



Commitment Pays:

Exploring the Long-Term Benefits of Loyalty in Marketing

NEXT >>

THE EXPERIENCE

• CONVENTION AND TRADE SHOW •

SEPTEMBER 4-6, 2024
CAESARS FORUM CONFERENCE CENTER
LAS VEGAS, NV

PROFITS STALLED? THE KEY TO SUCCESS IS IN YOUR HANDS!

Stop the struggle and get hands-on training
at The Experience. Register Today.



www.ExperienceTheEvents.com



Features

« BACK

COVER STORY

Commitment Pays: Exploring the Long-Term Benefits of Loyalty in Marketing

The importance of gaining loyalty in marketing from both the consumer and company aspect.

By Amanda Stichter

A Consumer's Guide to Restoration Tools and Estimating

When faced with the daunting task of restoring a property after damage from a fire, flood, or other disaster, consumers often find themselves overwhelmed and unsure of where to start.

By Myldred Ingram

How to Equip Today's Workforce with Critical Knowledge featuring Steve Glazik

In part 2 of this series we learn tools for equipping today's workforce with the critical knowledge needed to excel by democratizing business structures.

By KnowHow Team

How to Perform Initial Inspections for Mold Remediation

How-To's powered by KnowHow, we learn how to perform initial inspection for mold remediation.

By KnowHow Team

NEXT »

Additional Features



6 Modern Strategies for Prolonging the Life of a Historic Residential Property

Historic properties are not your everyday restoration project. Here are 6 strategies to help.

By Oscar Collins

Departments

Editorial Comment

Bonus Contents

Buyers' Guide

Ad Index

Learn more +

Learn more +

Learn more +

Learn more +

Learn more +

Learn more +



A Family Business Leader Acquires the Family Event of the Industry

In this episode of "TradeTalks: Unlocking The Experience", R&R Publisher Mike Balzano talks with BNP Media Co-CEO Tagg Henderson!



Owners of SuperTech University Credit Success in Cleaning to Continuous Learning

In this episode of "TradeTalks: Unlocking The Experience", R&R Publisher Mike Balzano talks with the Owners of SuperTech University and the creators and hosts of the Blue Collar Podcast, Eric Sprague and Larry Wilberton!



Ironclad Marketing Minute: Get Your Internet Marketing Right

If you aren't taking advantage of Google Local Service Ads, you are missing a marketing opportunity for your restoration business. With Google LSA, you're paying for leads – use them.

Latest Info



Ready to level up your restoration and cleaning game?

Our "Business News You Can Use" eNewsletter– your secret weapon for success. Coming to your inbox the 4th Wednesday of every month! Stay informed. Stay successful. [Sign-up here](#)



Legal Matters: What's Best for Your Bottom Line

JUNE 12, 2024 @ 2 PM EDT



Restoration Contractors understand that paying attention to the legal side of the business isn't just necessary, but critical. What matters most – and what can you do about it? Join this webinar to get advice on staying well-positioned to handle the legal aspects of your business.

DURING THIS WEBINAR, WE'LL COVER:

- Internal processes that are most important
- Purpose and value of AOBs and LPOA
- Effective use of appraisals
- When it makes sense to get legal help



SPEAKER

Josh Ehmke
Co-Founder and General Counsel
One Claim Solution

OCS
ONE CLAIM SOLUTION



BACK

NEXT



Myldred Ingram

Editorial Comment

A Consumer's Guide to Preparation and Safety

As hurricane or CAT season approaches, it is crucial for consumers to prepare and be well informed for potential natural disasters. From stocking up on essential supplies to understanding evacuation protocols, being proactive can make a significant difference in ensuring safety and security during these turbulent times. In this editor's note, we will discuss valuable insights and practical tips on how consumers can navigate hurricane season with confidence and resilience.

Hurricanes are powerful tropical storms that can cause widespread destruction, including strong winds, heavy rainfall, flooding, and storm surges. Being aware of the potential risks associated with hurricanes is the first step towards preparedness. By understanding the severity of these storms and their potential impact on communities, consumers can respond appropriately to protect themselves and their loved ones.



Preparation is Key

One of the most critical aspects of surviving hurricane season is preparation. The following are some essential steps that consumers can take to ensure they are ready for any situation:

- **Create an Emergency Kit:** Put together a comprehensive emergency kit that includes essentials such as non-perishable food, water, medical supplies, flashlights, batteries, and important documents. Make sure to keep this kit in a secure and easily accessible location.
- **Develop a Communication Plan:** Establish a communication plan with family members and loved ones to stay connected during a hurricane. Designate a meeting point in case of evacuation and ensure everyone knows how to contact each other in case of separation.
- **Secure Your Property:** Protect your home by securing windows and doors, trimming trees and shrubs, and reinforcing your roof if necessary.
- **Stay Informed:** Keep informed about weather updates and evacuation orders by tuning into local news channels and following official sources such as the National Hurricane Center. Sign up for emergency alerts and notifications to receive timely information about approaching storms.

During the Hurricane

When a hurricane is approaching, consumers should follow these general safety guidelines:

- **Evacuate if Necessary:** If local authorities issue an evacuation order, follow their instructions promptly and evacuate to a safe location. Do not delay or ignore evacuation orders, as staying behind can put your life at risk.
- **Stay Indoors:** If evacuation is not required, stay indoors and away from windows during the storm. Seek shelter in a designated safe room or an interior space on the lowest level of your home.
- **Avoid Flooded Areas:** Do not attempt to drive or walk through flooded streets or standing water. Floodwaters can be deceptive and pose significant dangers, including hidden debris, downed power lines, and swift currents.

After the Hurricane

Once the hurricane has passed, it is most helpful to take the following steps to ensure the safety and well-being of you and your family:

- **Check for Damage:** Inspect your property for any damage caused by the hurricane, including roof leaks, flooding, or structural issues. Take photos of the damage for insurance purposes and contact your insurance provider to file a claim.
- **Be Cautious:** Be cautious when returning to your home or venturing outside after the hurricane. Watch out for downed power lines, debris, and unstable structures that could pose hazards.

- **Help Each Other:** Support your neighbors and community members by offering assistance and sharing resources. Together, we can overcome the challenges brought by the hurricane season and rebuild stronger and more resilient communities.

Hurricane season can be a stressful and challenging time for both consumers and businesses, but with proper preparation and a proactive mindset, we can navigate these turbulent waters with confidence and resilience. By staying informed, being prepared, and looking out for one another, we can “weather the storm” and emerge stronger on the other side.

Myldred Ingram

Myldred Ingram
R&R Editor-in-chief



RANDRMAGONLINE.COM

JUNE 2024

[⬅️ BACK TO CONTENTS](#)



INCREASE REVENUE SAVE TIME NO MORE MISSED LINE ITEMS

WHY USE ON-DEMAND ESTIMATING?

Your time is better spent growing your business, not stuck behind a computer screen. Grow your revenue with our 50+ years of restoration experience!

HOW DOES ELKMONT ESTIMATES INCREASE MY REVENUE?

Our team of Senior Estimators has decades of actual field experience. We're far more than scribes simply copying your notes, we know what goes into running a job profitably and we find what others miss.

I'M READY TO GET STARTED! HOW DO I BEGIN?

Our process is simple! Contact us today to schedule a call. Our service agreements are risk-free and submitting projects is simple using our Elkmont Client Portal. Our team handles the rest! We can even work with adjusters on your behalf!

WWW.ELKMONTESTIMATES.COM

ESTIMATING ON-DEMAND

CONTACT US



« BACK

NEXT »



Photos: Getty Images

I'm a travel fanatic who thrives on exploring new cultures and cuisines around the world. However, booking airline tickets is one aspect of travel planning that always makes me a bit uneasy. Like many travelers, I aim to find the best deals, often spending hours comparing prices across different platforms. This approach led me to accumulate numerous loyalty accounts with various airlines and hotel chains, which were only useful when they offered the best price for my next trip.

Several years ago, my perspective shifted when my husband suggested we become loyal to one particular airline. I was initially skeptical, particularly when he mentioned paying more for certain flights instead of choosing budget options. He explained that loyalty could mitigate issues like unexpected strikes, which he had experienced firsthand, leaving him stranded in baggage claim overnight, as well as provide flights free of charge when we had accumulated enough points. Essentially the proposal was that we work the loyalty points system to our advantage.

Since committing to flying a single airline whenever possible six years ago, we've seen the tangible benefits of loyalty. Not only through multiple domestic and international flights free of charge for our whole family, but also at times when we've found ourselves in sticky situations. For example, during a recent trip to an industry event, I faced an indefinite flight delay. While other passengers were visibly frustrated and redirected to a lengthy customer service line, my loyalty membership allowed me a swift alternative at a 'members only' counter with no line. An airline employee quickly arranged for me to catch an alternate flight, getting me to my destination earlier than originally planned, while those in the other line were advised they'd need to stay overnight and catch a flight the next day. I questioned why my experience was so vastly different from one counter to the next. The answer was simple - loyalty.

The concept of loyalty profoundly parallels with the restoration industry, especially in the realm of digital marketing. In this fast-paced sector, companies fiercely compete to be the first to show up on search engines, the first to be contacted during an emergency, and the first to win a job. In an industry where emergency service requires quick turnarounds, companies expect fast, priority treatment from their business partners, including marketing agencies.

But what happens when fast turnarounds are out of your hands?





Loyalty is rare in the marketing world in part because the best marketing strategies aren't built on short-term, quick solutions. We've all heard the saying "Rome wasn't built in a day," right? The same is true for effectively marketing businesses.

Success in a specific market for brands takes months, maybe even years of steady brand recognition and strategic marketing efforts.

This is a direct contrast to the pace that the restoration industry is used to moving in. Therefore, restoration companies' loyalty to marketing agencies is quite rare.

I've seen it time and again. Companies frequently switching marketing agencies if immediate results aren't seen, leading to a seemingly endless cycle of brief partnerships and inconsistent strategies. This is similar to choosing whichever airline is cheapest at a given moment and acquiring rewards accounts with multiple companies - none of them accounting to enough to actually be beneficial.

Research indicates that effective SEO strategies usually requires at least three to six months to begin showing results, with significant progress often taking a year or more. This time frame is assuming you aren't constantly switching strategies or moving from company to company. Each time your company makes a switch, you essentially start the clock over on how long it will take to see results. Consistent partnership with a single marketing firm provides the stability needed for strategies to mature and succeed, similar to how consistent patronage of one-airline leads to superior service and useful rewards.

Are there times when changing marketing partners is necessary? Of course. However, such decisions should be made judiciously. Even if you're loyal to what you believe to be the 'best airline' there is, at some point they will let you down. We are all imperfect human beings after all. The same is true for your marketing partner. Instead, what matters is how they respond to errors and that you can trust they've got your back, even after you aren't getting the results you expected.

Loyalty with SEO and digital marketing agencies are not quick fixes. They are better thought of as if they were a relationship working towards the ultimate goal of a lifelong marriage. The relationship is a long-term investment. A solid foundation of patience and loyalty to your marketing partner can ultimately yield significant dividends, just as airline loyalty does.

Ultimately, the success of marketing in the fast-paced restoration industry hinges not just on skill and speed, but on trust and loyalty. By staying committed to one marketing agency that you trust, you allow strategies to develop and mature, mirroring the benefits seen in airline loyalty. This relationship, built on trust and mutual respect, ensures that even when there are setbacks, you have a partner dedicated to finding solutions, proving that loyalty is indeed the most rewarding strategy.



Amanda Stichter is chief of operations at Virtual Vision Computing, LLC. She holds a Masters in Executive Leadership from Liberty University and has more than 15 years of experience in brand and marketing strategy. As the Chief of Operations at Virtual Vision Computing, Amanda partners with home-service companies across the country through consulting and strategic marketing efforts. Amanda hosts a regular podcast called Digital Dialogues where she interviews industry experts about the industry and their advice for those just beginning their journey. You can reach her at amanda@virtualvision.net or at 715-803-6181.

NEXT ARTICLE



RANDRMAGONLINE.COM

JUNE 2024



A Consumer's Guide to Restoration Tools and Estimating

By Myldred Ingram

Photos: Getty Images

When faced with the daunting task of restoring a property after damage from a fire, flood, or other disaster, consumers often find themselves overwhelmed and unsure of where to start. Understanding the role of restoration tools and estimating in the restoration process can empower consumers to make informed decisions, effectively communicate with restoration professionals, and navigate the restoration journey with confidence.

The intention of the following information is to serve as a guide to help fellow consumers understand the restoration process, and really even restoration professionals to understand the potential concerns of consumers when beginning and navigating through the restoration process. To begin, restoration tools are critical components of the restoration process, enabling restoration technicians to assess the extent of damage, remove debris, mitigate moisture, and restore the property to its pre-damaged condition.

As a consumer, I have found that it is essential to understand the types of tools used in the restoration process, such as [moisture meters](#), thermal imaging cameras, air scrubbers, and dehumidifiers, and how they contribute to the restoration efforts. The following is a high-level overview of tools used during the restoration process.

Moisture Meters: Moisture Meters provide moisture control to avoid mold build-up and to check moisture in floors, cabinets and other furnishings to avoid cracking, checking and warping.

Thermal Imaging Cameras: Thermal imaging operates along the lines of traditional cameras, except instead of capturing visible reflected light, thermal imaging cameras detect heat released from an object. Evaporation from wet surfaces causes a cooling effect - therefore differences in temperature create a pattern that is processed by the device. It is a quick and effective tool to help determine what is wet, how wet and whether the wet material is drying.

Air scrubbers: Air Scrubbers remove pollutants from the air in any given area. Some of these pollutants include organisms like pet dander, mold, viruses and odors. They can also eliminate particles, gases and volatile organic compounds (VOC's) that can alter the indoor air quality.

Dehumidifiers: Dehumidifiers draw moisture from the air in your home. This is helpful because it helps mitigate the growth of mold, mildew and can make breathing easier for those who may have asthma or allergies.





Estimating plays a crucial role in the restoration process, as it involves determining the scope of work, cost of materials, labor expenses, and project timeline. It is important to be aware of the [estimating process](#) and understand the information needed to create an accurate estimate, such as the extent of damage, desired outcomes, and any specific requirements or preferences they may have for the restoration project. Effective communication with restoration professionals is key to ensuring a successful restoration experience.

Consumers should feel empowered to ask questions, express their concerns, and provide input throughout the restoration process. By maintaining open lines of communication with the restoration team and actively participating in the decision-making process, consumers can ensure that their needs and expectations are met during the restoration project. Another tip is to work with reputable restoration companies that use state-of-the-art tools and employ skilled estimators who can provide accurate and transparent estimates.

By conducting research, reading reviews, and asking for referrals, consumers can select a restoration company that is experienced, trustworthy, and committed to delivering high-quality results. Understanding restoration tools and estimating is essential for navigating the restoration process effectively and ensuring a positive outcome. By familiarizing yourself with the tools used, participating in the estimating process, communicating openly with restoration professionals, and choosing a reputable restoration company, consumers can embark on the restoration journey with confidence and peace of mind.

NEXT ARTICLE



RANDRMAGONLINE.COM

JUNE 2024

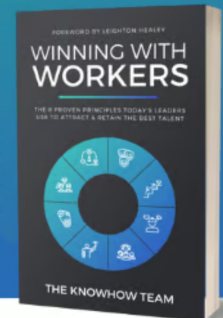
[← BACK TO CONTENTS](#)

[<< BACK](#)
[NEXT >>](#)

"I'm being told the generation doesn't want to learn or work. They do. They want to know the why and the how."

featuring Steve Glozik, President of FP Property Restoration

with actionable advice from *Winning With Workers*



POWERED BY **knowhow.**

How to Equip Today's Workforce with Critical Knowledge featuring Steve Glozik

As new restorers enter the workforce, high turnover remains a critical problem for many restoration companies.

Is it that younger generations simply do not want to learn or work? Or, are they more invested in knowing the 'how' and the 'why' of their jobs and expect this information to be readily available at their fingertips?

Welcome back to "Winning with Workers," the [KnowHow](#) monthly series that explores foundational principles for attracting and retaining the best talent in the restoration industry. Inspired by our book *Winning with Workers*, we spotlight different restoration leaders who embody core principles and are willing to share their secret sauce for success—so you can win, too.

This month, we're excited to feature Steve Glozik, President of FP Property Restoration, to discuss the principle of democratizing how-to and equipping today's workforce with the critical knowledge they need to excel.



And, uh,

**THE RESTORATION
PLAYBOOK PODCAST**

POWERED BY **knowhow.**

Rethinking Training, Onboarding, and Knowledge Sharing for Today's Worker

Steve, who leads a team of 56 full-time employees, understands the challenges of equipping them with the right information in a way that aligns with their learning preferences.

So what's Steve's take on the younger generation not wanting to work?

"That's not true," Steve asserts. "They'll surprise you—they want to [learn] on their own terms, even during off-hours. They will shock me with their knowledge after a deep dive. But they want to know the 'why' and the 'how,'" Steve emphasizes.

Steve's insights highlight the importance of rethinking how restoration businesses approach training and knowledge sharing to ensure that information is accessible, engaging, and effective in meeting the demands of today's workforce.

But, equipping today's workforce with the 'why' and the 'how' is easier said than done.

Employees often step onto job sites with limited to no training. While they might rely on a quick Google search to fix their cars on the weekends, they get on-site and are no longer as self-sufficient. Workers are confronted with the burden of flipping through lengthy or outdated manuals, peppering seasoned colleagues with questions, or having to call their managers to find the basic answers they need. It can be discouraging—and a waste of valuable time and resources.

Steve recognized the need to rethink employee onboarding and training to address these pressing issues.

Increasing Retention during the Great Resignation

The Great Resignation was the catalyst for Steve. As a huge influx of workers across industries resigned from their jobs in 2021, the need to revamp traditional training and onboarding methods to attract and retain talent became an urgent need.

It was a critical moment to enhance how new hires were integrated into the company.

"The Great Resignation brought an influx of people wanting to work differently—many deciding to work from home or wanting more flexibility," Steve explains. "We had leaders repeatedly spending significant time training new hires, which was frustrating and pulled them out of their primary roles."

It was inefficient and ineffective for all involved. The need for a streamlined approach became a necessity, not a 'nice to have'.

"We started looking at how we could streamline this and implement a self-paced, oversight-driven training model," Steve says. By implementing a self-paced, mobile-first training model with **KnowHow**, FP Property Restoration allowed employees to access the information they needed at their own pace, while still overseeing their progress.

"We started seeing that we could monitor it, keep the same [training] itineraries, tweak them, add videos, add processes, and push all these things electronically," Steve notes. The shift not only streamlined onboarding but also made it easier to retrain employees.

By being able to dive into specific areas that needed improvement and offer more targeted training, Steve saw that "even 'okay' candidates could become great employees with continuous access to information and training resources."

Steve's strategy improved retention rates and empowered employees to take charge of their learning—something that is extremely important to today's workers.

How to equip today's Workforce for Success

Steve has seen meaningful results and continued success in his mission to understand what today's workforce needs and equip them accordingly. He shares his five insights for achieving similar results with your business.

1. Reduce Stress and Increase Growth Opportunities

Steve is a big proponent of working smarter, not harder. This mindset often involves letting go of traditional methods that are no longer serving your business and embracing new solutions. But the returns are worth it.

FP Property Restoration has reduced stress and fostered growth by allowing employees to learn at their own pace and focusing on smarter, technology-driven methods. These new methods have also broken down knowledge silos and encouraged more collaboration.

"We found that by taking small parts of a skill set and training incrementally," such as creating standardized, step-by-step processes for different tasks, "we could reduce the burden on experienced staff and create a

more supportive environment," Steve says.

Less burden on veteran workers means that key players can once again focus on their strengths and increase productivity, while also enabling new hires to gradually take on more responsibilities and seize opportunities for growth.

2. Drive Retention and Engagement by Showing Career Pathways

Additionally, FP Property Restoration creates clear pathways for advancement within the company that allow employees to see exactly how they can develop and move up.

"We started creating tech levels—Tech Level 1, Tech Level 2, Tech Level 3—with checklists and training," Steve explains. This motivated his employees and involved experienced staff in the retention process. By establishing structured progression paths, employees understand the steps needed to advance, which keeps them motivated and engaged.

Job security and workload are always pressing concerns for workers. Reassuring employees that there is a clear and supportive path forward can reduce anxiety about career stability, which enhances a worker's long-term commitment to the company.

3. Overcome Bottlenecks by Establishing How-To

"You need to get the right people in the right seats and remove those who don't fit," Steve says. It can be a tough pill to swallow, but it is crucial for the health of the team. He also emphasizes the importance of creating comprehensive how-to guides to break down knowledge silos and streamline processes. This prevents knowledge hoarding and reduces dependency on specific individuals.

FP Property Restoration has minimized bottlenecks and fostered a more collaborative and efficient work environment by centralizing company how-to and making it easily accessible. This strategy democratizes knowledge and empowers employees to contribute more effectively and self-sufficiently.

4. 2Start with 'Why'

Once again, it all comes back to the 'why' for today's generation of workers. If you do not know where to start, start with explaining the 'why' behind tasks to keep employees engaged and motivated. "We talk to technicians and say, if I tell you to break down this wall every day, at some point, you're going to wonder why," he explains. Helping employees understand the reasons behind their tasks ensures they are not just performing duties but are also learning the [purpose behind their work](#).

Steve advocates for starting with something rather than waiting for perfection. "We made a mistake early on, wanting everything to be perfect. In doing so, we were still making mistakes at the service level because this had to be perfect," he says.

The focus is on deploying processes, gathering feedback, and continuously improving.

5. Strengthen Knowledge Sharing with Dedicated Trainers

One issue Steve recognized before overhauling onboarding and training was that repetitive questions and continuous re-training responsibilities were burdening veteran staff and company leaders, pulling them out of their main job functions.

Bringing in a dedicated trainer means having a knowledge-sharing champion who eases the burden of dispersing these responsibilities across your staff. It also turns onboarding into a powerful recruiting strategy.

FP Property Restoration leverages trainers to complement their digital tools like KnowHow, creating a comprehensive training experience. New hires benefit from hands-on training in a structured environment, supported by accessible digital resources.

Steve highlights the dual benefits: "We'd even do interviews in the training area to show candidates how they're going to get trained. It's a lot of work, but it's about choosing where to invest your effort for the best long-term results."

Key Takeaways for Winning with a Modern Workforce

To drive meaningful change and equip your workforce effectively, consider these crucial steps:

- **Stop hiding knowledge—be an open book!** Transparency is key. Open up your knowledge base and encourage a culture where information is shared freely, and every team member has access to the tools and resources they need to succeed.
- **Start addressing your team's biggest stressors.** Identify your team's primary pain points and develop targeted solutions. Engage with and solicit employee feedback to understand their challenges and collaborate on effective strategies to remove stressors.
- **Invest in building out your knowledge base.** Dedicate resources to developing a comprehensive, easily accessible knowledge base. Use platforms like KnowHow to create and maintain a dynamic repository of information, ensuring that all employees have the support they need to perform their tasks efficiently and confidently.

Steve Glazik's approach at FP Property Restoration highlights the critical role of adaptive training and knowledge sharing for today's restoration industry workers. Empowering employees with accessible, practical knowledge enhances their performance and significantly boosts retention and engagement.

The evolution towards a more informed and self-sufficient workforce is more than just an initiative—it's a

fundamental shift that companies like FP Property Restoration are spearheading.

Remember, building a robust knowledge-sharing culture is a continuous effort. If consistently nurtured, it promises sustained growth and resilience.

Steve has a lot more expertise and insights to share. Listen to the [full interview on YouTube](#) or [wherever you get your podcasts](#).

For more resources on building a competent and confident workforce, visit tryknowhow.com.

NEXT ARTICLE



RANDRMAGONLINE.COM

JUNE 2024

[BACK TO CONTENTS](#)



THE WEEKLY HANDS-ON HOW-TO
YOUR STEP-BY-STEP PLAYBOOK:



HOW TO PERFORM INITIAL INSPECTION FOR MOLD REMEDIATION



Article Sponsored by:



POWERED BY
knowhow.

Mold likes to play hide-and-seek, and it hides where you least expect it, silently infiltrating homes and causing unseen damage long before it's detected. As a restorer, your role isn't just to treat mold—it's to anticipate its location and find it. But unlike the popular childhood game, calling out 'Marco' won't get you a 'Polo' – you must actively seek out the mold yourself.

So, in this weekly how-to (and second edition of Mold May!), powered by KnowHow, we will equip you with the necessary tactics to uncover mold (no matter how sneaky it is) and develop a plan to begin remediation. From initiating contact with a concerned homeowner to the detailed preparation for an Industrial Hygienist, we cover all the bases.

Let's explore the best tactics for catching the so-called "fun guy" wreaking havoc on your clients' homes.

Step 1: Confirm Your Appointment

Begin by confirming your appointment with the homeowner once you receive the file. This initial touch ensures everyone is ready for your visit.

Step 2: Arrive on Site and Begin Documenting

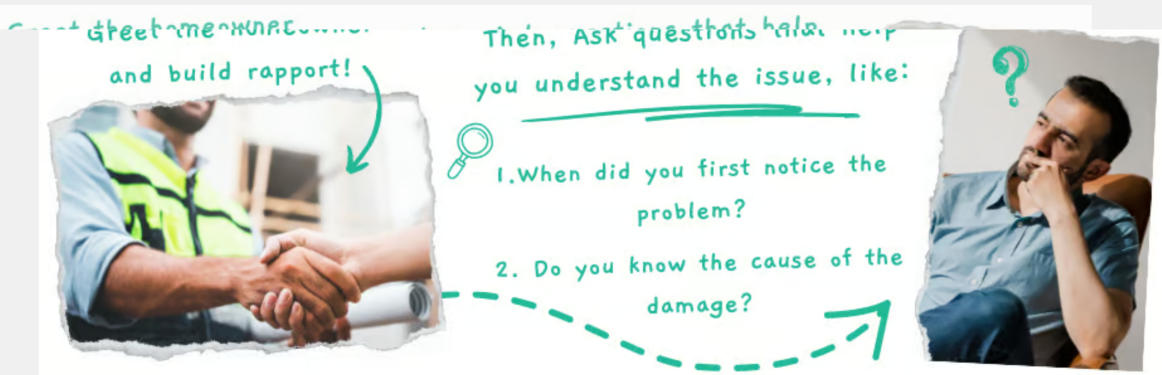
Upon arrival, document the scene by photographing the home's exterior. This step is typically required by insurance carriers.

Step 3: Introduce Yourself and Gather Initial Information

Begin by greeting the homeowner politely to build rapport and establish trust. Clearly explain your role and the purpose of your visit. Then, ask questions that help you understand the scope of the issue and the client's perspective, such as:

- **"When did you first notice the problem?"** This helps identify the issue's timeline, indicating whether it's a recent or longstanding problem.
- **"Do you know the cause of the damage?"** This question can reveal critical insights that the homeowner might have observed firsthand, helping you confirm or narrow down potential sources of moisture.
- **"Have there been any other recent losses or renovations in the neighborhood/area?"** This question provides context about the broader environment, like water main issues or nearby construction, which could impact the property.

After gathering initial insights, ask the homeowner to guide you where microbial growth is suspected. This will allow you to verify their information firsthand and formulate an accurate assessment, regarding why and how to remove mold and why physical removal is the only acceptable means to address mold.



Step 4: Suit Up with PPE

Donning personal protective equipment (PPE) before inspecting up close is a critical safety step. Mold spores and other contaminants can pose significant health risks.

Proper PPE typically includes gloves, goggles, coveralls, and a respirator, depending on the severity of the contamination. For a refresher on donning and doffing PPE, refer to this [KnowHow template](#).

Step 5: Document Everything

Take photos and a video walkthrough to capture comprehensive visuals of the affected areas. Start in each corner of the room to photograph from the top down, ensuring ceilings and flooring are fully covered. Pay attention to any surfaces or items that may require repair post-mold remediation and document any valuable or already damaged items.

Step 6: Inspect and Sketch Out the Area

Carefully inspect and sketch the area, noting:

- Cause of Loss (COL)
- Any necessary professional services needed (plumber, electrician)
- Items that may need to be removed for access (cabinets, countertops, etc.)
- Measurements of the room, noting length, width, and height
- Determine if the damage extends beyond the immediate area

Carefully inspect and sketch the area, and note:

- The cause of Loss (COL)
- Items that may need to be removed
- Measurements of the room, noting length, width, and height



Step 7: Create Your Tentative Scope Sheet

Begin drafting a tentative scope sheet by measuring the room's dimensions to outline the area requiring remediation. Identify which materials and structures need removal, noting their estimated square or linear footage.

This list typically includes:

- Flooring
- Baseboards
- Drywall
- Countertops
- Underlayment
- Any necessary detachment of plumbing items.

Next, estimate the work required on the remaining structures and identify the equipment needed for remediation, such as dehumidifiers, air scrubbers, and HEPA vacuums. Finally, specify the PPE requirements and outline any content manipulation needed to handle contaminated materials properly.

Step 8: Properly Remove and Clean PPE

After inspection, properly remove and discard your PPE. Clean your respirator thoroughly to ensure it is sanitized and ready for future use.

Step 9: Prepare for an Industrial Hygienist

Explain to the homeowner the critical role of an Industrial Hygienist in pre and post-testing and set up the appointment at a time that works for them.

Industrial Hygienists are essential for accurately identifying the type and extent of mold infestation and assessing potential health risks. They will thoroughly evaluate the mold issue and provide a detailed report outlining necessary remediation steps.

Step 10: Conclude Your Visit

Thank the homeowner for cooperating, and discuss the next steps. Provide a timeline for receiving the Hygienist's written report, preparing the estimate, and starting the remediation work, ensuring the homeowner knows what to expect moving forward.

Step 11: Prepare Initial Estimate

Use your inspection data to write a comprehensive estimate detailing the work required. This estimate will be

Use your inspection data to write a comprehensive estimate detailing the work required. This estimate will be finalized once the official protocol from the Industrial Hygienist is received, allowing you to adjust the scope and cost accordingly.

Step 12: Submit for Approval

Submit your comprehensive estimate to the insurance carrier for approval, ensuring all documentation is complete. Photos and other documents can be uploaded before leaving the site or once you return to the office.

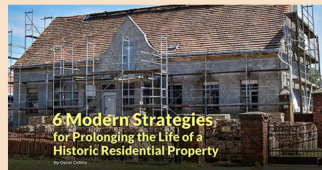
Master More Than Just Mold Remediation with KnowHow

Successful mold remediation builds trust with your clients, helps protect their properties, and builds your brand as the “town saviors.” With **KnowHow** by your side, your team will have the tools and knowledge to deliver this high-quality work consistently.

KnowHow offers powerful tools that streamline your operations, from **onboarding new hires** to providing **instant on-the-job support**. KnowHow connects your teams to comprehensive training materials, step-by-step processes, and industry expertise (all based on your SOPs) that empower your team to handle every challenge with confidence.

Visit tryknowhow.com and discover how KnowHow can elevate your team's performance, knowledge, and efficiency.

NEXT ARTICLE



RANDRMAGONLINE.COM

JUNE 2024

 BACK TO CONTENTS



R&R 360: Your Complete Guide to Restoration, Remediation, and Cleaning Trends

JUNE 25, 2024 @ 2 PM EDT



Join us for an exclusive webinar unveiling the latest insights from our *Restoration & Remediation* report, *R&R 360*! Discover key industry trends, from purchasing plans to sales figures, and gain valuable insights to drive your business forward. This year, we've also included insights from homeowners, providing a comprehensive view of the market landscape. Don't miss out on this essential event for restoration and remediation professionals. **Register now!**

SPEAKERS



Doug Hoffman
Founder & Executive Director
NORMI



Lance Eisen
Executive Vice President
NORMI



Anthony Nelson
Partner, Pivot My Biz & Pricing Expert,
Restoration CrossCheck Investor

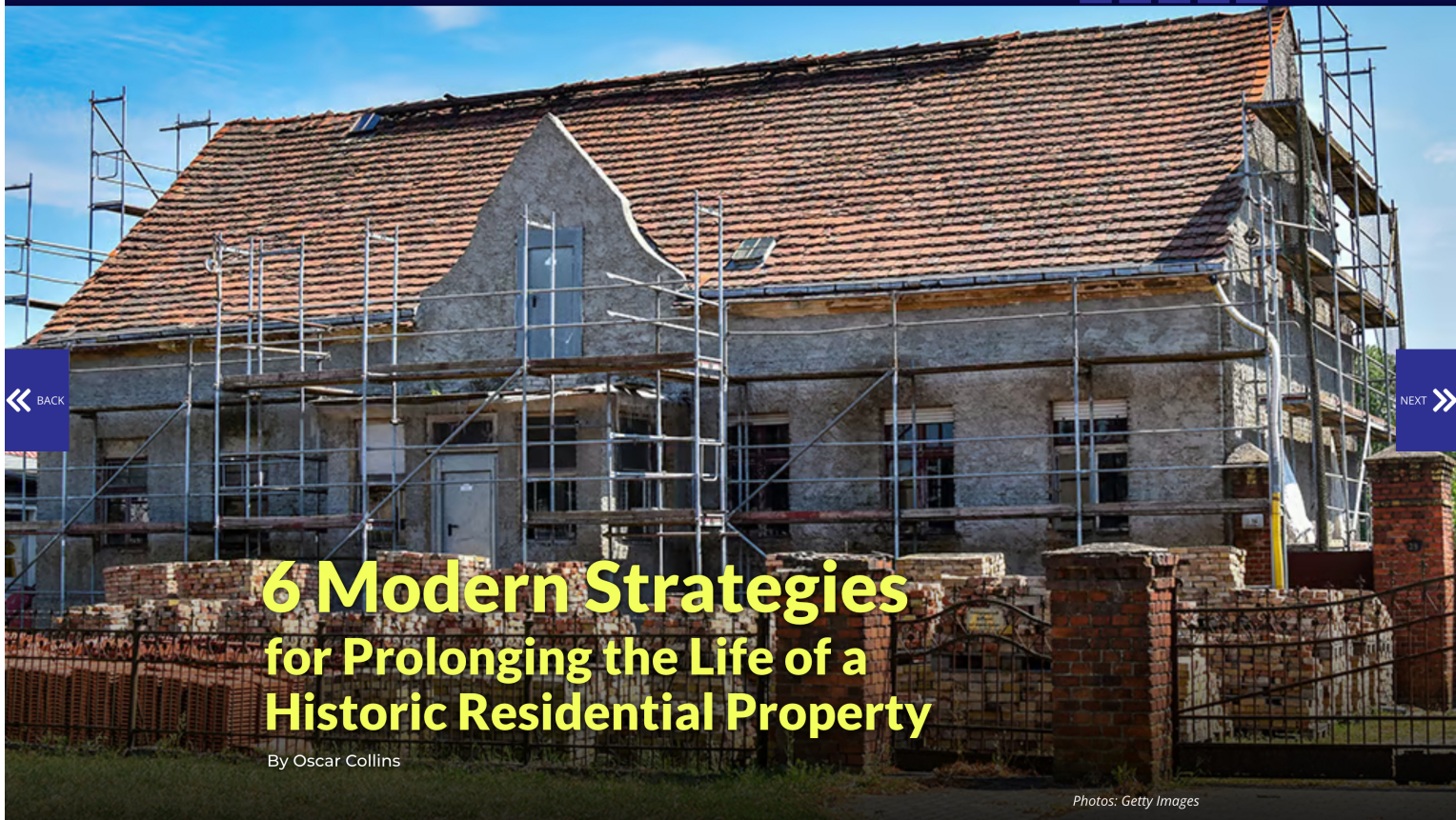


Leslie Anderson
Vice President & Executive Director, IICRC
Regional Manager, Paul Davis Restoration



Mitch Henderson
Co-CEO
BNP Media





6 Modern Strategies for Prolonging the Life of a Historic Residential Property

By Oscar Collins

Photos: Getty Images

Returning a historic property to its former grandeur is often a difficult challenge. Restoration contractors unfamiliar with the fundamental differences between historic and modern homes will find this task testing.

Properties in designated landmark districts present additional challenges. They're subject to more restrictions on changes because one crucial mistake can ruin the unique nature of the building.

With that in mind, follow these six tips to restore a historic residential building's beauty and structural integrity and restore its valuable contents.

Consult With Subject Matter Experts

Regulatory compliance must be front and center when rehabilitating or restoring historic structures. Special rules apply to extraordinary properties, so restoration contractors must be as knowledgeable as possible about the project's magnitude to plan everything correctly.

Collaborate with architectural histories, state historic preservation office representatives, local code officials and the National Park Service (NPS). They can give restoration professionals much-needed insights into the damaged, historically significant building's distinctive qualities. Relevant experts and policymakers can also offer guidance to set the rehabilitation parameters by establishing the minimum requirements and determining suitable areas for modernization.

Prioritize Fire Safety

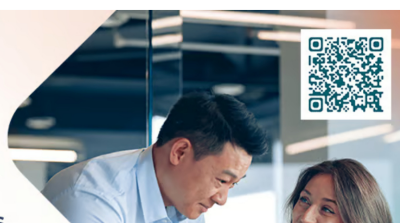
Fire is the most dangerous threat to buildings. Putting a premium on fire protection is the best way to prevent a famed property and its treasures from being engulfed by flames. Inhabited historic homes and those located in areas prone to wildfires are at higher risk of being reduced to charcoal by accident or circumstance.

Contemporary building codes include sections for historic buildings. Some jurisdictions even have subcodes designed for iconic pieces of real estate. Check these standards to learn the required fire safety basics and the applicable materials. The National Fire Protection Association's NFPA 5000 has a dedicated chapter for building rehabilitation — an additional code worth studying.

Moreover, the NPS recommends using fire modeling to simulate the spread of a fire in various property areas, which is helpful for predictive analysis.¹ Knowing how a fire can spread and how fast it can break out enables historic residence restoration professionals to make data-driven engineering decisions.



Real Tools - Real Guidance - Real Results



For Real People Building Restoration Businesses

YOUR ROAD TO SUCCESS STARTS HERE

Business Growth Proven Systems Improved Profitability Expert Guidance

V Street is your easy to navigate path to growth and prosperity at the push of a button

- Resource library of worksheets, checklists, forms, videos, and more.
- Online training and education courses that are CEC approved.
- Diagnostic matrix and assessment tools to attract and retain employees.
- On-demand support and guidance from expert advisors.

violand.com/vstreet +1 330 966 0700

Manage Hazardous Materials Correctly

Hazardous items can compromise a historic structure's longevity. Some can ignite without warning or explode due to high heat or when they come into contact with water. Corrosive materials can permanently damage important metallic artifacts. Toxic substances can jeopardize the property's occupants' health, leading to destructive accidents.

Untouched old properties tend to contain hazardous materials like lead and asbestos. Today, we understand their dangers more than ever, so removing or abating them must be high on the agenda of restoration contractors working on historic properties.

Boost Weather Resistance

Making a historic house immune to the elements is the key to extending its life for as long as possible. Combining airtight construction and ventilation will keep water, not to mention pests and debris, out and control indoor humidity to discourage mold growth.

Weather-sealing the gaps around wall openings, garage doors, exterior doors and windows is a minimally disruptive method to tighten the property's building envelope. Installing weatherstripping materials and threshold, brush and V-type seals can stop air leakage without noticeably modifying the building's aesthetics.

Weatherstripping usually lasts two to three years.² It requires annual inspections to spot signs of wear and tear for prompt replacement. Advise the property's custodian about it to observe proper maintenance over the long term.

Focus on Seismic Retrofits

About 75% of the United States could experience devastating shaking in the next 100 years.³ The U.S. Geological Survey's recent National Seismic Hazard Model is a wake-up call to restoration professionals to take the lead in making about 90,000 historic buildings, structures, sites and districts nationwide more resilient to seismic hazards.⁴

Developing a well-thought-out retrofit plan is necessary to meet seismic design codes. Build a team of qualified and competent construction experts to identify the historic building's risk factors early. Then, structural reinforcements should be added without altering or removing the features that lend the property unmistakable character.

Handle Damaged Items Mindfully

Restoring relics and antiques can do more harm than good when done incorrectly. Ultrasonic cleaning is a versatile method to clean historic items without causing damage. It uses high-frequency sound waves to remove surface contaminants, including dirt and grime.

Partnering with conservators is wise for repairing compromised documents and photographs. These preservation experts can urgently treat wet, pest-damaged, or mold-infested papers to fix them and prevent the situation from worsening.⁵

Keep Historic Houses From Being Lost to History

Iconic properties are irreplaceable, so rehabbing them is understandably complicated. These strategies ensure that restored historic houses will continue to stand the test of time, making the additional hoops worth jumping through.

Resources:

1. <https://www.nps.gov/dscw/ds-fire-protection.htm>
2. <https://www.aaggaragedoor.com/blog/ways-to-seal-garage-door/>
3. <https://www.usgs.gov/news/national-news-release/new-usgs-map-shows-where-damaging-earthquakes-are-most-likely-occur-us>
4. <https://www.hpo.nc.gov/historic-preservation/nc-national-register-historic-places/national-register-facts-figures>
5. <https://www.archives.gov/preservation/family-archives/repairing>



Oscar Collins is the editor-in-chief of *Modded*. Follow him on Twitter @TModded for



frequent updates of his work.

NEXT ARTICLE



RANDRMAGONLINE.COM

JUNE 2024

[← BACK TO CONTENTS](#)



The #1 directory of professional restorers and remediators, insurance claim professionals, property managers and distributors. Our resources included suppliers, associations, and products such as chemicals for disinfectants, carpet cleaning and spot removal as well as water extraction equipment and smoke damage repair products. The Restoration & Remediation directory is designed to provide you with sources for these important products & resources. Below is a sampling of some of the companies featured in this year's directory. We invite you to reference the supplier logos below and click on them to learn more about each company's offerings.

Plus, be sure to visit (and bookmark!) our easy-to-use [online directory](#) here.



*Distributor and Supplier logos represent paid advertising. If you are a distributor or supplier and would like to receive information regarding your company's inclusion online and in future editions, contact Renee Schuett at schuett@bnpmedia.com or (248) 786-1661.



www.RandRmagonline.com

For subscription information or service, please contact Customer Service at:
Phone: (800) 952-6643 or E-mail: RR@omeda.com

MICHAEL BALZANO
Group Publisher

SCOTT BEECH
Eastern Sales Manager

DARLENE BALZANO
Western Sales Manager

MYLDRED INGRAM
Editor-in-chief

JOHN TALAN
Production Manager

TAMMIE GIZICKI
Art Director

ELIAS WALLACE
Audience Marketing

DIRECTORIES:

ERIN MYGAL

REPRINTS

www.bnpmmedia.com/reprints

LIST RENTAL

SCOTT BEECH

CORPORATE OFFICE

2401 West Big Beaver Road, Suite 700, Troy, MI 48084
www.bnpmmedia.com

ARIANE CLAIRE
Panel and Research Director

RITA M. FOUMIA
Chief HR & Infrastructure Officer

VINCENT M. MICONI
Chief Production Officer

LISA L. PAULUS
Chief Financial Officer

MICHAEL T. POWELL
Chief Creative Officer

NIKKI SMITH
Chief Operating Officer

SCOTT WOLTERS
Chief Event Officer

RESTORATION & REMEDIATION (RR)

RESTORATION & REMEDIATION (ISSN: Digital 2329-0226) is published 12 times annually, monthly, by BNP Media II, L.L.C., 550 Merrill St., Suite 200, Birmingham, MI 48009-1443. Telephone: (248) 362-3700, Fax: (248) 362-0317.

Copyright 2024, by BNP Media II, L.L.C. All rights reserved.

The contents of this publication may not be reproduced in whole or in part without the consent of the publisher. The publisher is not responsible for product claims and representations.

Change of Email Address: Send an email to: rr@omeda.com

For subscription information or service, please contact Customer Service at: Phone: (800) 952-6643 Fax: (847) 763-9538.



RANDRMAGONLINE.COM

JUNE 2024



