

# EXCLUSIVELY CONTENTS

R E S T O R E   W H A T   M A T T E R S

Vol.21, Issue 10

**INCREASING  
OUR WORTH TO YOU**

**SMOKE  
DAMAGE**  
TIME IS **NOT** ON OUR SIDE

**CONTENTS PROS  
ARE TRUSTED PARTNERS**

Provided By Your Contents Restoration Partner



**5640 Knott Ave.  
Buena Park, CA 90621-1808**

**Phone: 1-800-589-2740**

**Office: 562-735-4966**



When the contents pros arrive at a home or office after a fire, there are many things they want to know.

For example, what kind of fire was it? Was it an oily, greasy kitchen fire? Or was it a high heat (paper and books) type fire? Did plastics burn? Was water used to extinguish the fire, raising the humidity to an extraordinary degree, causing the wood to open up, pulling in smoke odors and soot particulates?

When smoke and water mix (even in the air), it forms corrosive substances, so the pros need to get electronics and small appliances out of that environment. Soft metals need to be coated with special petroleum substances to keep the acid from tarnishing them.

Smoke flows like water and attaches to just about everything it encounters, down hallways, into the HVAC system, under dishwashers and stoves, behind refrigerators and into the fabrics of couches and beds.

The contents pros have numerous solutions to reverse this process – even outside the normal techniques such as ozone or hydroxyls. Now there are fogs and mists that can follow wherever smoke and soot have gone in order to neutralize them.

Without such solutions, smoke odors can recur months down the line and for years to come. More than one source points out that there are records in the U.S. National Archives which survived the 1906 San Francisco fire, but over 100 years later still smell strongly of smoke odors.

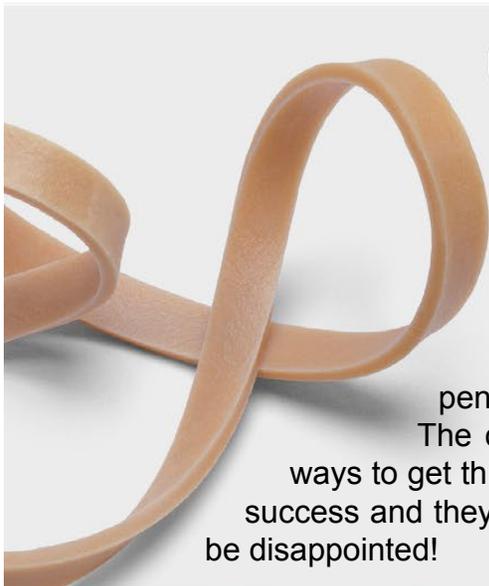
Smoke damaged bedding, furniture, books, cookware, clothing, fine china, crystal, teddy bears and much more can be restored by well-trained, well-equipped contents specialists. But time is not on their side. They must be allowed on site as quickly as is practical. Soot residue can quickly damage surfaces, sometimes within minutes, then continues for days and even weeks. Time is of the essence.

## CONTENTS PROS INNOVATE FOR SUCCESS!

Of course you have probably already guessed that the contents pros are not ordinary restorers. Someone once referred to them as the, “MacGyvers of Restoration.”

They are innovators, creators, improvisers (and some say “magicians”). Recently, we saw one use an ordinary rubber band to remove a stripped screw from an old dresser. Another lubricated a reluctant screw with ordinary pencil lead (it worked)! It turns out that pencil “lead” is actually graphite – a well-known dry lubricant.

The contents specialists have learned to employ a wide range of creative ways to get things done in challenging circumstances. They create new pathways for success and they aren’t shy about sharing their ideas – visit them sometime, you won’t be disappointed!





## INCREASING OUR WORTH TO YOU

We know that the way to earn your trust and get more job assignments is by creating procedures that make our company more valuable to you.

One of the techniques we use is what we call our “Million Dollar Database.” We know that you don’t want to hear a “No” when you ask for specialty services, so each month we search for specialists in fields we anticipate will fill a future need.

Everything from art restoration experts, to taxidermists, and craftsmen in many fields.

We also increase our front line worker’s value by offering them courses to increase technical skills, the ability to adapt and diversify, and much more.

In upcoming issues we’ll tell you more about how we train our team to handle homeowners who are angry with an adjuster, neighbors who are complaining about the equipment noise, and even ways to help get policy renewals for the agents on the case.

When contractors outside our company want to hire a contents team to help them with a difficult project, they choose us because our frontline workers are well trained, well equipped and highly efficient.

Our track record speaks volumes even before we arrive on the scene.

We focus on contents and nothing else. Our contents project manager is ready to connect with the insurance adjusters and agents, or will take a back seat, giving the project manager of the firm that engaged our services,

the necessary reports to make his (her) job easier.

In fact it is quite common for contents professionals to arrive in unmarked vehicles and generic clothing when working for another company.

Our goal is to be perceived as a part of the company that hired us, not as competitors who might try to contend with structural teams for mitigation or construction parts of the job, or for future contracts.

We make those who hire us look good to the insureds and the insurers – that is our ultimate objective.



You have probably heard the slogan used by thousands of contents restoration professionals, “Adapt, Create, Proceed.” It was coined by certified IICRC instructor, Barb Jackson, CR.

The phrase reminds us that when contents pros are faced with an unexpected “roadblock” in the restoration process, the team is to adapt to the situation, create a solution, and proceed with the task at hand.

Sometimes it requires that the project supervisor make a creative decision -- like the walk-in freezer in a resort that had lost power and now was the source of rancid odors so strong, the owners were prepared to declare it unrestorable.

Thousands of dollars were saved by placing a hydroxyl generator inside the unit and sealing it closed for many hours – returning it to pre-loss condition.

When you hire the services of the contents pros, you hire their experience and keenness of insight as well.



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RESTORE WHAT MATTERS

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**Specializing in  
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Books, Photos and more!**



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**COMING UP IN THE NEXT ISSUES OF CONTENTS SOLUTIONS**



**HOW CONTENTS PROS  
CREATE SATISFIED CLIENTS**



**NO JOB TOO LARGE  
OR TOO SMALL**



**WHEN PAPERWORK  
MATTERS THE MOST**

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