

EXCLUSIVELY CONTENTS

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

Vol.22, Issue 2

**CONTENTS PROS SAVE
A FORTUNE FOR
INSURANCE CARRIERS**

**INSURANCE COMPANIES
WANT SPECIALISTS
WHO RESTORE**

**TELLING
STORIES
TO ADJUSTERS**



Provided By Your Contents Restoration Partner



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

Phone: 1-800-589-2740

Office: 562-735-4966



TELLING STORIES TO ADJUSTERS

Many contents managers have developed a method for preparing an initial estimate during the first “walk-through” with the owner by their side.

Often they rely on the digital photo inventory taken during the walk-through and will develop an imagistic storyline based on the images, a homeowner’s comments, and thorough notes. But if the photos are of inferior quality, they cannot convey the story to the adjuster assigned to the case.

And even if the photos are of high resolution, when there are not enough of them or they don’t show enough angles, or

they are mislabeled, they will inevitably slow the assignment down.

Worse still, if the photos are out of order, the “story” is ruined. If for example, damaged porcelain dolls are displayed in the images, then the next shows an area behind a refrigerator, even if the individual notes refer to that specific picture, the narrative makes little sense and the adjuster must recalibrate his (her) mental sequences.

A skilled contents project manager knows the value of the description and aligns the images with the written notes on every assignment.

INSURANCE CARRIERS WANT CONTENTS PROS WHO RESTORE

Restoration firms have become increasingly sensitive to environmental issues (some have provided “green” services for decades).

While it may be easier to “cash out,” conscientious restoration companies are making a concerted effort to keep contents out of the waste disposal sites.

Many companies have been using ecologically friendly solutions, materials and practices in order to reduce waste and their impact on landfills. And the contents pros are the pride of the industry.

Contents specialists restore rather than replace. It is often said of them, “Contents professionals don’t cost -- they save.”

Insurance carriers see it on every job. Clothing, beds, furniture, cookware, toys, television sets, computers, books – the list is virtually endless. Items that would otherwise have been tossed aside, are restored to pre-loss condition.

This is what the contents pros trained for.



TRANSPARENCY MAKES THINGS EASIER

Our company likes to remain as transparent as is possible, with all interested parties.

We invite adjusters and agents to visit us, examine our warehouse, even open a box or two in order to compare our expertise with others in the field.

We produce newsletters (like the one you are reading right now) that give a clear view of our philosophies, our techniques, and how we proceed in business.

On any given job, we keep ourselves prepared to have morning meetings to map out the day or week and we even give projected (planned) goals to the homeowner, “Good morning Mr. Smith, today our plan is to...”

Transparency makes it easy to do our jobs because everyone is pulling in the same direction.



CONTENTS PROS SAVE (ON VIRTUALLY EVERY JOB)

The contents pros save significant sums on virtually every assignment by restoring instead of replacing valued items.

If you have been with us for a while and have read some of our articles, you may recall that they have restored everything from a stuffed tiger to a \$4000 purse, from fine china to cheap furniture – even from wet books to a high priced collection of Beanie Babies®.

They have cleaning and restoring techniques and tactics that range from applying re-coloring cream to faded, scuffed or damaged leather, up to working with a museum quality artisan to repair an antique writing desk or a recognized conservator to restore priceless art (the savings to the adjuster and carrier in such situations is astronomical).

If they are called in soon enough, many items that, at first glance, look as if they are a total loss, can be restored to pre-loss condition – which improves the carrier's bottom line every time their services are engaged.

The contents restoration specialists have cleaned and recovered valuables and have deodorized or

applied decontaminants in schools, hotels, retail stores, warehouses, apartment buildings, and many other types of homes and offices.

They have worked for county administrators, insurance adjusters and agents, theater owners, restaurant owners, military bases, churches and so many others that it would take an entire page just to list them.

Most insurance agencies agree that the restoration of a family's or building manager's belongings and assets, is not a profession for untrained workers. Even outstanding structural restoration personnel may do a splendid job in their field, but lack the training and experience for contents restoration.

Contents project managers sometimes spend years completing their specialized training (some continue their education for their entire career).

So if you have any doubts about the actual worth of a contents team, ask their manager to show you how much they saved on a couple of their past assignments – they more you see, the more you will want to know.



GETTING STARTED

When we have an upset customer, who is angry and confused, it can be challenging to get them to talk.

One quick tip we found is to ask non-invasive questions as in, "Hello Mrs. Smith, my name is Sarah and I have come to restore your home. My team is only moments away. Am I parked okay? Or would you rather I pull up to the curb?"

It doesn't sound like much, but in just those few sentences we have told her a great deal about us and what sort of services she can expect. Sometimes that is all we need.



EXCLUSIVELY CONTENTS
RESTORE WHAT MATTERS

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

Phone: 1-800-589-2740

Office: 562-735-4966

**Specializing in
Contents Restoration!
Professional pack out
and inventory service.
With restorative cleaning for
all types of contents:
Antiques, Electronics,
Art work, Fine Fabrics, Rugs,
Wood Furniture, Documents,
Books, Photos and more!**



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

Phone: 1-800-589-2740

Office: 562-735-4966

COMING UP IN THE NEXT ISSUES OF CONTENTS SOLUTIONS



**STORM DAMAGE
REMOTE RESTORATION**



**TRASH OR TREASURE?
CONTENTS PROS KNOW**



**BUSINESS DAMAGE
GETTING DOORS OPEN**