CoreLogic Launches Storm Damage Identification Service

CoreLogic, a leading global property information, analytics and data-enabled solutions provider, has announced the launch of Roof IQ, that pinpoints specific homes damaged by storms so roofing professionals can more effectively identify what needs to be done.

The service uses advanced geocoding technology, as well as its comprehensive property-level database, to target individual homes within a storm's path that have suffered significant damage from wind or hail. As such, it enhances efficiency and increases productivity, allowing roofing professionals to increase their response to a catastrophe and quickly offer assistance to individual homeowners following a storm.

Roof IQ provides unique interactive maps that define the scope and extent of damage within 24 hours of a weather event. Real-time email alerts track every step of the process from storm awareness to prospect identification to the repair stage. In addition to identifying specific damaged homes and accompanying property and homeowner information, Roof IQ enables more accurate repair cost estimates by incorporating aerial roof measurements produced by the SkyMeasure by CoreLogic service.

"Roof IQ is a game changer for the roofing industry, allowing for more precise targeting of areas impacted and homes requiring repair," said Andrew Zickell, senior leader, business development for CoreLogic. "Roof IQ eliminates the inefficiency of randomly canvassing an area following a storm by combining immediate prospect identification with full property-level data and imagery."

Users can select to monitor the entire U.S. or receive storm alerts by region, city or state, and can purchase prospective customer leads based on targeted geographic areas. Storms are ranked by severity so that resources and priorities can be determined based on actual damage to homes. More information about Roof IQ can be found at http://www.corelogic.com/products/roof-iq.aspx?WT.mc_id=prtm_170614_D1m8M.

https://www.gim-international.com/content/news/corelogic-launches-storm-damage-identification-service