



## How Benson Property is Supporting Communities by Restoring More Homes Quicker with HOVER

The Benson family had already been in the construction industry for more than 40 years combined, when they decided to start their own business with the mission to provide exceptional customer experience to communities that are suffering from storm damage. Since then, Benson Property has grown into a successful full-service contractor specialized in restoring residential and commercial properties. A year ago, the company started using HOVER for every job, allowing them to save time in the selling and production process.

### Standing Out from Competitors with the 3D Model

Construction is a highly competitive industry and this is especially true for storm construction. Thanks to HOVER, Benson Property can show the homeowner the desired outcome of their work on an interactive 3D model of the homeowner's actual home. It has helped the company put itself ahead of its competitors who are competing to restore the same properties. It has also allowed homeowners to make decisions much quicker and feel confident in the end result.

"Minnesota is known as the "Land of 10,000 Lakes," but we joke that it's the "Land of 10,000 Contractors," explains Anne Benson, president of operations at Benson Property. "The storm environment is cut-throat so we need to be able to set ourselves apart. The 3D model from HOVER has been invaluable in our sales process as it allows us to show the homeowner that their home can look even better than before once restored."

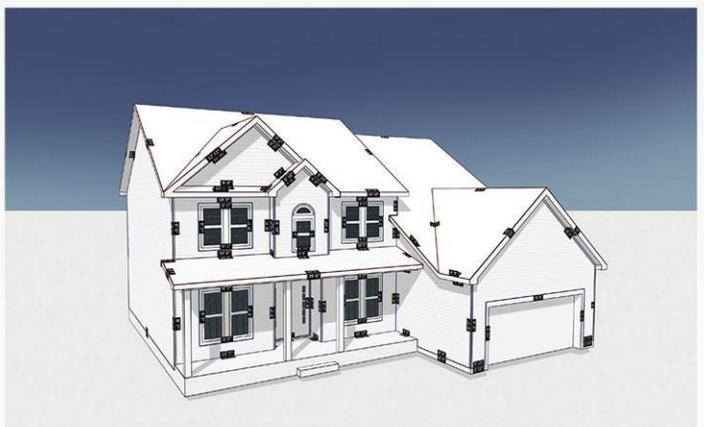
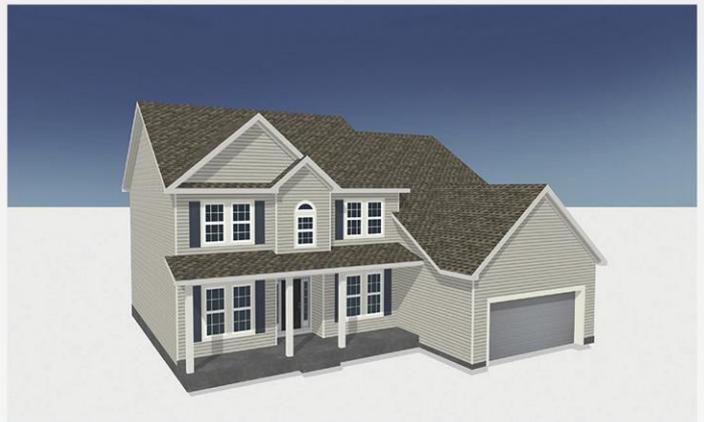
### Upselling Without Effort

The 3D model does not only allow Benson Property to speed up the sales process, it also helps them sell bigger jobs to customers. The company has upsold at least 10 big jobs after the customer saw what their home could look like on the 3D model.

"We're no longer upselling to homeowners. Instead, homeowners are upselling to themselves. One time, the insurance company only approved the roof repairs. But, after seeing the siding options on the 3D model, the homeowner immediately applied for a loan to repair the siding of the house as well. Upselling has never been easier."

### Accurate Measurements Result in Quick Quotes and Material Lists

Thanks to HOVER, Benson Property no longer needs to rely on the measurements from the insurance company to create their estimate and order materials. Previously, the company would have to pay a measurements technician to take additional measurements for parts of the house that



would not be covered by the insurance company.

"It would take a day before we would have all measurements we needed and could create a quote," Benson said. "Thanks to HOVER, we can create a quote within 10 minutes. On top of that, we save about 15 minutes for every material list we need to build. When you work on more than 1,000 properties per year, the saved time quickly adds up."