

EXCLUSIVELY CONTENTS

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

Vol.21, Issue 3

**NEW SUPER
CORONAVIRUS KILLER
SOON TO BE RELEASED**

**WHO ELSE WANTS TO
HIRE THE CONTENTS PROS?**

APPARENTLY EVERYONE!

Provided By Your Contents Restoration Partner



5640 Knott Ave.

Buena Park, CA 90621-1808

Phone: 1-800-589-2740

Office: 562-735-4966

**Happy Insureds
Make Happy Adjusters
Managers and Agents**



WHO ELSE WANTS TO HIRE THE CONTENTS PROS?

Wherever you find damaged contents, more often than not, you will find contents restoration professionals. Adjusters hire them to improve their bottom line, impress their managers and produce satisfied customers. Agents engage their services because the pros know how to help get policies renewed while bringing in superlative reviews. Other restoration contractors employ them because the contents specialists save money for the insurance companies by restoring instead of replacing – and they blend so perfectly with the structural team that they appear to be part of the original company instead of an “add on.”

Real estate salespeople bring them in to make a house “sellable” – when it simply wasn’t before.

Department stores with large losses, churches, restaurants, theaters and mall managers seek them out when they need real contents restoration professionals who can clean and restore their facilities and valued items.

Small businesses, gyms, and banks find them when it is imperative that they get the doors open (or close them forever).

Doctors’ and dentists’ clinics have recently hired them to quickly deep clean and apply the best antimicrobials to their workplaces.

Schools have retained them to remediate mold, remove

smoke odors from fires and dry out flooded classrooms.

Hospitals routinely hire them for fires, floods, mold, and even bacterial infestations.

Counties and military bases commission them for extensive contents restoration (one company of our acquaintance was asked to take on 300 sewage remediation jobs for a single source).

And here is the best part – sometimes, in spite of their continuous specialty training, the contents pros don’t possess the expertise for a certain specialty aspect of an assignment. That is why they created what some call their “Million Dollar Database.” In it they have the names and phone numbers of museum class experts in the field of art restoration and award winning electronics restoration professionals. They have taxidermists, furriers, precious metals and gemstone restorers – as well as many others.

They have resources that help them replace a single plate or cup from an expensive set. Or a single sterling silver fork from a matched collection.

Who else wants to hire contents specialists? Just about everybody who has valuables that should be restored, not replaced. When you need us, we are standing by with an exceptional reputation and a track record that speaks for itself.



KEEPING OUT OF TROUBLE

The RIA, IICRC, and AIHA have released a report urging contractors to no longer use phrases like, “Clean and disinfect,” but to now say, “...they perform services such as ‘wipe surfaces’ and ‘apply a disinfectant’.”

This of course was to circumvent any misunderstanding between client and contractor and to avoid possible litigation. We suspect we will be hearing similar language for sewage remediation and other contamination and antimicrobial-type jobs.

GETTING INSURANCE POLICIES RENEWED



You already know about the policy some contents pros have of giving a small courtesy gift box to the insured at the beginning and end of a job with the insurance agent's card as the only literature inside, and saying something like, "Your agent, Susan Sondheim asked us to give you this." With a note on the back of the card, "I'm here when you need me," or something similar on the back of the card – thus giving the appearance that the agent is "mentally present" throughout this job.

And you probably remember from previous articles how we invite the agent to drop by when something really terrific is about to happen (such as a beloved family treasure that is returned in better than pre-loss condition, or legal documents that were thought to be unrecoverable, but are now completely restored).

But our teams are also trained to keep the agent "top of mind" during the job as well in small, subtle ways. For example, when a homeowner says, "This is outstanding work, that couch looks brand new."

They answer, "Thank you. Ms. Sondheim always expects our best efforts. We won't let her down."

Or when first meeting the owner, the contents manager says, "Susan Sondheim, your agent, told me to pay special attention to the antique clock in your study. We brought special padding and cushions so we can give it our VIP treatment. She said your grandfather actually built it himself."

Just a small detail that makes us look good, the agent look as if she (he) was paying attention and gives the owner the real impression that we are all "on the same wavelength."

Those are just a couple of ways we help you get policy renewals!



KILLS CORONAVIRUS FOR 90 DAYS

Researchers at a Hong Kong university have produced a new substance that acts as an anti-viral coating for up to 90 days. They explain that it is heat sensitive and opens (like a flower) at human touch. Then it releases its antimicrobial substance, which kills viruses – even when the spray has dried.

The scientists tell us it is "...non-toxic and safe for skin."

They have tried it out in a hospital and a home for the elderly. "The researchers said shopping malls, schools and sport training facilities in the city have adopted the coating."

The University of Arizona has released a report for a similar coating that Daily Health Post says, "...can keep surfaces clear of a human coronavirus for up to 90 days with just one application." It is presently awaiting peer-review.

The contents pros think this will be a game-changer for offices, schools, hospitals, theaters, restaurants and homes – you will be among the first to know when it becomes available for our clients.



HAPPY INSURED MAKE HAPPY ADJUSTERS AND AGENTS

Spokesperson Barb Jackson CR, first consults with the homeowner, then submits a "pre-estimate" that supplies the adjuster with all the necessary information – setting attainable, realistic expectations, timeline and budget to create a scope of work – thus giving him (her) the ability to "sculpt" a workable model that functions for the homeowner, the insurance company and the contents team.

Consultant Kent Riddle tells us that the appearance of the job is as important as the quality of the work. Thus, in order to please a client it might be necessary to remove a couch from a deodorizing chamber, then wax and polish all the wood components so it looks "showroom worthy."

Taking the insured into account always produces superior results.



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COMING UP IN THE NEXT ISSUES OF CONTENTS SOLUTIONS



**CONTENTS PROS VS.
ICE DAM DAMAGE**



**SMOKE DAMAGE? CALL
THE CONTENTS PROS**



**VALUED DOCUMENTS
RESTORED!**