



# Dr. Roof: Utilizing the latest technology

When Dr. Roof is working with a client on an exterior or interior home improvement project, the team's wealth of knowledge and experience is the greatest asset they have to offer clients. However, they also use a variety of technological tools to aid with design and project management to create a smoother, more streamlined process.

"A customer really gets to be interactive with the process," said Glenn Trusty, owner and founder of Dr. Roof.

The company was established in 1998 in Long Beach, with a second location starting in Gearhart and then moving to its current site in south Seaside. Dr. Roof also serves the Portland metropolitan area.

On the coast, Dr. Roof acts as a full-service contractor, not only doing commercial and residential roof inspections, repairs and replacements but also windows, siding, decks, interior remodels, fences and other jobs that improve the function and aesthetic appeal of home, office or industrial building.

"It's a very, very big can of mixed nuts," Trusty said, adding they've seen a change over the past decade in terms of which services are in greatest demand. That's partially due to the fact the company expanded its general contracting division over the past few years.

One of the most valuable resources Dr. Roof provides for each construction project is experience. Not only has Trusty operated the company for more than two decades, but across various departments—including operations, production, safety and the on-the-ground crew—Dr. Roof has many experienced employees

in service. Additionally, Trusty said, "our subcontractors have been with us for several years."

With this experience, Trusty and his team can guide clients through critical aspects of the pre-construction process, such as prioritizing their project goals, selecting materials and budgeting. They tailor their approach based on each client's needs, personal circumstances and preferred level of involvement.

"It's really kind of a mixed bag depending on the customer," Trusty said. "Building budgets is really important when you're doing remodels because they can very easily run away on you."

Many times, the Dr. Roof team guides customers by providing product knowledge and insight on various features, educating and empowering them to make their own decisions with a realistic understanding of costs and feasibility. That provides value to clients because it allows them to accomplish their vision without exceeding their budget.

## Modern technology and technique

To augment the experience and expertise of the team members, Dr. Roof also implements modern technology through its estimating processes and customer relations monitoring system (CRM).

Trusty also has been working with a three-dimensional modeling

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software since 2016, which he began piloting fully at the company for residential customers this year. With the software, the team captures a 3-D image of the exterior of the client's home.

"Then they get to really interact with the whole process and help to design," Trusty said.

Using the software, the clients can see exactly how their house would look with different types of roofing, windows or siding materials and styles. It enables them to pinpoint and define what they want and, better yet, know how it will translate when executed in real life.

"Sometimes [clients] know what they want but they don't have a clear idea of what that vision is," Trusty said. "It's about really giving them the image of what their home is going to look like. ... It brings them into the designing and decision-making."

If a customer doesn't like how something looks in the 3-D model, they can ask to see something else, until they find the right concept and product. There is no cost associated for the client, but it puts both them and the construction team at ease, because it mitigates misunderstandings about what a project will look like when it's finished.

"Other than working with an architect, you wouldn't be able to see this rendering," Trusty said, adding they enjoy having the software available for clients to use. "In a way, we get the opportunity to show them something we have."

*By Katherine Lacaze*

