



# FLUKE®

## Testimonial

Thermal imaging

**Name:** Donald B. Hatfield

**Company:** DBH Home and Property Inspections

**Imager model:** TiR

“Fluke thermal imagers are rugged and reliable. They will take a beating.”

“The thermal imager is simply an invaluable tool for home inspectors and their clients.”

“The best thing about Fluke is that everyone has been top notch.”

- **What is your line of business?**  
I've been a home inspector for 11 years and I perform full-house home inspections. I added thermal imaging to my business 3 years ago.
- **How did you originally learn about thermal imaging?**  
A friend of mine had previously used thermal imaging in the Army. I'd seen some home inspectors who used thermal imaging and decided to investigate. I've always had good luck with Fluke products.
- **Describe how thermal imaging fits in your business or as part of your services.**  
It's increasing my business. I can see the missing insulation in walls, the moisture intrusion, the circuits and fuse boxes that are hot. The capabilities are nearly unlimited.
- **What % of your business uses thermal imaging?**  
Every home inspection, it's the final thing I do. I use a thermal imager on all my home inspections. It might be 40 % or more of my business.
- **What model of thermal imager do you have?**  
A Fluke TiR.
- **Why did you choose Fluke and why did you choose that particular model?**  
Fluke thermal imagers are rugged and reliable. It will take a beating. The first week I had it, I was about 9 feet up in the air when I dropped the Fluke on the floor. It bounced and went all the way down the stairs into the basement. I thought, “Well, there's \$4500 down the drain.” I went down and picked it up, turned it back on, and it booted right back up. Never had any problems with it.  
Also, I like Fluke's IRFusion® technology. It lets me take infrared and regular pictures together so that I can precisely document any issues.
- **Have you increased your business as a result of your thermal imaging purchase?**  
Yes, by about 20 %. Customers call me and ask about it—can you do this? Can you do that? And my response is typically yes, yes, due to the capabilities of my Fluke thermal imager.
- **Can you think of a situation with a customer where a thermal imager (or image) made the difference?**  
Absolutely, I had a client who was getting ready to purchase a house that was built in 1840. She asked me if the insulation was still there in the house. Only half the insulation was still there, and one room had water penetration through the roof. After the client saw the insulation was gone inside the walls, the client decided not to buy. The thermal imager is simply an invaluable tool for home inspectors and their clients.
- **Do you believe it has provided you with a competitive advantage when you market your services?**  
There's a lot of people out there who like Fluke. I think it's going to give me an edge.
- **Do you believe you made the right choice with Fluke thermal imaging? Why?**  
Absolutely. I love it. It's a great product. The best thing about Fluke is that everyone has been top-notch in guiding me through and is quick to respond. I've had no problems.