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—INDUSTRY NEWS

CertainTeed Roofing and HailStrike Help Contractors Increase Competitive Edge with New Hail Reporting Mobile App

OneSite Mobile, an unprecedented, new mobile app from CertainTeed Roofing partner HailStrike™, is poised to help credentialed roofing contractors strengthen their business in storm-affected areas with timely mobile access to hail storm data. Thanks to its detailed, site-specific reporting, the app helps roofing contractors swiftly locate storm-torn roofs without needing to piece together information spread throughout several sources.

Extensive Data Available to Roof Contractors

Available at an exclusive discount for CertainTeed Roofing credentialed contractors, OneSite Mobile allows access to the most extensive, detailed and time-sensitive hail reporting data from any mobile device. The only input needed is a property address, which can be either automatically geolocated or entered manually. The app then finds all the hail activity for that address since January 2011, including size,

duration, storm speed, storm direction and probability of hail activity, and creates a report in under three minutes.

“Mobile access to HailStrike’s interactive hail-reporting technology allows roofing contractors to jump on potential reroof jobs on-site — giving the customer a new roof with minimal wait time,” said Jay Butch, director of contractor programs and promotions for CertainTeed Roofing. “That’s beneficial to both the contractor and customer. We are excited to offer this caliber of lead-generating service to our contractors.”

Interactive Maps to Track Hail Storms

Since 2011, HailStrike has offered the most innovative and cross-referenced hail reports available in the storm market today. The company uses interactive maps to help roofing contractors track hailstorm paths throughout the continental U.S. Specifically, HailStrike offers CertainTeed ShingleMasters, SELECT ShingleMasters, Silver Star Contractors and Gold Star Contractors an advantage by having access to this information in the field.

Roofing contractors with HailStrike tracking have access to radar-based storm tracking software that trails the heart of the storm, and even includes the size of hail. Those with AniSwath have direct access to the industry’s only colorized, fully animated hail swath map. It is a tool that clearly provides the entire footprint of a hailstorm for contractors, including probability of severe hail and duration of a storm. The OneSite tool provides site-specific information for hail activity at exact locations. With OneSiteMobile, roofing contractors can see the storm’s strength, speed, direction, probability and duration, plus the new app allows access to these hail reports where it matters most — at the location.

For more information about OneSite Mobile, or the new exclusive price plans for CertainTeed credentialed contractors, contact your local CertainTeed Roofing territory manager or visit www.certainteed-myedge.com or www.hailstrike.com/certainteed.

