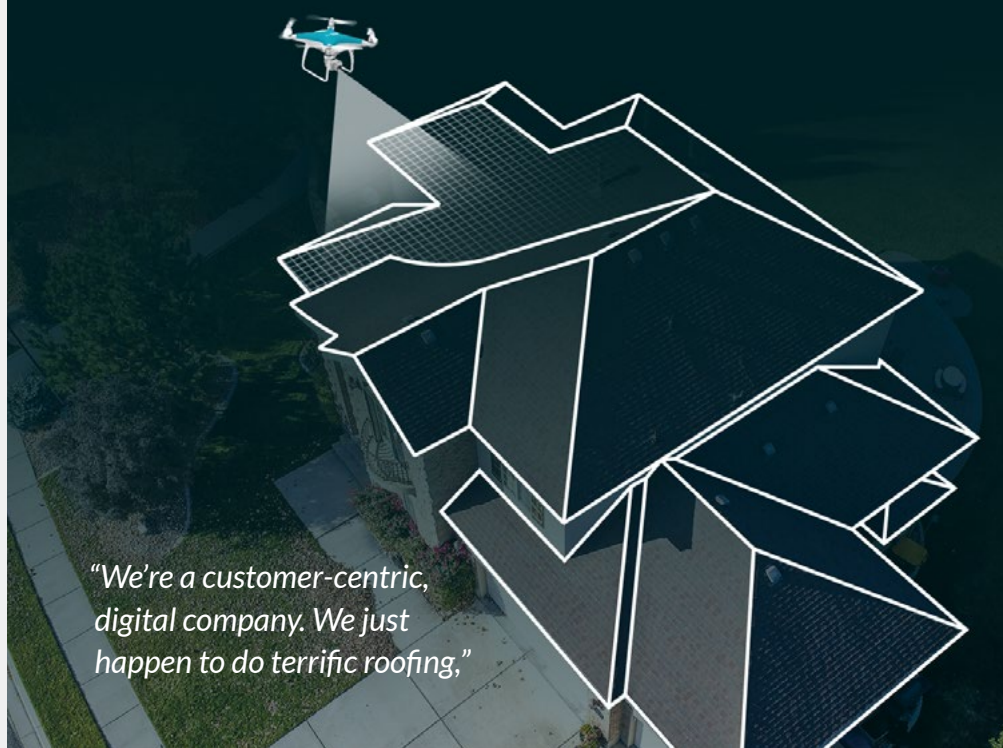


# How Elevated and IMGING Bring Roofing Into the Digital World

## The Digital Roofers

The people at Elevated Roofing aren't roofers – they're visionaries. They've become one of the largest roofing companies in North Texas largely thanks to their focus on customer service and new technologies like drones and artificial intelligence. "We're a customer-centric, digital company. We just happen to do terrific roofing," says the Commercial Director at Elevated, James Honeycutt.

Elevated wants to lead the charge in bringing the roofing industry into the digital era. The trouble is that if they want the industry to use the latest tools, they need a way to prove their value.



*"We're a customer-centric, digital company. We just happen to do terrific roofing,"*

## Changing the Whole Roofing Game

While technology has brought incredible possibilities to other industries, roofing has largely lagged behind. For roofers that handle insurance claims like Elevated, there's also the challenge of convincing insurance carriers that measurements and photos from sources like aerial drones are valid. Elevated is changing this by tackling two big challenges:

1

Finding technology partners that share their vision

*"We're always looking for business development opportunities that help us improve the entire industry. We need high quality partners to do it."*

2

Proving the viability of the latest technologies

*"We raise the bar constantly, but if we use something new, it can be more accurate, but it's not yet standard. We have to prove to insurance companies that it's better."*

## A Partner to Count On

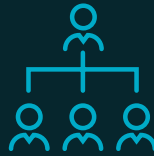
Elevated was already using drones, but knew aerial inspections only scratched the surface of what's possible. "We started looking at what A.I. and machine learning could do," James says. As they searched, Elevated saw a claims adjuster using Loveland Innovations' drone-based analytics platform, IMGING™, to scan a home. The drone caught their eye, but what compelled them to reach out was the A.I. built into IMGING. "Initially, drone technology was alluring because we could take photos, but we soon learned that we could use IMGING's A.I. and deep learning systems to detect damage." Elevated began using IMGING to inspect roofs and properties and set out to show the industry a better way to gather and analyze information.



## A Stage Set for Change

As Elevated pioneered the use of IMGING for drone-based inspections and analytics in their market, James saw carriers coming around. "It's all about industry standards and what's accepted by insurance. We had one situation where an adjuster came to check out a customer's roof claim and didn't even get on the roof, he just reviewed the inspection report we made with IMGING and they used it to close the claim," he says.

In addition to moving the industry forward, Elevated saw a few excellent benefits:



Better Tech for More Leads

*"Residential customers tell their neighbors about their drone inspection because it's cool and cutting edge, so we get more leads."*



More Accurate, Less Costly Measurements

*"There will be savings when we look at our buy-in and spend, especially if we compare it to measurement competitors."*



Automated Damage Detection Aids Analysis

*"We looked at lots of solutions for damage detection, but Loveland does it better."*



3D Models for Better Customer Experience

*"For commercial, 3D models offer a lot of additional value."*



Elevated Roofing has been in North Texas for over 20 years. They consistently provide their clients with the highest level of workmanship and customer service. They're the top choice among roofing contractors in the Dallas Fort Worth area.



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

Want to see IMGING in action? Get a custom demo. [385.498.0800](tel:385.498.0800) | [roofing@lovelandinnovations.com](mailto:roofing@lovelandinnovations.com) | [lovelandinnovations.com/demo](https://lovelandinnovations.com/demo)