



FOR IMMEDIATE RELEASE:

Catastrophe Response Unit launches CRU VUE Program

Toronto, Ontario Canada May 28, 2018

Catastrophe Response Unit – CRU Adjusters (a division of the CRU GROUP) is excited to announce the rollout of their newest program to assist in exterior and roof damage evaluation. Originally planned for a 3rd quarter launch, the Ontario wind event of May 4th has pushed the launch of this program forward.

With two major Ontario wind events, the New Brunswick flooding, and three other recent small weather-related claims events across Canada, both insurance companies' staff and their contractor support network have been stretched. With damage to more than 100,000 structures across the province, from Windsor to Ottawa, this limited capacity is problematic. Compounding the difficulty of the task, approximately 70% of claims are in the GTA, which adds the challenges of greater traffic between claimants as well as more, older 2.5-3 storey structures.

As a U.S. market leader in the integration of drone applications to the inspection process, CRU believes it is unfortunate that current Canadian regulations prevent UAVs from providing the needed efficiencies for high volumes of structural claims and limit their current application value to commercial and tall buildings.

But the new service, CRU VUE, now creates the ability to determine wind damage on roof structures that are not accessible by conventional means. CRU VUE incorporates the safe use of 34' and 44' commercial monopods (think "giant selfie sticks"). These custom devices consist of a telescopic carbon fibre pole topped with a high definition camera that can adjust the zoom, focus, and angle of pictures. The view is monitored and controlled by the Certified CRU VUE technician on the ground.

With the limited number of people certified as Rope & Harness or Steep and Tall adjusters, the CRU VUE Program means that their field adjusters no longer need to engage roofers, contractors and added people to capture and document the roof information critical to an accurate windstorm estimate. This means CRU clients can get the estimates they need faster and begin repairs for their insureds as soon as possible.

CRU GROUP

810-2001 Sheppard Avenue East
Toronto, Ontario M2J 4Z8
www.cruadjusters.com



The CRU VUE system provides another creative solution to ever tightening claims cycle times, while insuring a new level of safety when capturing roof imagery. As an addition to their growing suite of Adjusting Task Services available to insurance companies, CRU continues to incorporate new and evolving technologies being developed for the property claims industry.

About CRU GROUP

Founded in 2004, CRU Group provides staffing solutions and claims management services for the Property & Casualty industry across North America. CRU Adjusting Group currently operates four main units: Catastrophe Response Unit Inc. Canada, Catastrophe Response Unit USA, as well as market-leading specialty claims adjusting firm F.C. Maltman International and The Academy of Insurance Adjusting (AIA). The Group Head Office is in Toronto, Canada.

For more information, please contact:

Becky Ramsbottom

416-492-4411 X 1263

media@cruadjusters.net

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Toronto, Ontario M2J 4Z8
www.cruadjusters.com