

ROOF MRI

Frequently Asked Questions

Answers to the top questions from contractors and property managers about Roof MRI's moisture detection methodology, pricing, and certification program.

1

INDUSTRY CHALLENGES

What are the common industry problems in roof moisture management?

Common industry problems include contractors avoiding pre-bid moisture scans due to cost and risk, leading to unexpected change orders and difficult client conversations. Many traditional methods are subjective, non-scientific, or have significant limitations, such as thermography misinterpreting heat signatures or flawed calibration of impedance scanners. This results in unreliable moisture detection, making it hard to differentiate between damp, wet, or saturated areas and impacting owner behavior and budgeting.

2

METHODOLOGY

How does Roof MRI work, including its philosophy, calibration, and workflow?

Roof MRI is a structured, non-destructive moisture mapping protocol using impedance devices, acting as the "brains" to determine wet, damp, or dry insulation. Its philosophy involves calibrating the equipment to a known wet sample of the roof's insulation, resetting the baseline to accurately differentiate moisture levels. The workflow includes gridding the roof, systematically scanning each square, and digitizing readings into a color-coded "Roof MRI" map, providing quantitative and defensible data for targeted solutions.

3**DIAGNOSTIC METHODS****What are the different diagnostic methods for roof moisture?**

Diagnostic methods include Thermography, Impedance, Nuclear, and Gravimetric testing, each with specific physics and limitations. Thermography detects heat signatures but is prone to false positives from non-moisture sources and environmental interference like wind or clouds. Traditional impedance scanning can be problematic if calibrated to a dry spot, overpowering the meter and making it difficult to distinguish moisture levels. Gravimetric testing provides precise localized data but is destructive and limited in scope.

4**REDRY VENT SYSTEM****What is the ReDry Vent System, and are there case studies?**

The ReDry Vent System is a solution designed to dry wet insulation without a full roof tear-off, offering a less invasive "arthroscopic surgery" approach to roof remediation. It involves installing specialized vents and solar fan housings to actively remove moisture, with programs structured as either a ReDry Warranty Project or a Spot ReDry Lease Program. Case studies from locations like Dezer Mall, Tampa, Omaha, and Baton Rouge demonstrate its effectiveness in restoring roof performance.

5**PRICING & SALES****How is Roof MRI priced, and how is owner psychology considered?**

Roof MRI pricing can involve a monthly subscription fee for contractors, providing equipment, training, and support for pre-bid scans. Sales strategies focus on educating owners with diagnostic evidence, using data to show wet zones and what can be dried or replaced, which increases win rates and builds trust. Owner psychology is considered by offering tiered pricing for wet versus dry areas, making projects financially viable and avoiding unexpected costs.

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FIELD PROTOCOLS

What are the field protocols for Roof MRI on specific roof types?

Field protocols for Roof MRI involve systematic scanning using a grid, with specific considerations for various roof types like built-up gravel roofs, foam over metal, lightweight concrete assemblies, and two-layer systems. This includes logging readings in the center of each grid square and adapting techniques for materials like aluminum-coated cap sheets that can cause impedance spikes. For leak investigations on Built-Up Roofs (BUR), protocols involve clearing gravel around seams and scanning to identify splits and water travel paths.

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TRAINING & COMMUNITY

What training, community, and manufacturer alignment are available?

Comprehensive training programs are available for technicians, involving mock-ups and real-roof scanning, with remote and onsite support for calibration and confidence building. A community platform and support model foster ongoing learning and sharing of best practices. Strong manufacturer alignment, such as with Gaco, ensures that Roof MRI documentation meets warranty requirements and strengthens contractor relationships.

Still Have Questions?

Contact us at info@roof-mri.com or call (877) 733-7973 to speak with our team.

www.roof-mri.com