How to Increase Profits and Reduce Risk

Protect Your Margin. Protect Your Name.



BUILDING MOISTURE INSPECTION

John Stowe

- IICRC BMI Vice Chair
- Property Problems Expert
- Triple Master Restorer
- Litigation Consultant & Expert Witness

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Where Profits Disappear

1. **MISS IT**

   Wet materials never located or mapped

   Never measured. Never documented.
   Just absorbed as a loss.

2. **GUESS AT IT**

   Drying decisions are based on assumptions

   Incomplete or unsupported readings can understate the scope of the job.

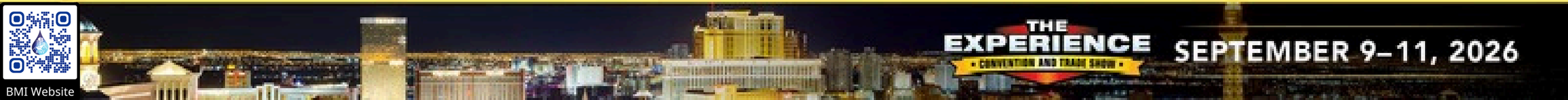
3. **FAIL TO PROVE IT**

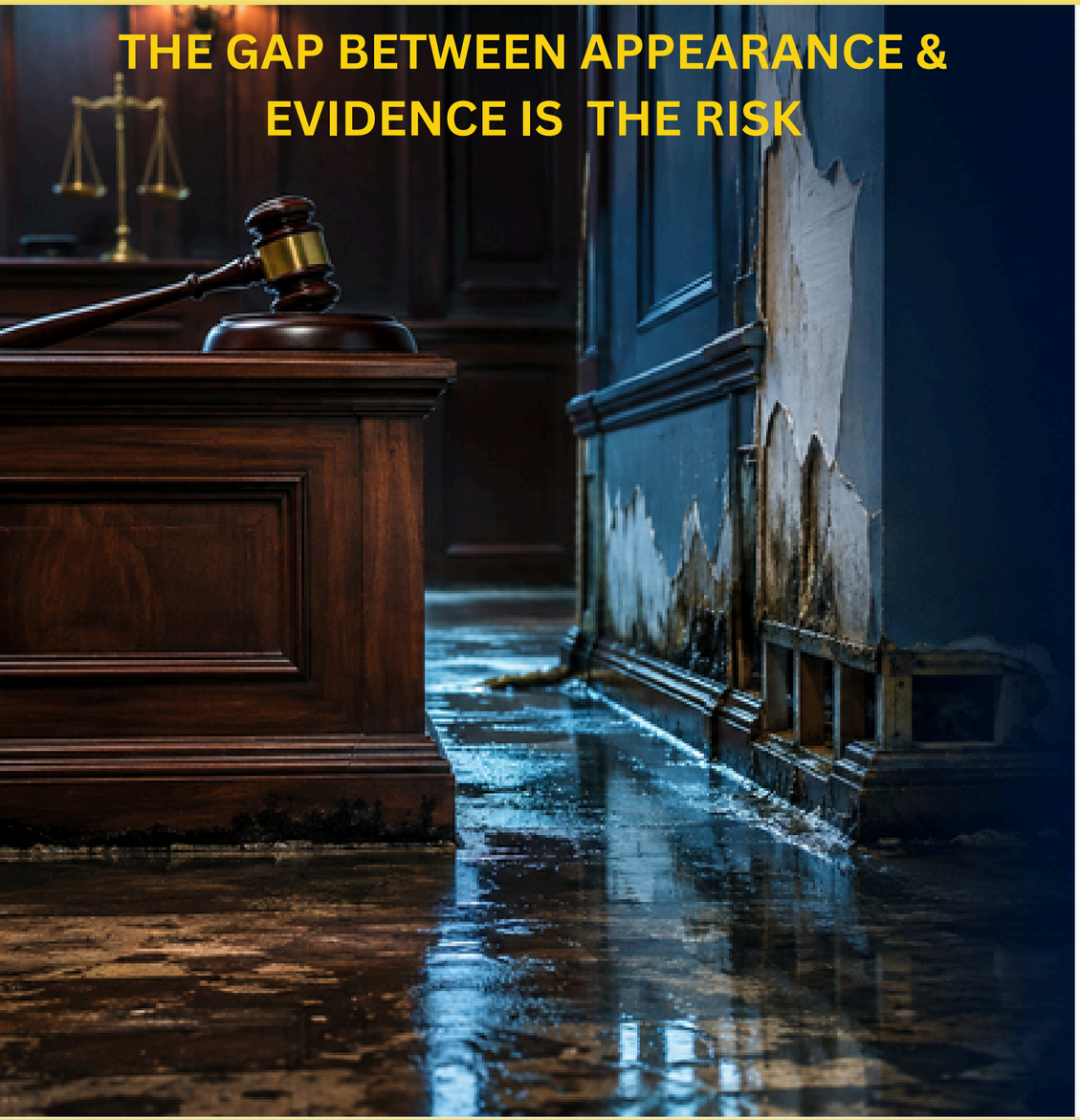
   Documentation lacks supporting evidence

   Without science-based documentation, it may look more like an excuse than a justified expense.



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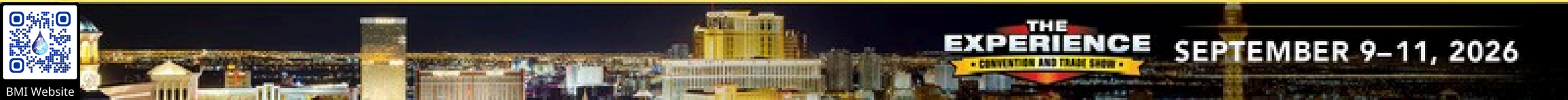


What You Can't or Don't See Is What Gets You Sued

A job looks dry. It gets closed out and invoiced.

"looks dry" ≠ "is dry"

Hidden moisture can lead to callbacks, additional damage, payment disputes, and legal exposure.



Every “Water Loss” Has Two Exposures

Money Left on the Table

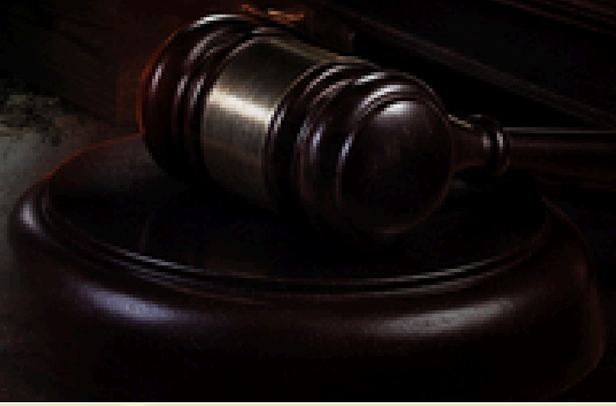
Missed moisture means missed opportunities.

Liability Left Behind

Undetected moisture is a potential callback, claim, or lawsuit.







PROVE IT BEFORE SOMEONE ELSE DOES

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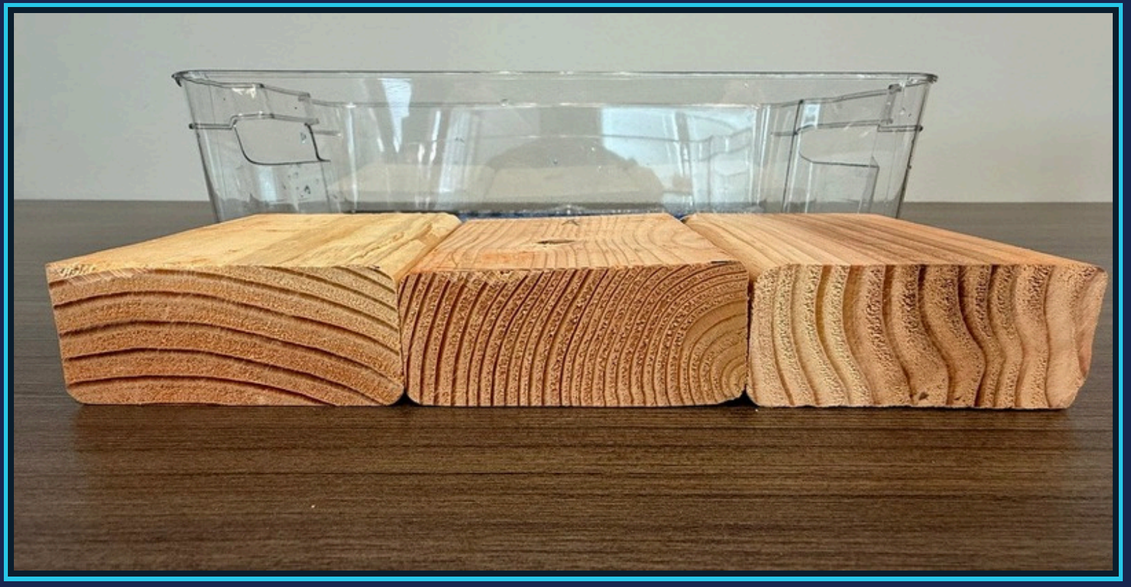
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Dry is a measurement—not an appearance.

Three wood blocks. The same exposure. Twenty-four hours later, three different moisture patterns.

BEFORE EXPOSURE

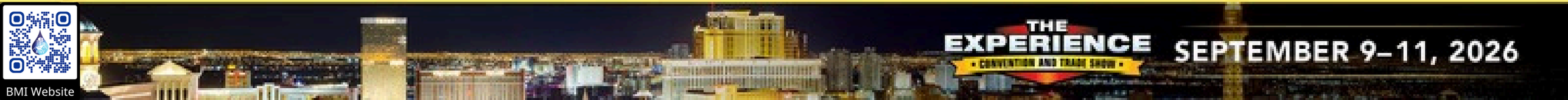


AFTER 24 HOURS



Same exposure. Different wood grain direction. Different moisture response.

APPEARANCE ALONE CANNOT CONFIRM THAT THE DRYING GOAL HAS BEEN ACHIEVED.

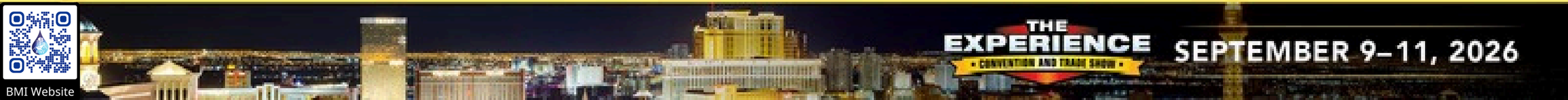


Are You Full of BS?

- Building Science
- Bad Science
- Something else



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Case Study

CLAIM DENIAL

BUILDING MOISTURE INSPECTION



The claim was denied based on an engineer’s opinion that long-term water damage caused the ceiling collapse.

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WEATHER & EXTERIOR EVIDENCE

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Weather data showed that the storm approached from the west (the rear to the front).

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Case Study

FAILURE PATTERN

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Large sections of the living-room ceiling had separated from the framing and collapsed.

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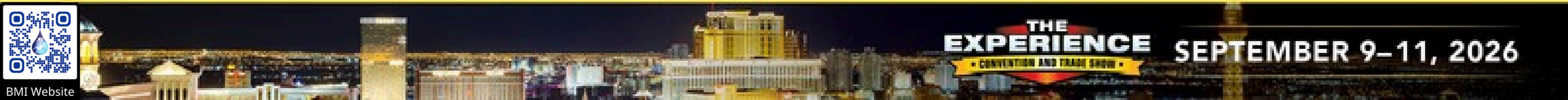
Case Study

INITIAL OPINIONS

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Other experts attributed the ceiling collapse to long-term water damage.



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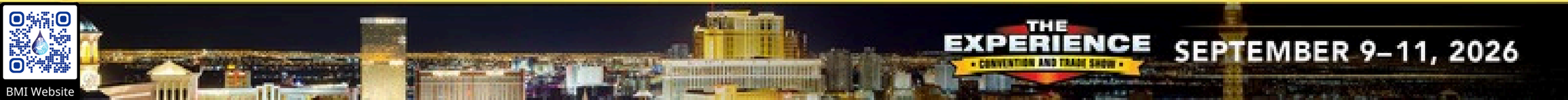
DRYWALL SEPARATION

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The ceiling drywall separated from the framing in large, relatively intact sections—an important clue in evaluating the cause of the collapse.

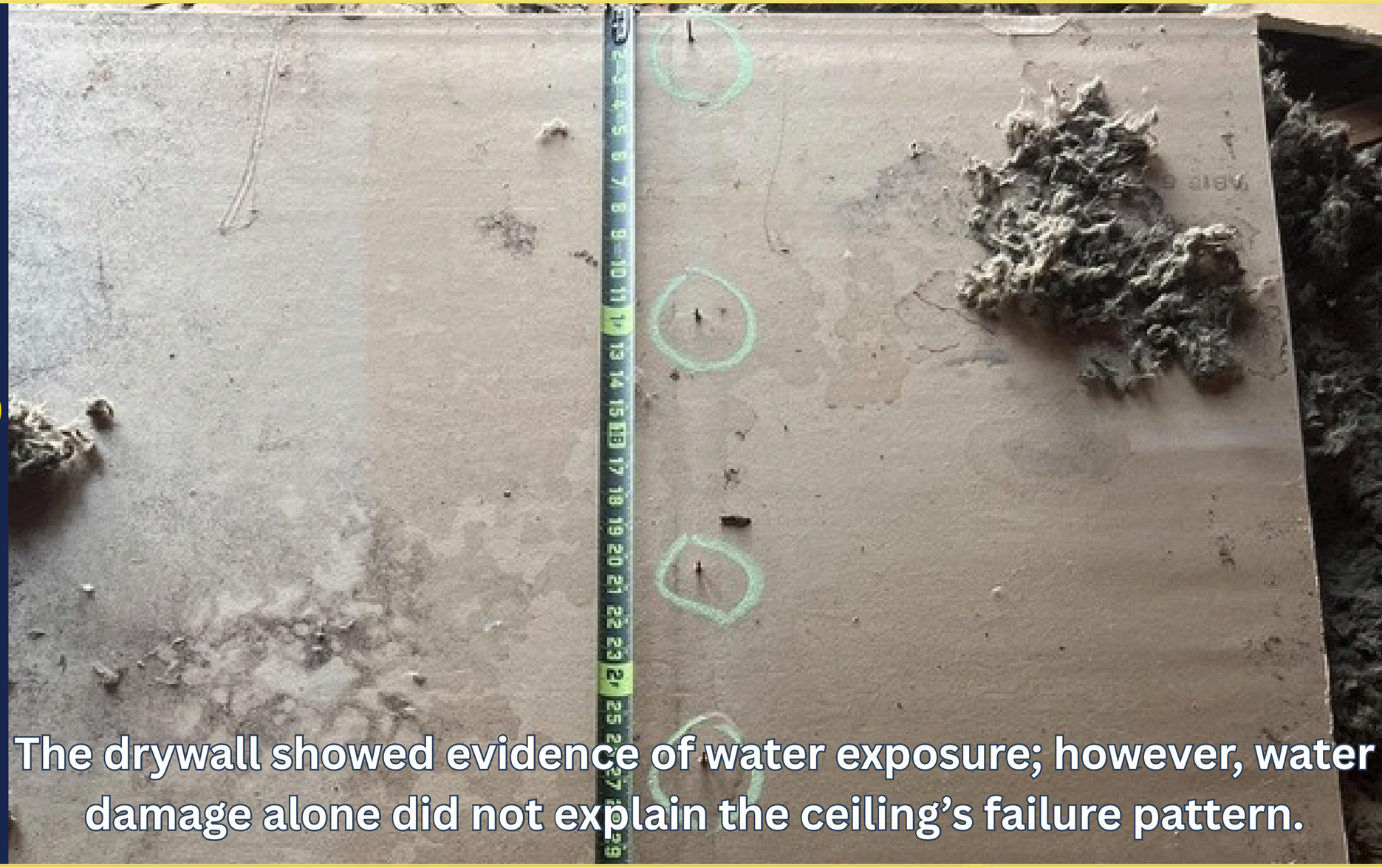
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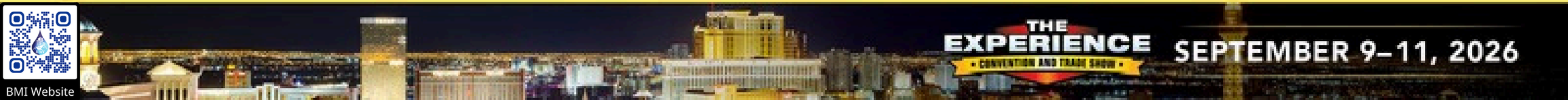
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WATER DAMAGE ACKNOWLEDGED

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The drywall showed evidence of water exposure; however, water damage alone did not explain the ceiling's failure pattern.



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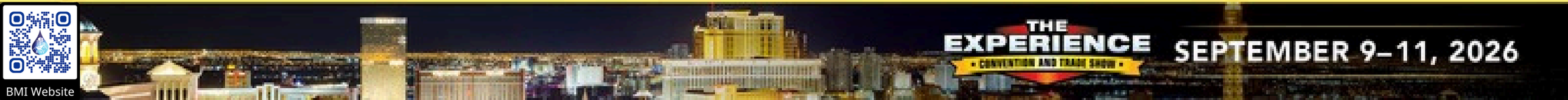
MULTIPLE ROOFING SYSTEMS

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Inspection of the attic revealed evidence of two different roofing systems, requiring further investigation of the roof's construction and performance.

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WOOD SHAKES

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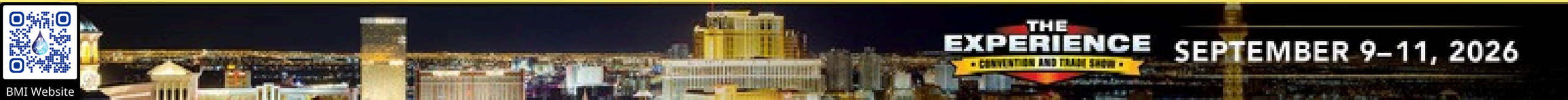
CONCLUSION

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The evidence supported wind-induced attic pressurization—not long-term water deterioration—as the cause of the ceiling collapse.

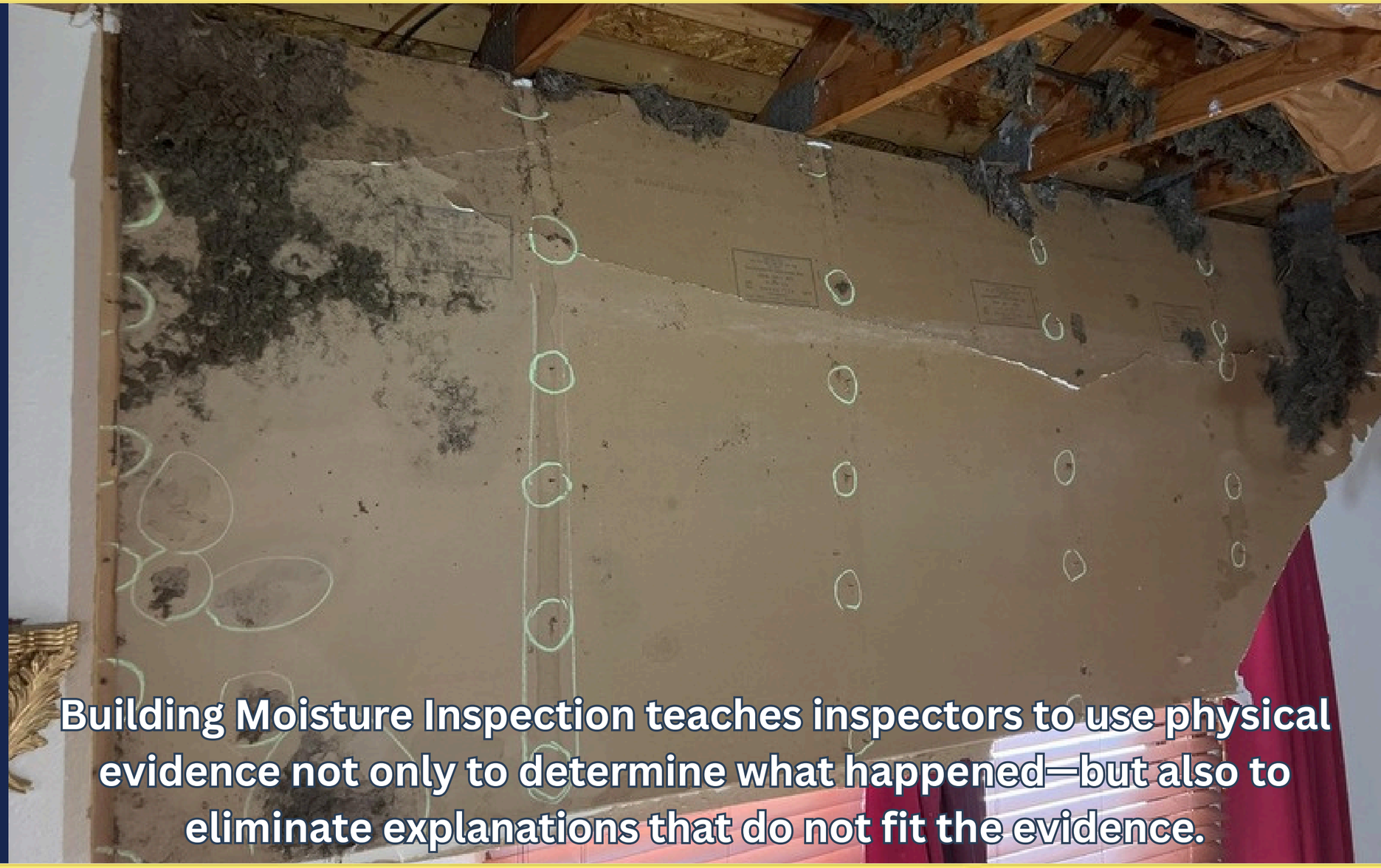
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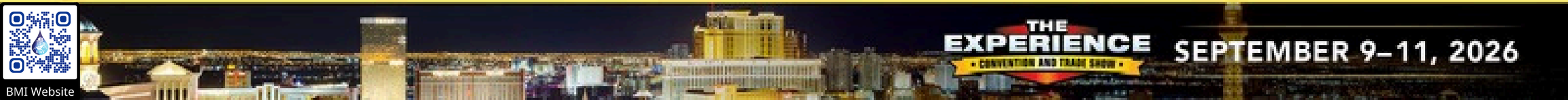
CLAIM PAID

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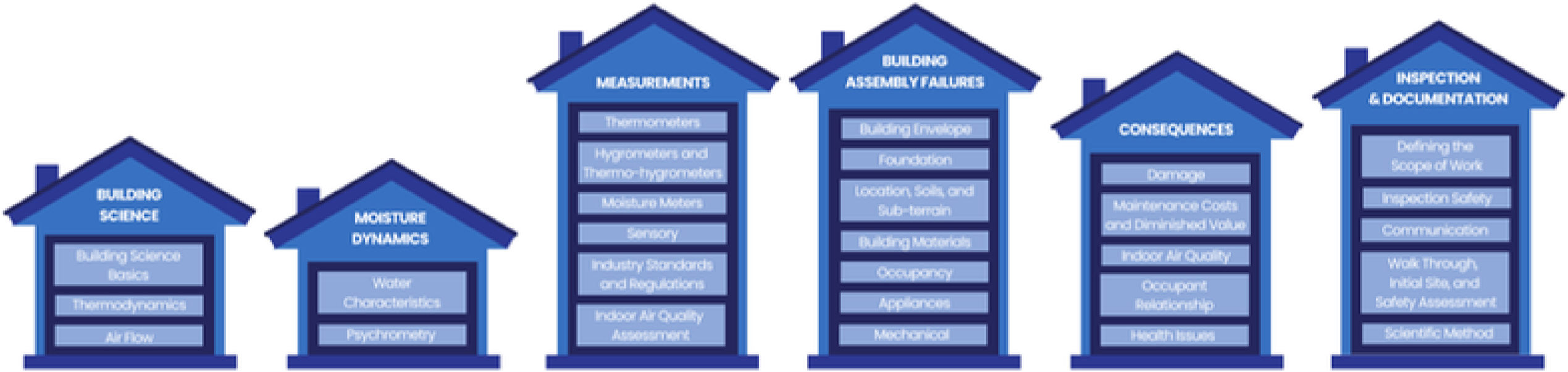
Building Moisture Inspection teaches inspectors to use physical evidence not only to determine what happened—but also to eliminate explanations that do not fit the evidence.

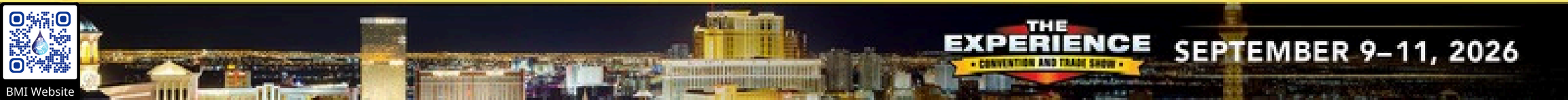
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What You'll Actually Learn

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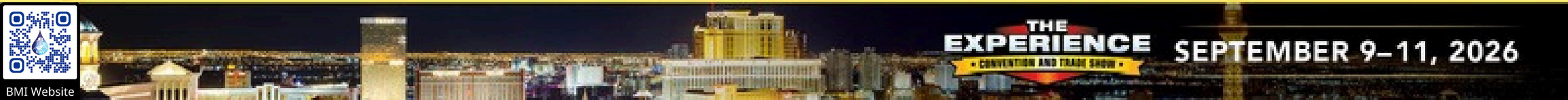




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Who Should Take the BMI Course?



How BMI Pays For Itself



Find the Moisture Others Miss

Science-based moisture mapping and scoping.

Inspections & Documentation Can Be Billable

A reasonable, necessary, and properly supported,
professional inspection should not be treated as a free service.

Science-Based Inspection + Defensible Data = Margin Protection

Complete documentation supports a complete and justified scope.



How BMI Protects You

Documentation That Holds Up

Real data and moisture maps — not memory.

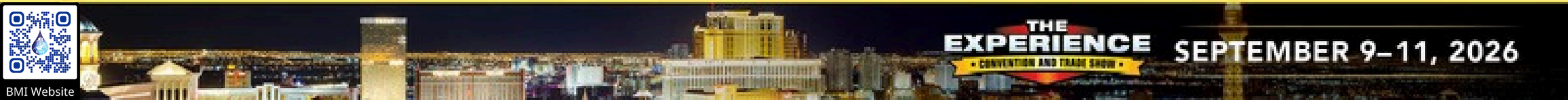
A Defensible Record, Not a Guess

Science-based data beats “we think it was dry.”

Supports a Defensible Standard of Care

Organized, repeatable inspection and documentation practices help demonstrate professional diligence.





Thank you for attending today's presentation.

Building Moisture Inspection

Build the skills to find what others miss.

John Stowe

Digital Business Card

FIND IT.
MEASURE IT.
INTERPRET IT.
DOCUMENT IT.

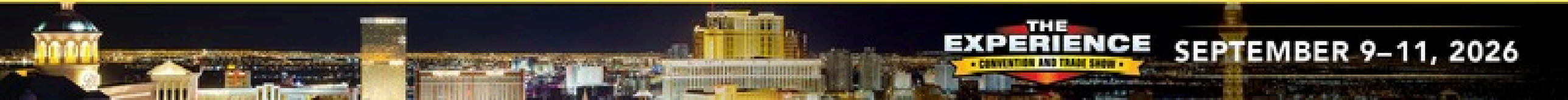
TAKE THE NEXT STEP

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Questions & Answers

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