

Looking Down From a Higher Plane

INDIANAPOLIS—GeoEstimator is taking the high road in dealing with the process of roof measuring for contractors, independent adjusters, and insurance companies. By combining aerial and satellite images with its software, GeoEstimator calculates precise measurements of virtually any surface, including ridges, valleys, perimeters and step flashing for generally less than \$35 per report.

GeoEstimator says it reduces costs and turnaround times by utilizing multiple imagery providers, both satellite and aerial, which allows for wide, national, and international coverage.

High Anxiety

Dale Thornberry, president and CEO of GeoEstimator, pointed out the daunting nature of the typical roof measurement process — time driving to a job, on the roof, filling in a spread-

sheet, and preparing a report, plus gas money. "Insurance adjusters and contractors do not get paid for measuring a roof. We perform that service remotely for less than they can do it themselves without sacrificing accuracy. ... so they can focus on preparing the estimate and closing the deal."

Information is available at the GeoEstimator Web site (www.geoestimator.com).