



**FLUKE®**

## Testimonial

### Thermal imaging

**Name:** Nora Seaborn

**Company:** Retro Green Homes and California EquineIR

**Imager model:** TiR3 and TiR32

“The TiR3 is the most important tool we’ve bought for our green building business.”

“We would not be getting any business without the thermal camera.”

“They are tough cameras with fabulous software that tell the story we need to tell.”

• **What is your line of business?**

I have two parts to my business. Retro Green Homes provides a comprehensive analysis to homeowners that either are uncomfortable or have high energy bills, and California EquineIR does a complete analysis of horses through thermal imaging.

• **How did you originally learn about thermal imaging?**

My partner and I first learned about thermal imaging during our green building certifications.

• **Describe how thermal imaging fits in your business or as part of your services.**

We use thermal imaging to capture images of either heat escaping from a home, heat leaking from ducts, or cold air getting into the house through leaks in the ceiling, walls or floor. We also use thermal imaging to identify moisture problems both inside and outside a home.

My California EquineIR business is built completely on the availability, pricing and ease of use of the Fluke TiR32 thermal imager. Before thermal imaging was cost effective to use, horse owners had to trailer their animal to a vet for X-rays, MRI or ultrasounds that often required medicating the animal to keep them calm.

• **Do you have an example of when thermal imaging really provided value?**

Many. In one case, a client was complaining about being cold when she sat at her desk. They had recently insulated the roof of their home, so they thought it was the window. We were able to show cold air streaming through the soffit directly above her where the insulating contractor had missed a spot. It was much less costly to repair the insulation than replace the windows and the Fluke thermal imager was the reason I was able to find that issue.

• **What model of thermal imager do you have, and why did you chose that particular model?**

We use the Fluke TiR3 for home inspection. The TiR3 has a large screen in the back that we can use to show our clients or students what we are seeing.

For horse body scans, I use the Fluke TiR32. The lightweight model is easier to steady while the horse is moving around and getting comfortable with me holding a foreign object close to them.

• **What benefits has thermal imaging brought to your business?**

Thermal imaging lends credibility to our green building business since it’s a tool that allows us to visually demonstrate to the client what is happening to their energy usage. The TiR3 has become critical to our success and we now consider it the most important tool we’ve bought for our green building business.

For the horse business, the ROI happened within the first month of using the camera. I love being able to help my friends in the horse world get to the bottom of their horses’ medical issues.

• **Have you increased your income as a result of your thermal imaging purchase?**

I do not believe we would be getting any business right now without the thermal camera.

• **Do you believe it has provided you with a competitive advantage when you market your services?**

Without a doubt! Our booth at the green building conference had the most people stop, and it was primarily due to the large thermal images we had at our booth.

• **Do you believe you made the right choice with Fluke thermal imaging? Why?**

They are tough cameras with fabulous software that tell the story we need to tell! I would not have bought the second if we weren’t happy with the first one!