



The B2B Sales Playbook for 2024

AI

NEXT >>



Features



Cover Story: The B2B Sales Playbook for 2024

As the world changes, so does the way people consume information... John Monroe shares how utilizing new tools such as AI can support B2B sales professionals.

By John Monroe



Sustainability in Property Restoration: Committing to Eco-Friendly Practices

Zach Hudson gives us an overview of the ins and outs of practicing sustainable restoration.

By Zach Hudson



The Fog of Google Ads Reporting. How Too Much Information Can Hide Your Result

Caleb Kennedy, partner at Levels of Success Program Inc. gives us tips on how to get the most out of ad spends.

By: Caleb Kennedy



How-To Correctly Store Contents in Vaults

Highlighting another one of our weekly How-To's powered by KnowHow! We learn how to correctly store contents in vaults!

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Additional Features



There are levels to this: How to properly and safely extract wastewater for restoration companies.

Barry gives us tips of proper water extraction methods to keep restorers safe on the next water loss job!

By Barry Rice



An Accidental Brush with Industry Legends

Ivan Turner gives us another peek into his upcoming book "The Confessions of a Serial Restorer" this time giving us tips on navigating meeting industry legends.

By Ivan Turner



The Stranglehold of a TPA on the Restoration and Remediation Industry

Al Ruggie and Joshua Rudin give us their thoughts on how TPA's effect the Restoration and Remediation Industry.

by Al Ruggie, Marketing Director ASAP RESTORATION, LLC and Joshua Rudin Owner of ASAP Restoration, LLC



Sister Services: How to Capitalize on Complementary Franchising Opportunities in the Plumbing and Restoration Industries

We learn the benefits of business portfolio expansion for restoration companies looking to include plumbing to their services.

By Carlos Heasano

Departments

Editorial Comment

Website Exclusives

Buyers' Guide

Ad Index



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Tips for Restorers on Navigating Residential and Commercial Losses

Cora Alexander the Drying Diva chats with a panel of experts on residential and commercial loss marketing strategies.



Tips on having a better ROI and training culture for your Restoration Company

Episode 1 of Unlocking Training Success with Lisa Lavender gives advice on improving the impact of training and development in your company.



IICRC S590 Standard for Assessing HVAC Systems Following a Water, Fire or Mold Damage Event

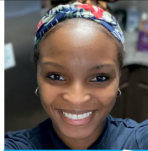
Tom Yacobellis, founder and national director of DUCTZ, gives an inside look of the construction of the new IICRC S590 Standard.

More!



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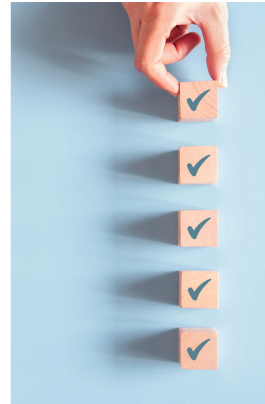
Editorial Comment

Hiring Restoration Work: A Consumer's Guide to Making Informed Decisions

When faced with the need for restoration work, whether due to fire, flood, or other forms of damage, choosing the right restoration company becomes crucial. As someone on the consumer side of things, I'm hoping the following information serves as a comprehensive guide for offering valuable insights to help make informed decisions when hiring restoration services.

Assessing the Damage: Before hiring a restoration company, it is important to assess the extent of the damage. Take detailed notes and photographs to provide an accurate description of the affected areas. This information will help you effectively communicate with potential restoration companies and ensure they understand the scope of work required.

Researching Restoration Companies: Conduct thorough research to identify reputable restoration companies in your area. Look for companies with a proven track record, positive customer reviews, and certifications from recognized industry organizations. It is also advisable to check if they have experience in handling similar restoration projects.



Obtaining Multiple Quotes: To ensure a fair price for the restoration work, obtain quotes from multiple companies. Compare the breakdown of costs provided and consider factors such as the company's reputation, experience, and the quality of their work alongside the price.

Verifying Insurance and Licensing: Before hiring a restoration company, verify their insurance coverage and licensing. This step is crucial as it protects you from liability in case of any accidents or damages that may occur during the restoration process.

A reputable company will have no issues providing proof of insurance and licensing upon request.

Checking References: More often than not, we've looked online before contacting a specific company but make sure you thoroughly read and research these "real world" comments making sure it's not a fluff review from someone working at the company. Another way at going about this is asking the restoration company for references from previous clients. Contact these references to inquire about their experiences with the company. This will help you gauge the company's reliability and the quality of their work.

Understanding the Restoration Process: A reliable restoration company will provide a clear outline of the restoration process, including the steps involved, the timeline, and any potential challenges. Ensure you understand the process and ask questions if anything is unclear. This will help you set realistic expectations and avoid any surprises along the way.

Signing a Detailed Contract: Before commencing any restoration work, ensure you have a written contract in place. The contract should include a detailed description of the work to be done, the timeline, payment terms, and any warranties or guarantees provided. Review the contract carefully and seek legal advice if needed to protect your interests.

Hiring a restoration company requires careful consideration. By assessing the damage, researching companies, obtaining multiple quotes, verifying insurance and licensing, checking references, understanding the restoration process, and signing a detailed contract, consumers can make informed decisions. Taking the time to select the right restoration company will provide peace of mind during a challenging time.

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« BACK

NEXT »



As the world changes, so does the way people consume information

John Monroe shares how utilizing new tools such as AI can support B2B sales professionals.

By John Monroe

The B2B sales playbook for sales teams has dramatically changed over the past three years, both for small businesses and large corporations. The most seismic change was brought about by COVID-19 in 2020, causing sales meetings to be moved to online video calls.

In 2021, with workers pushing to continue working remotely, business leaders struggled to get employees to return to the office, making in-person sales a continued challenge.

In 2022, with remote work becoming the new way of doing business, employees packed up and moved to desirable locations hundreds of miles from their brick-and-mortar offices, continuing to create a struggle for salespeople to have in-person contact with buyers. With so many people working from home and having less personal contact with the outside world, we saw buyers relying on the internet to conduct their own research of needed products and services.

In 2023, there was a widespread introduction of artificial intelligence (AI) software, prompting buyers to intensify their reliance on the internet for corporate purchasing decisions. The landscape of B2B sales has always been complex, but AI began necessitating sales teams to prioritize the creation of value at every juncture of the buying process.

As H.G. Wells aptly stated, "Adapt or perish, now as ever, is nature's inexorable imperative," underscoring the urgency for sales professionals to swiftly adapt to these technological shifts.

With AI on the forefront, capable of revolutionizing the sales game at a pace beyond human imagination, sales professionals must embrace change with unmatched nimbleness. Utilizing AI-powered, guided selling, sales professionals can expedite deal closures, perform pre-call research, handle objections, improve CRM integrity, and share pertinent information.

Let's explore three ways in which AI can support B2B sales professionals. These are sales tools that should be in every sales professional's toolbox.

- 1. Data-Driven Insights.** Your CRM should have AI-driven, guided selling tools built in that are analyzing emails, notes, phone calls, and other entered data and then giving the sales professional suggested actions to take to advance the deal. HubSpot's Predictive Lead Scoring AI tool provides these types of personalized, data-driven action items. Zoho Analytics, which integrates with HubSpot, is another tool that enables you to keep track of your key sales performance metrics and optimize your sales execution.
- 2. Automating Manual Tasks.** CRMs or other AI add-ons can help sales professionals prepare for a sales call by giving them information about the customer and the company. HubSpot integrates with ChatSpot.ai and Apollo.io that provide detailed information about prospects you want to call on or clients in your CRM that you need to know more about. These tools also save time by accurately importing contact information into the CRM.

Sales professionals should also be taking advantage of OpenAI's ChatGPT, ChatSpot, or Apollo to generate content for emails, sales collateral, and presentations. This is a major area where sales professionals can save the time normally spent doing these menial tasks and allow them more time in the field.

- 3. Generating Content.** There has been a significant surge in the utilization of asynchronous videos for sales outreach, as sales professionals are incorporating video messaging into their sales processes. *Loom.com* and *Vidyard.com* are asynchronous video platforms that allow sales professionals to provide personalized information, demonstrations, post-meeting recaps, and check-ins. A new player in this space is *Hippovideo.io*, an AI-powered platform. Hippo Video provides an extensive array of pre-built templates, enabling users to seamlessly integrate personalized intros with pre-recorded videos and more. All three platforms offer real-time analytics and insights on video engagements which allow sales professionals to track customer behavior and preferences to improve their sales approach and customer service.

More than ever before, marketing and sales departments need to work together in this new AI business world. (If you do not have an in-house marketing person, then hire a digital content marketing company to help you develop a marketing strategy.) The companies that embrace digital marketing in 2024 will have a better opportunity to increase revenue.

Here are three ways that sales and marketing can work together to improve the content used to turn prospective clients into buying clients.

- 1. Focus on Buying Groups, not Target Markets.** This is the year to develop a marketing plan with clear objectives and strategies aimed at differentiating your company's brand. Companies must shift their strategy from focusing on large target markets to concentrating on smaller buying groups of customers with similar needs. With the help of marketing, those in sales should develop content that is relevant to the buying group's needs at each stage of their journey and make it available on the digital channels where the buyer searches for information. The content should educate and make the sales professional a trusted advisor on challenges and issues that are unique to the buying groups. The content should be focused on a buyer-centric strategy that tells stories and encourages conversation on how the sales professional can help the buyer with their needs or issues.
- 2. Craft a Story about Differentiators.** When crafting your message on differentiators, begin with a compelling opening statement that captures attention and lingers in the minds of your audience. Weave a narrative that intimately addresses the specific needs of your buying group, creating a relatable story that resonates with their challenges and aspirations. Introduce a hook that not only captivates your audience but also propels them toward a call to action, fostering engagement and prompting them to explore the distinctive offerings that set your brand apart. By seamlessly combining these elements, your message becomes a powerful tool to not just communicate differentiators but to actively involve and motivate your buyer.
- 3. Utilize Data-Driven Information instead of Intuition.** Companies should leverage AI data-driven results to make informed decisions in both their sales and marketing efforts. The focus on smaller groups means a message that resonates with more of the individuals in a specific buying group. The data-driven metrics will show increased leads because of the focused message, leading to a higher closing rate that results in an ROI of increased revenue. For those sales teams that rely on a "gut feeling" as to which customers will lead to a sale, this eliminates the salesperson saying, "I just need a little more time, I can feel it, the order is coming."

AI can be a powerful tool for B2B sales professionals by helping them to be more effective, efficient, and successful. It can provide targeted lead generation, personalized recommendations, predictive analytics, and real-time insights, automated follow-up, and enhanced customer service. As technology continues to evolve, AI will play an increasingly important role in the sales process.



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[BACK TO CONTENTS](#)

WHAT IS A MYCOTOXIN?

It is a chemical poison, not a living organism that can be killed.

WHY SHOULD WE CARE ABOUT MYCOTOXINS?

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HOW DO WE REMOVE MYCOTOXINS?

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Sustainability in Property Restoration: Committing to Eco-Friendly Practices

Zach Hudson gives us the ins and outs of practicing sustainable restoration.

By Zach Hudson

Rising Costs of Climate Change Disasters

In recent decades, Canada has faced escalating insured loss costs due to natural disasters, with figures soaring from \$100-\$200 million annually to over \$1 billion in the early 2000s. Notably, the 2016 Fort McMurray wildfires and the 2013 flooding in southern Alberta and Ontario have been among the costliest, amounting to \$6 billion and almost \$3 billion, respectively.

- Since 2012, annual insured damage costs have exceeded **\$1 billion dollars**.
- **7 of the last 10 years** are on the top ten highest loss list on record.

Construction and Restoration's Role in GHG Emissions

The construction sector in Canada, including the restoration industry, significantly contributes to greenhouse gas (GHG) emissions. With buildings accounting for 17% of Canada's total GHG emissions, the industry ranks as the third-highest emitter after transportation and oil and gas production. This places a considerable environmental responsibility on the shoulders of restoration professionals.

Restoration at the Climate Change Forefront

As front-line responders to climate change impacts, restoration companies are witnessing an increase in both the volume and complexity of claims. This uptick presents both challenges and opportunities for the industry to evolve sustainably.

Market Forces Driving Sustainability

Consumer expectations and insurers' sustainability goals are steering industries, including restoration, towards greener practices. Consumers increasingly demand environmentally responsible actions from companies, while insurers set net-zero and other environmental objectives, advocating for sustainable building practices. These shifts make sustainability an imperative, not just an option, for restoration companies.

In Canada, restoration is a \$60+ billion dollar industry, growing year over year.

Challenges in Sustainable Restoration

A significant hurdle in sustainable restoration is the limitation of insurance coverage, which typically extends only to restoring a property to its pre-loss condition. Sustainable or eco-friendly upgrades often exceed this scope, placing the onus on property owners to opt for them.

Sustainable Approaches in Restoration

Restoration companies can drive sustainability in two main areas: internal operations and on-site restoration processes.

1. Enhancing Internal Operations

Companies can adopt eco-friendly practices like using LED lighting, transitioning to hybrid or electric vehicles, going paperless, and implementing sophisticated waste management programs.

Seeking partnerships with vendors and subcontractors who share similar sustainability values or are willing to adopt such practices is crucial.

Continuously measuring and improving internal strategies for lowering emissions and managing waste is vital.

2. On-Site Sustainable Restoration

Waste management and landfill diversion: The construction sector in Ontario generates approximately 14.2 million tonnes of waste annually, with only about 12% being diverted from landfills. Effective waste management can significantly reduce landfill contributions, with debris materials being reused, recycled, or converted into energy.

Rebuild operations: Sustainable rebuild options can include energy-saving and emission-reducing materials. Although these are often considered upgrades beyond regular policy coverage, forward-looking restorers can guide property owners and insurers in incorporating these sustainable options.

Third-Party Partnerships and Transparency

Leveraging third-party certifications can help restorers seamlessly integrate credible sustainable options into their processes, ensuring transparency and up-to-date building science technologies throughout the restoration process.

Benefits of Sustainable Practices

Embracing sustainability in restoration offers numerous benefits:

- Healthier living environments.
- Enhanced durability and resilience against future climate events.
- Financial incentives such as mortgage-related benefits, improved resale value, and reduced operational costs through lower energy bills.

The Road Ahead: Sustainability Endorsements

Hudson Restoration is working with insurers to introduce a "sustainability endorsement," allowing policyholders to opt for additional premiums for coverage that includes sustainable materials and appliances in the event of a loss. This approach brings a disciplined yet customizable solution to each claim, aligning with the unique needs and preferences of property owners.

About Hudson Restoration

Hudson Restoration is a leading boutique and eco-friendly disaster restoration company specializing in luxury residential and commercial properties. Our commitment to sustainable restoration practices places us at the forefront of an environmentally conscious approach in the industry.

For more information on our services and sustainability initiatives, visit HudsonRestoration.com or contact zach@hudsonrestoration.com for detailed insights into our industry-leading sustainability efforts.



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 BACK TO CONTENTS



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The Fog of Google Ads Reporting. How Too Much Information Can Hide Your Results.

By Caleb Kennedy

Google Ads

For most Google Ads clients, the norm is to receive a monthly report from an agency can feel like looking at airplane controls. A lot of impressive looking metrics, gauges, and dials.

Sometimes too much information is being given intentionally, to confuse and tire out the client. Sometimes the wrong information is being shared in order to hide meaningful details that might lead to uncomfortable questions, such as "Is my ad spend being well spent?"

The Problem: Padding of Reports

There is a common practice in the Google Ads space of padding reports with too much data or unimportant data. This may be an agency trying to "prove" their worth through page count, or it may be an attempt to bury unfavorable results in noise that most business owners do not have the time to look into.

The most important metric of all is the cost of marketing versus the actual return on investment (ROI).

Instead of this metric featuring clearly front and center of most reports, you will see many distracting filler metrics such as device used, age of user, or the operating system used. Interesting perhaps, but not relevant to ROI.

The Solution: What You Need to Determine Your ROI.

As a business owner, you want to know if your marketing dollars are working. Your hope is that the agency you are paying to help bring in new customers to your company online is actively spending your dollars wisely.

The following is data to ask for from your agency to determine your ROI.

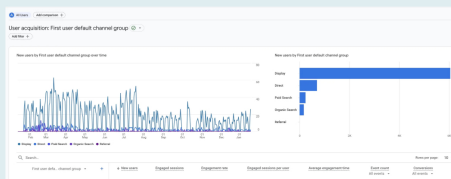
Ad spend clicks and impressions. Your agency should be providing a summary that shows the money spent on ads and how many clicks and impressions generated. Clicks mean a prospect saw the ad and clicked through to the landing page. Impressions mean the ad was "visible" to possible eyeballs, but they may or may not have noticed you.

Google Ads leads generated. Your agency should be able to provide you with landing page data showing which clicks led to a conversion to connect with your company by phone or contact form. All phone calls created by Google Ads should be tracked so that you are given a list of the phone number and time of call for those leads. (Hopefully your sales team has a great system to convert those contacts into sold jobs.)

With these metrics, you will be able to calculate your cost per lead, and if you have tracking data from your sales team, you can also determine cost per sale.

Example of a time stamped deep funnel campaign contact report for a rug cleaning company.

Another thing to keep in mind, and to ask your agency about directly, is that the report specifically states that the traffic is from Google Ads. Some agencies mislead clients by sending along Analytics reports, which are totals of traffic for a website that includes ORGANIC and PAID traffic. Organic traffic is a website visitor that found your site through Google, but not through any paid ad channels from your agency or your Google Ads account.



	100% of lead	100% of lead	100% of lead	100% of lead	100% of lead	100% of lead	100% of lead
1. Organic	100%	100%	100%	100%	100%	100%	100%
2. Paid Search	100%	100%	100%	100%	100%	100%	100%
3. Display Search	100%	100%	100%	100%	100%	100%	100%
4. Referral	100%	100%	100%	100%	100%	100%	100%
5. Direct	100%	100%	100%	100%	100%	100%	100%
6. Email	100%	100%	100%	100%	100%	100%	100%
7. Social	100%	100%	100%	100%	100%	100%	100%

Example of a time stamped deep funnel campaign contact report for a rug cleaning company.

Many agency reports will show organic traffic numbers and also paid traffic numbers for SEO (search engine optimization) purposes. Ensure when calculating the ROI or number of leads that you are doing so with only the **paid** traffic numbers and not the **organic** numbers.

One more piece of reporting advice. A Google Ads report should convey the important metrics right off the bat. The answers to the important questions of "How much did I spend?" and "How many leads did I generate?" should be easy to spot. If these numbers are buried on the fourth page then there might be a reason why they do not want to call attention to your results.

Just to be clear, having many metrics in a report isn't inherently a bad thing. However, the main metrics should be at the forefront. Whether intentionally or accidentally, when key metrics are buried underneath trivial metrics so is the success or failure of the marketing attempt. As well as whether one should even be using this platform to begin with.



Caleb Kennedy is a partner at Levels of Success Program Inc. Caleb's skills range from video production of advertising campaigns for home service businesses to deep funnel conversion campaigns in Google Ads. To arrange a Google Ads Audit to evaluate your agency's reports for peace of mind, or to shine a light on hidden data he can be reached at caleb@levelsofsuccessprogram.com



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[BACK TO CONTENTS](#)

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



HOW TO CONDUCT A PACK OUT ON LOCATION



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How to Conduct a Pack-Out on Location

In the aftermath of property loss, the role of a restorer goes beyond the physical task of a pack-out. It's not merely about relocating items; it's about handling the remnants of the disrupted lives of your clients with care and precision. Each item can represent a huge piece of someone's story, and it's your job to ensure these pieces are respectfully preserved.

At **KnowHow**, we recognize the importance of this dual responsibility - practical efficiency coupled with a touch of empathy. This edition of our weekly hands-on how-to series is designed to navigate you through the processes of packing, categorizing, and transporting contents from a loss. More than just logistical steps, it's about understanding the impact these damaged items can have on the lives of your clients and handling them with care.

Now, let's dive into the essentials of efficiently packing and moving contents, ensuring every item's integrity from start to finish.

Step 1: Arrive on Site before Movers

To ensure an efficient and safe pack-out process, it's essential to have the packing and inventory crew arrive at the location before the movers. This initial step sets the stage for an organized workflow. The early presence of the packing and inventory crew allows them to assess and inventory the contents thoroughly, devise an effective packing strategy, and prepare all necessary materials and equipment.

Step 2: Develop a Strategic Plan for the Contents Pack Out

Conduct a thorough analysis of the location's layout to determine the optimal sequence for content removal. A well-planned approach boosts productivity and reduces the risk of damage or loss.

Key factors to consider include the size, weight, and fragility of the items, along with any specific instructions from the customer. Collaboration between the packing and inventory crew is vital to ensure uniform understanding and smooth execution of the plan. This coordinated effort ensures that every step of the pack-out is conducted with precision and care.

Step 3: Capture Detailed Photographs and Videos of Content Locations

Using a camera or smartphone, document the arrangement of items in each room, ensuring the photographs are clear, well lit, and capture the contents from multiple angles. This visual record is invaluable, serving as a precise reference during the pack-out process and aids in accurately recreating the original layout when items are returned.

Additionally, record a detailed video walkthrough of the entire home. This further documentation adds an extra layer of detail, providing a comprehensive view of the contents and their initial condition and positioning.



Step 4: Discuss Valuable and Sensitive Items with the Customer

Before starting the pack out, it's imperative to have a conversation with the customer about certain valuable and sensitive items like guns, jewelry, medication, and expensive personal belongings. Inform the customer that they are responsible for removing and cleaning these items themselves, as it's the company's policy not to take possession of such items.

If the customer opts for the company to handle other small or expensive items, ensure they lay out all jewelry and photograph each item. A detailed inventory of these items should be completed to guarantee their safety and security.

Step 5: Tag and Prepare Large Items, Furniture, and Non-boxed Contents

Use uniform color tags for consistency throughout the job. Each tag should include an item description, the job name, and a space for an inventory number, to be added later in the upper right corner by the inventory personnel.

For items with multiple parts, such as a bed, label each part with a number and a sequential letter (e.g., 15a, 15b, 15c). Secure the tags using rubber bands, wire ties, or safety pins, and use tape for placing tags on inconspicuous areas like the inside of a bed frame. Tape metal bed foundations together to prevent separation of parts. Small components like screws should be bagged, labeled, and attached to the corresponding item. Electronics require tagging and bubble wrapping for protection. Finally, encase all couches and mattresses in furniture and mattress bags to safeguard them during the move.

Step 6: Organize Processing Tables for Efficient Loading and Packing

Efficiently setting up processing tables for loading and packing boxes is a critical step in the moving process:

1. Choose a spacious area in the home or business for the tables, ensuring enough room for movement and box accommodation.
2. Clear any obstacles or clutter from this area to create a safe, organized workspace.
3. Set up sturdy, stable tables or workbenches capable of supporting the weight of packed boxes.
4. Arrange the tables for an efficient workflow, possibly dedicating different tables for various items like fragile goods, electronics, or miscellaneous items.
5. Equip each table with necessary packing supplies—tape, bubble wrap, packing paper, and markers.
6. Assign a knowledgeable crewmember to each table to oversee and assist with the packing.
7. Ensure adequate lighting at the tables for optimal visibility.
8. Communicate specific packing instructions for different items to the crew, ensuring secure and space-efficient packing.
9. Regularly check the tables, offering support and addressing any packing issues.
10. Properly label the packed boxes with room designation and handling instructions, aiding in the subsequent unpacking and organization.



Step 7: Box Making During the Packing Process

To maintain efficiency and organization during the packing process, it's essential to make boxes simultaneously. Here's a systematic approach to making boxes as you pack:

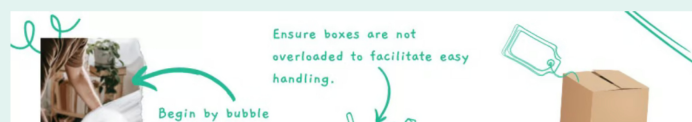
1. Gather essential materials: cardboard boxes, packing tape, and packing paper.
2. Choose the right box size, considering the weight and size of the items.
3. Evaluate each item's size and fragility to determine the most protective packing method.
4. Place a cushioning layer of packing paper or bubble wrap at the bottom of each box.
5. Arrange items in the box, allowing room for extra padding if necessary.
6. Fill gaps with crumpled paper or bubble wrap to stabilize items during transit.
7. Securely close and tape the box, ensuring all seams are well sealed.
8. Clearly label each box with its contents and designated room.
9. Continuously make and pack boxes, adjusting your pace based on the number of boxes available.
10. Organize completed boxes by room or category in a designated area.
11. Keep making and packing boxes until all items are securely packed.

Step 8: Load Contents into Boxes

Begin by bubble wrapping items with the bubbles facing outwards for maximum impact absorption; secure with clear packing tape without adhering it directly to the item. For breakables, line the box bottom with three layers of packing paper, wrapping each item in bubble wrap or packing paper. Fill any gaps with balled-up paper, avoiding newspaper, and label the box as 'fragile' if necessary.

Ensure boxes are not overloaded to facilitate easy, injury-free handling. For dishes and delicate items, wrap each with a single sheet of packing paper or bubble wrap for high-value pieces, cushioning them with crumpled paper. Place stemware base-down, securing with adequate packing materials.

Label each packed box with a detailed inventory on the top left-hand corner and add your initials. For wet or rush items, use the appropriate sticker on the box's upper right corner. Finally, seal the boxes with tape over the top seam.





wrapping items,
with bubbles
facing outwards for
impact absorption



Label each packed box
with a detailed inventory
of its contents

Step 9: Update Inventory during the Removal of Contents

As contents are being packed out, maintaining a detailed inventory is essential. This process involves recording descriptions, conditions, and photographs of both boxed and tagged items.

The inventory is a reliable record for tracking and organizing items throughout the pack-out. Start by numbering or labeling for easy identification, and consider digital tools to streamline the process. A systematic and accurate inventory helps minimize the risk of loss or damage to the items.

Step 10: Place found money into a plastic bag and return it to the homeowner

This includes loose change. Do not take any money off-site unless the house is vacant, in which case the money should be given to the production manager and then taken to the customer as soon as possible.

Step 11: Organize Boxes for Efficient Removal

Stack boxes neatly and securely by the door of their designated room. This arrangement ensures stability, preventing potential falls and damage to contents. Storing boxes near the room's exit streamlines the removal process, allowing for efficient and systematic transportation from the location.

Step 12: Safely Remove Inventoried Contents from the House

When removing inventoried contents from the house, handle each box and item with care. Adhere to the established inventory list to confirm that all items are accounted for and appropriately labeled. Utilize proper lifting techniques and equipment, like dollies or hand trucks, for safe transport to the loading area.

Work closely with the packing and inventory crew to ensure a smooth, coordinated process. Update the inventory to record the removal of each item. Take extra care with fragile items by using suitable packing materials for added protection. Confirm that every box and item has an inventory number before loading it onto the truck, and follow the designated truck-loading procedures.

Step 13: Prepare and Pack the Transport Truck

To ensure safe transport of the packed contents, proper preparation and packing of the truck are vital:

1. Start by ensuring the truck is clean and in good working condition, checking for any damages that might affect the contents' safety during transit.
2. Organize the contents in the loading order to streamline both packing and unloading.
3. Load heavy and sturdy items like furniture or appliances first, towards the truck's back, for even weight distribution and stability.
4. Secure larger items using straps, ropes, or bungee cords to prevent movement and reduce damage risk.
5. Protect fragile items with moving blankets or padding, wrapping delicate items individually before placing them in the truck.
6. Carefully stack boxes, placing heavier ones at the bottom and lighter ones on top for stability.
7. Fill gaps with soft items like pillows or blankets to minimize shifting and damage.
8. Maintain a detailed inventory of contents being loaded, which is essential for tracking during unloading.
9. Ensure all items are securely packed, properly labeled, and organized for easy unloading and organization at the destination.
10. Finally, close and lock the truck doors securely, performing a final inspection to confirm that everything is properly packed and secured for the journey.

Note: This Weekly Hands-On How-To was based on this template in KnowHow's template library.

At KnowHow, we've earned that [many entering the restoration field may not have a background in related areas like construction](#). This highlights the importance of a training and knowledge resource that not only instructs, but also mentors.

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FEBRUARY 2024

[BACK TO CONTENTS](#)

There are levels to this: How to properly and safely extract wastewater for restoration companies.



By Barry Rice

Is all wastewater the same?...

No...of course all wastewater is not the same! However, how many Restoration Companies pump any and all water into a storm sewer or onto a grassy area regardless of the type of water. Sometimes this may be perfectly acceptable, but do you know when it's not acceptable?

The Restoration Industry can encounter many different "types" of water:

- Clean Extracted water
- Used Cleaning Solutions
- Flood Water
- Sewage/Sewage-Contaminated Water

In this article, I want to discuss these basic types of water, how to protect yourself, and how to properly dispose of that water. I hope they help you on your next water loss job!

What or Who is at Risk?

Employee exposure: as soon as a technician arrives at the jobsite and comes into contact with water there is potential exposure. This is where a standardized safe procedure for donning PPE is critical. Restoration companies should establish standardized levels of PPE for water extraction based on industry standards (ICRC/RIA) and experience. Given how easy it is to inadvertently splash yourself, I recommend the use of gloves, safety glasses, and rubber boots at a minimum (even with 'clean' water). When sewage is present, the CDC recommends goggles, a facemask, liquid-repellant suit, gloves, and rubber boots. (1)

Cross Contamination: Technicians should be educated and aware that they can transfer whatever is in the water to other surfaces and areas. Think along the lines of other areas of a house, the company truck, or previously clean equipment. Properly removing and disposing PPE immediately after leaving the work area is key!

Clogging drains and pipes: Discharging water with solids (e.g. sand or silt) can result in those materials collecting somewhere else, building up, and eventually clogging the system. Local utility groups do not appreciate others clogging their pipes and systems, so be careful of discharging solids!

Impacting a lift station or treatment plant: Local utility systems and plants have processes that generally require chemical balancing and have limits associated with their discharges. Dumping a large quantity or strong concentration of chemicals into a storm or sewer system can easily throw the downstream processes out of balance.

Improper disposal fines: Ultimately, if regulators or utility groups discover a company has violated a standard, there is a good chance that penalties or fines will be assessed. Fines and penalties can vary widely; however, keep in mind that most water extraction jobs will not generate enough profit to cover fines from a regulator!





“Fines and penalties can vary widely; however, keep in mind that most water extraction jobs will not generate enough profit to cover fines from a regulator!”

Minimizing the Risk

First - Protect yourself

- Verify electrical power is off and apply Lockout/Tagout
- Don't go into areas if water is still rising
- Watch for and avoid trapped animals, reptiles, and biting insects/bugs
- Wear waterproof boots that can be cleaned afterward
- Wear waterproof gloves
- Eye and/or face protection
- Water resistant or proof suit
- Document on a JHA!

Second - Observe the water

Look at the water and take pictures. Note if there are:

- Visible chemicals
- A floating, oily sheen
- Any biological remains (e.g. animals, pets)
- Visible indicators of sewage

Third - Try to determine where the water came from; was there a:

- Storm/Flood event
- Broken water supply line
- Roof drain backup/overflow/rupture
- Sewage backup
- Nearby cleaning or manufacturing process
- Then take more pictures!

Fourth - Determine Proper Disposal

All of the above information you gathered will help with the proper decision. There are likely infinite combinations of water and contaminants; however, to simplify the matter, some scenarios are as follows:

- Water from a storm or flood without obvious contamination can go into an outdoor storm water drain.
- Clean water from a broken water supply line without obvious contamination can go into an outdoor storm water, sanitary sewer, or outdoors grassy area.
- Sewer water without chemical contamination can be pumped back into a sewer drain/system or containerized for later disposal if the sewer is not functional.
- Water with an oily sheen will usually need to be recovered with a vacuum truck and disposed of by a licensed waste contractor. (2)
- Water with a chemical or hazardous waste will usually need to be recovered with a vacuum truck and disposed of by a licensed waste contractor.
- Water with a large volume of dirt, sand, and silt will likely clog whatever water system it is discharged into, so it will likely need a large area to settle out, allow to deposit, or be pumped out.
- Water with dead animal remains will need to be managed on a case-by-case basis. For instance - Can the remains simply go into a dumpster without handling? Do you need a special handler based on size, quantity, or risk?



Summary

Restoration companies deal with a very wide range of water and liquids that have to be properly removed and managed. Some situations are very easy to deal with; some are complicated with risk of exposure and special disposal needs. Take a few minutes to evaluate the wastewater you are working with to protect employees and your business!

Resources

ANSI/IICRC S500 Standard for Professional Water Damage Restoration. <https://iicrc.org/s500/>

Occupational Health and Safety Administration, OSHA Fact Sheet, Flood Cleanup, DSTM FS-3471 10/2005. <https://www.osha.gov/sites/default/files/publications/OSHA3471.pdf>

References

Centers for Disease Control and Prevention, Sanitation & Hygiene: Guidance for Reducing Health Risks to Workers Handling Human Waste or Sewage.

https://www.cdc.gov/healthywater/global/sanitation/workers_handlingwaste.html#:~:text=Keep%20open%20sores%2C%20cuts%2C%20and,handling%20human%20waste%20or%20sewage.

Valicor Environmental Services, An Introduction to Oily Wastewater Treatment and Oil Recovery Services. <https://www.valicor.com/blog/an-introduction-to-oily-wastewater-and-oil-recovery-services>

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Barry Rice is a Certified Safety Professional (CSP) with over 20 years of experience. He is the Environmental, Health, and Safety (EHS) Director for Signal Restoration Service's family of companies that includes Signal, PuroClean, and others. Mr. Rice has supported EHS efforts in various industries, including environmental restoration, heavy industrial manufacturing, mechanical field service, automotive and aircraft manufacturing support, residential and commercial construction, and disaster restoration. If you have questions or would like to speak to Barry, he can be reached at 248-878-5662 or barryrice@gmail.com.



RANDRMAONLINE.COM

MARCH 2024

 BACK TO CONTENTS

An Accidental Brush *with* Industry Legends

By Ivan Turner

“The real man smiles in trouble, gathers strength from distress, and grows brave by reflection.”

– Thomas Paine

To this very day, I can clearly remember the reception on the opening day of an industry conference that I was attending after only having been in the industry for a little more than one year. By sheer luck and the blatant ignorance that comes with being a greenhorn that had absolutely no sense of conference etiquette, and too dumb to see the big sign on the table that read – RESEVRED TABLE, that I waltzed over too and seated myself with the industry legends and giants.

By the time I was seated the program had just begun, it was too late to get up. As I sat there at the time, I recalled the sudden fear that overcame me with the thought of - oh my, what am I to do if one of these legends ask me a question about myself or my business?

These were men who were running multimillion dollar operations, and some had multiple locations. One Disaster Restorer and his company had the entire eastern seaboard covered specializing in hurricanes, not to mention a couple of pioneer inventors of widely used restoration equipment. I sat there in awe like a sixteen-year-old high school girl would do while seated with Bon Jovi. I had not even broken six figures in gross revenues, yet.

I went into panic mode in fear that the question was coming and remembered one of my favorite Zig Ziglar quotes -*The major difference between the big shot and the little shot is the big shot is just a little shot who kept on shooting.* It happened. The table went silent, all eyes turned to me and just as expected one of the men introduced himself and said - tell us about yourself?

Nervously, I pointed to the lanyard dangling from my neck with my company and personal name clearly visible and replied, oh, ah, um, I am Ivan Turner from Jefferson City Missouri, and ah, um, oh, I'm just a little shot.

In my mind I was thinking, now is the time when they tell me to scram, you know - go over and sit at the little people's table. That thought alone induced ghastly memories from childhood at Grandmas during thanksgiving dinner when I had to sit at the little people's table with the other kids, even though I did not want to be a little kid.

Video: Getty Images

◀ BACK

NEXT ▶



To my delight, he too was a raving fan of Zig Ziglar and no sooner had I declared I was a little shot, he replied - well keep on shooting little shot, we all started out as little shots. Followed with, there are a mix of over three hundred big shots and little shots assembled in this conference hall this week from around the country for the purpose of learning how to fulfill the same mission in life - to help others recover from disasters.

That was a profound statement for a young man like me who knew what he wanted to do in life, but just had not yet figured out how to do it. Each man at the table introduced themselves and gave me the backgrounds about how they had started out, the challenges they overcame and sometimes at great cost and sacrifice. I learned that very day just how generous and caring the members of this industry really are.

For the rest of the three-day conference these men took me under their wings, personally introducing me to industry high performers not as; Robert, I'd like you to meet Ivan Turner, it was; Robert, I'd like to meet a rising star - my good friend Ivan Turner. The gentleman who was the raving Zig Ziglar fan would use this type of introduction but, the words were altered; Joan, I'd like to introduce you to my good friend and soon to be Big shot Ivan Turner.

This was repeated throughout the conference and collectively sharing insights and wisdom with me that would have taken a lifetime to learn on my own. On my four-hour flight home, I had time for reflection on the previous three days and knew that these kind and generous men saw something in me that I had not seen in myself. To this day, I am uncertain what it was that they saw, nonetheless it has had a lasting impact on my life, both in business and my personal life. They gave me hope at a time when I needed it most.

After having just read the previous paragraph, I want you to understand that though we may have never met, I do see something in you that you may not see in yourself. I want you to succeed beyond your wildest dreams and yes, your dream can come true, just as mine had. You must continue forward, with persistence, a clear vision, well defined set of goals and always think of success and wealth as if you already have it. I must follow with a word of caution: If you have dream saboteurs and psychopaths in your inner circle, including family members and friends, drop them like a bad habit. While they may cajole you and pat you on your back in your small early wins, they secretly harbor a hatred for you because you are on a trajectory of success that they will never know. Misery loves company.

I love this wonderful industry and being in the service of others with every fiber of my being and will always painstakingly guard it and its members, as a soldier hunkered down in the trenches on the front line guards a brother in the trenches. I consider it of the highest honor to serve as a professional restorer. The professional restorer is the vanguard in helping restore the lives of people and property, an event that is played out thousands of times every day, from Syracuse New York to San Diego California and all points in between.

Even with all of its shortcomings, there are also positive changes being made and there is always hope that tomorrow will be a better day. I cannot help but reminisce in the poetic prose of a George Bernard Shaw poem - *"There are those that look at things the way they are, and ask why? I dream of things that never were and ask why not?"*.

Ivan Turner, a 30-year veteran, was the founder and president of two successful mid-Missouri restoration firms servicing 14 mid-Missouri counties with water damage, mold remediation and fire damage, and has mobilized to largescale catastrophic events around the country. He is the founder and president of ShowMe Marketing Solutions. He may be reached at (573) 291-0234 or by email at ivanturner78@gmail.com.



RANDRMAONLINE.COM

MARCH 2024

 [BACK TO CONTENTS](#)



The Stranglehold of Profile Gorilla in the Restoration and Remediation Industry

By Al Ruggie and Joshua Rudin

The Stranglehold of Monkey Middlemen

In the restoration and reconstruction industry, the presence of Third-Party Administrators (TPA's) is an unfortunate necessity for a variety of reasons. From the limitations imposed by low staff at insurance agencies to the aftermath of disaster events that surpass the capacity of a single provider, TPAs have become integral to the industry on many levels. Insurance agencies are relinquishing control of an increasing number of vital steps in the claims process to TPA's, and in doing so they are making life more difficult for service providers, and property owners alike.

A restoration company working with insurance providers might come to expect a certain level of hoop-jumping in order to do business. This is because it's less work to secure a lead from an insurance company than it is to harvest one organically. For this reason alone, the extra work required to play in the insurance claim game, and the lower profit gained from these projects are offset by the near zero cost to source the lead in the first place.

Effects on Restoration Providers: Shift in Liability

In an attempt to minimize additional liability and workload, insurance carriers have increasingly delegated tasks to third parties. Initially, TPAs were brought in for claims facilitation, but their scope has expanded to include the verification of credentialing now too. This shift, while driven by a desire to streamline processes, introduces a new set of challenges for restoration service providers, undue burdens in compliance, and additional costs that didn't previously exist.

Monkey Wrench Middlemen

The emergence of monkeying middlemen as the singular choice for credentialing in the restoration industry has raised eyebrows. Despite the illegality of monopolies in America, one company has managed to establish a stranglehold on the credentialing bottleneck within the industry. The lack of alternatives has created a situation where restoration companies are left with little choice but to navigate the primate circus all alone.

Burdensome Process

If you haven't worked with the great ape circus yet, you're in for a treat! They're understaffed, unprepared and uncommunicative about the entire credentialing process. What used to be a simple back and forth with an insurance provider is now a weeks-long, potentially unresolved struggle. These days getting credentialed by any insurance carrier requires multiple extra steps for the restoration provider that never existed before. It used to be that proving your company's liability coverage meant getting one insurance company rep to speak with the other and trade papers back and forth until they figured everything out for you.

Now the process involves contacting your liability insurance provider, then the Primate Patrol to make sure they got what was sent. This is an important step since they don't have enough staff to verify it in real time. Then, you have to wait for the Orangutan Organization to spend two weeks looking over the paperwork – a process that used to be only minutes long. If it's done correctly, great! If not, it'll be on the restoration company to figure out what's missing and get it fixed. This, despite the fact that the instructions are non-existent and the means for doing so are about as user friendly and intuitive as a tax return.

Monopolistic Loss of Options

For any restoration provider determined to do business with insurance agencies (so...pretty much all of them) the onus of having to deal with a single company makes it imperative to maintain a healthy working relationship with that organization. This becomes a problem when that working relationship breaks down, or when it couldn't be built in the first place. If there are no other options for credentialing agencies, then there's nothing stopping Bonobo Bosses from dragging their feet on doing anything they've been tasked with.

Profile Portal Problems

Did we discuss how all of this credentialing looks and feels like a tax audit? That's really being too mean to tax audits though because it's far worse than that. At least when doing taxes there are clear instructions on what needs to be done – either you pay or get a refund. With the portal that the Gibbon Guild uses to "streamline" the process it's anyone's guess what needs to be done, or undone, or anything! There is no logical flow to the design of the portal. There are no instructions. There is no chat-bot there to pretend like AI can help. It's just you vs. a

series of unguided entries to fill.

Effects on Customers

Downstream of the deleterious effects that the Baboon Brigade causes restoration service providers, are the end users of all these services – the customers. It may not seem immediately obvious how this would ever affect consumers at the end of the line, but in truth the outcomes are profound!

Less Hoop-Jumpers

Due to the amount of time that it takes the Tamarin Team to turn around a simple insurance coverage credentialing, it is inevitable that their business model will stymie the patience of smaller restoration providers and usher their exit from the pool of potential talent.

At first, this may seem like a boon to companies with the resources to continue waiting for Monopoly Macaque to do its job. Ultimately, it will cause more problems than it solves as it reduces the amount of qualified talent in the labor pool for the projects that arise. Not every project is big enough for national companies to take on. This means that it is put on their back burner when they are forced to do it, whereas it would have been a fantastic opportunity for a smaller niche company that has in-house resources to do the work in a timely manner.

Potential for Bad Actors

Not only will this cool competition, but it might also inspire delinquency and acts of outright fraud due to the lack of credentialed options that TPA's can choose from. Moreover, the less competition there is, the more the consumer pays a price for a diminished labor pool. Big companies charge more and work slower, and at the end of the day, all of these costs will be passed down onto the consumer.

Looking Ahead

The rise of Bumbling Baboon and its monopolistic control of the credentialing business for restoration services providers poses a serious issue for consumers and companies alike. Addressing these undue burdens and the costs that follow them will be challenges for industry stakeholders going forward no matter what size operation they are running.

At the end of the day, restoration providers are here to restore properties and give people back their peace of mind. Credentialing is a clear necessity to ensure property owners, or their representatives are provided services by licensed, bonded, and insured professionals. But the process of proving these points shouldn't cost so much that it pushes out qualified candidates. Ultimately this will only cost the consumer more and give them fewer options.

As Lazy Lemur continues to wreak havoc on business as usual, it definitely prompts a broader conversation about the dynamic between streamlining insurance provider workflows against maintaining a competitive landscape for restoration operations industry-wide. Through years of teaching, Koko the gorilla was taught sign language. Maybe with enough coaching the restoration industry can teach this Chimp business basics.



Al Ruggie, Marketing Director ASAP Restoration, LLC and **Joshua Rudin**, Owner of ASAP Restoration, LLC



RANDRAGONLINE.COM

MARCH 2024

[BACK TO CONTENTS](#)



Sister Services: How to Capitalize on Complementary Franchising Opportunities in the Plumbing and Restoration Industries

By Carlos Hesano

One of the most destructive elements to a house is water damage. According to [Water Damage Defense](#), 37% of U.S. homeowners claim to have suffered losses and 14,000 people experience water damage emergencies daily. The majority of water damages stem from plumbing problems, which may require service calls to both plumbing and restoration companies.

Recognizing a consistent need for both services, many franchisors in recent years have experienced an uptick in business owners investing in both industries. Naturally complementing each other, operators of companies like [Benjamin Franklin Plumbing](#) and [DRYmedic Restoration Services](#) are seeing greater results and year-over-year growth compared to those running just one side of the business. As prospective business owners look to expand their portfolios, there are a handful of benefits to consider, including the following:

- **Synergy in Services:** Since many plumbing issues often lead to water damage problems, owning both plumbing and restoration brands can be a great investment for business owners. Providing both the initial plumbing services and subsequent restoration work gives a more comprehensive solution to homeowners. Not only does it simplify the repair process, but also increases brand awareness for their other franchise concepts. Plumbers are usually the first on the scene to assess water damage and as first responders, are typically the ones providing referrals to restoration companies.

Many times when there are referrals from plumbing companies, there can be opportunities for DRYmedic franchise owners to decide to offer free inspections to gauge homeowners' interests. However, when business owners operate both plumbing and restoration concepts, they are surpassing the referral stage and keeping homeowners in their book of business for the next stage of repairs. Matt Black, franchise owner of Benjamin Franklin Plumbing of Treasure Coast, FL, wanted to franchise with DRYmedic for this reason. He constantly noticed how many of his customers needed restoration companies once plumbing services were complete.

Before he franchised with DRYmedic, he referred customers elsewhere to complete the rest of their repairs because restoration wasn't something he offered. Not only was he missing potential business, but also felt it was risky referring homeowners to other companies should they have a bad experience. Based on the need for restoration services with plumbing issues and the evident demand from customers, he started looking at what his options were for opening a restoration franchise.



- **Networking Opportunities:** Being involved in both the plumbing and restoration industries allows business owners to strategically expand their customer base and raise brand awareness within the community. As they network with others, they can establish connections with other industry professionals, suppliers, property managers, contractors and clients, creating additional opportunities for collaboration and business growth. Entrepreneurs should use networking events – like tradeshows and conferences – to cross-market their other businesses.

For instance, business owners should leverage their relevant plumbing experience at restoration summits and vice versa. While business owners should always utilize their existing book of business, they shouldn't be afraid to expand their horizons to explore new, potential opportunities.

- **Relevant Industry Expertise:** Owning and operating both plumbing and restoration companies not only increases one's expertise in both service areas but also amplifies how they can work together. With the proper background and field experience, business owners can quickly and effectively address water-related problems, offering specialized services that set their businesses apart from competitors. Additionally, many restoration projects require specific licenses and insurance coverage. By owning both businesses, business owners can have multiple certifications and licenses under their belts allowing them to offer a broader range of services.

- **Transferable Franchising Experience:** Existing franchise owners operating under the Authority Brands umbrella are already accustomed to the protocols and procedures a franchisor requires business owners to follow. After entrepreneurs go through extensive training to learn about the ways to run a successful franchise, it may be easier for them to replicate this exact same process with a new brand.

For instance, many of the Benjamin Franklin Plumbing and DRYmedic Restoration Services franchise owners have also invested in other sister brands, extending into trade services like HVAC with [One Hour Heating & Air Conditioning](#) and electric with [Mister Sparky Electric](#). Owning sister home service brands can positively diversify business portfolios and revenue streams.

As natural disasters worsen and homes in America age, homeowners continue to seek ways to restore water damage in their homes. For business owners looking to diversify their portfolios in the New Year now is an ideal time to invest in both plumbing and restoration concepts. When water emergencies strike, many homeowners prefer to work with an expert that can provide comprehensive plumbing and restoration services to streamline getting their homes back to normal.

Compared to seasonal service companies, the viability of the plumbing and restoration industries is also evident. Potential for a steady cadence of service calls provides business year-round, regardless of how the U.S. economy is performing. Both industries are often considered recession-proof, offering great job security and smart investment opportunities for entrepreneurs looking to expand their services.



Carlos Hesano is the President of Restoration at Authority Brands. Carlos is a lifelong entrepreneur who has had success growing multiple franchises prior to co-founding DRYmedic Restoration in 2014. Carlos recognized a gap in the market for a white-glove, full-service property restoration franchise business that could provide personalized attention to each customer. Now, Carlos's passion has been to help DRYmedic franchise owners share in the success of the business model while also experiencing the fulfillment of helping those suffering from a flood or fire in their home or business.



RANDRMAGONLINE.COM

MARCH 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.



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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.

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MARCH 2024

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