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The leading resource serving specialists in the restoration and remediation industries.



Winner
**Eduard
Mirzoian**

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CoreLogic® is a leading provider of property insights and innovative solutions, working to transform the property industry by putting people first. Using its network, scale, connectivity and technology, CoreLogic delivers faster, smarter, more human-centered experiences that build better relationships, strengthen businesses and ultimately create a more resilient society.

CoreLogic Restoration Solutions allow restoration companies to transform every aspect of their business with innovative software for job management, customer relationship management, quality management, compliance management, and more. This suite of restoration platforms and applications streamline operations and help restoration companies scale to meet the increased demands of today's disaster-prone environment.

With powerful features like loss documentation, job costing, scheduling, and sales and marketing support, restoration professionals can more efficiently manage projects from start to finish. CoreLogic Restoration Solutions give project stakeholders easy avenues for data sharing and communication among each other and with customers. Collectively, these solutions allow restoration professionals to maximize efficiency and productivity to achieve the best outcomes, both for business and for customer experience.

Restoration Management Solutions to Help Your Business Grow

DASH™, a web and mobile job management solution, provides a centralized digital location for storing and managing critical job information—including customer information, job costs, and revenue generated. This platform automatically sends real-time job fuels connectivity between field and office, keeping professionals on their toes by triggering users to complete tasks when they are due.

With Restoration CRM™, a customer relationship management solution designed specifically for this space, restoration companies get critical insights about existing clients and leads so that restoration sales and marketing functions can build data-driven sales and marketing strategies.

To streamline all communication that happens throughout every restoration project, CoreLogic offers Engage™, a job communications platform that provides a private messaging platform to keep contractors, homeowners, subcontractors and other stakeholders in real-time communication through the project.

Finally, for water mitigation jobs, CoreLogic offers Mitigate™, an application designed to use in the field that gives water mitigation technicians a simple process for collecting drying project data. With Mitigate in hand, technicians can capture all the relevant technical drying data from their mobile devices with as few pushes of a button as possible.

possible.

Trusted by thousands of restoration professionals worldwide, CoreLogic Restoration Solutions provide all the functionality you need to deliver exceptional service to clients.

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COVER STORY

2024 Ladder Award Winner: Eduard Mirzoian

Learn more about Eduard Mirzoian's journey in the restoration industry, where he sees himself in the next couple of years and what he likes to do in his spare time.

By Myldred Ingram



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


HOW TO TAKE MOISTURE READINGS FOR WATER MITIGATION

POWERED BY knowhow.

How to Take Moisture Readings for Water Mitigation

This week for our weekly How-To's powered by KnowHow, we learn how to take moisture readings for water mitigation.


By Powered by Knowhow



Handling the Emotional Side of a Fire Damage PackOut

Owner of Fire House Education and Industry mogul Annissa Coy shares some of the best ways to navigate the most important part of a packout; the emotional side.

By Annissa Coy



The Numbers Trap

Josh Bachman explains the rule of "3 Plus 1" an algorithm helping build and understand business metrics.

By Josh Bachman

Additional Features



A Tribute to The Experience Convention and Tradeshow

Lisa Lavender shares the importance of inspection in the restoration industry while giving an overview of what to expect at this year's Fall Experience Convention and Trade Show.

By Lisa Lavender



Building Trust, Generating Leads: The Dual Power of Brand Recognition

Amanda teaches us the importance of understanding the interplay between lead generation and brand recognition.

By Amanda Stitcher

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LEADING THE DUCT CLEANING INDUSTRY WITH INNOVATIVE TECHNOLOGY & QUALITY

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TOP REASONS TO CHOOSE ROTOBURSH

- Brush & Vacuum + Negative Air Equipment Options!
- Industry Leading Technology
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- Forward-Thinking Design with Included Portability
- Patented Technology

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Revolutionizing Duct Cleaning- Rotobrush's Legacy of Innovation & Quality



For decades, Rotobrush has led the duct cleaning industry, providing equipment and services that meet the demanding needs of restoration contractors. Our forward-thinking design, manufacturing expertise, and unwavering commitment to quality continue to set the industry standard in duct cleaning technology.

Comprehensive Equipment Lineup

Rotobrush offers a diverse range of state-of-the-art equipment tailored to various needs:

- 1. Brush and Vacuum Duct Cleaning Machines:** Our machines, including the BrushBeast DR with patented technology, scrub and vacuum ducts simultaneously. Featuring our signature removable pod, they are safe for all duct types, including flex, ensuring thorough cleaning.
- 2. Negative Air Duct Cleaning Equipment:** The portable BlowBeast II boasts impressive torque to tackle the dirtiest commercial or residential duct systems. These machines are engineered for efficiency and power, providing thorough cleaning in even the most challenging environments.
- 3. Dryer Vent Cleaning Systems:** Designed for the toughest dryer vent cleaning tasks, our systems deliver exceptional performance, enhancing safety and efficiency by thoroughly removing lint and debris from both residential and commercial dryer vents.
- 4. Insulation Blowing Machine:** The RotoStorm II insulation blower is ideal for contractors adding insulation services. It provides precision and power for efficient insulation application, making it an excellent choice for professionals.
- 5. Job-Selling Video Inspection Cameras:** Our cameras provide clear before and after images of air ducts and dryer vents. These tools help demonstrate the extent of dirt and debris to customers, making it easier to sell cleaning services by showing the tangible need for professional cleaning.

Unmatched Support and Warranty

At Rotobrush, we stand by the quality of our products with a robust equipment warranty, ensuring peace of mind for our customers. Reliable equipment is critical to your success, and our comprehensive warranty reflects our commitment to maintaining the highest standards.

We also offer extensive training programs designed to equip contractors with the skills needed to maximize the performance of our equipment. Our training covers operational best practices and maintenance tips, ensuring you get the most out of your investment.

Commitment to Quality and Innovation

Rotobrush's dedication to innovation is evident in every piece of equipment we manufacture. We continuously invest in research and development to bring you the latest advancements in duct cleaning technology. Our goal is to provide solutions that not only meet but exceed industry standards, helping you deliver exceptional results to your clients.

A Trusted Partner

Choosing Rotobrush means partnering with a company that values your success. Our reputation for excellence is built on decades of experience and a deep understanding of the air duct cleaning industry. We are proud to be a trusted name among professionals worldwide, known for delivering innovative solutions and unwavering support.

Whether you're expanding your services or upgrading your equipment, Rotobrush has the right tools to help you achieve your goals. Experience the Rotobrush difference—where quality, innovation, and customer satisfaction come together to create the ultimate solution.

For more information on our products and services, visit our website or contact our team today. Let Rotobrush help you take your business to new heights with cutting-edge technology and unparalleled support.

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Bonus Contents

Latest Videos



Regional Vice President at First Onsite Property Restoration Harley Jeanise joins us to talk about hurricane season preparedness.

Are you ready for the potential of the unknown that this season provides?

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We bring you a new episode of Trade Talks: Unlocking The Experience with special guest Garret Gray, CEO of Next Gear Solutions and President of Insurance Solutions for CoreLogic.

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](#)

Do you have a restoration, remediation or cleaning product or technology that you would like to share. We would love to spotlight your product... if so, [click here!](#)



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Introducing the new
BDX-20 - BDX-30



Let the **BDX meters and EDGE™ App**
take you to the next level of pin meters
for the Building Trades and Inspection.

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Delmhorst Instrument Co.

Delmhorst is a 2nd generation family business that has been producing high quality moisture meters for water damage restoration, building trades, paper and the agriculture industries for over 75 years! All products are designed, assembled and supported from our facility in northern New Jersey.

Our first meter was sold back in 1946, when building superintendents in New York City needed a way to identify leaks in roofs and plaster walls. Today, Delmhorst continues to be dedicated to the development of industrial grade moisture meters with features and functionality to help you perform your job with ease and confidence.

As we constantly evolve to meet our customer's needs, we are excited to introduce the next generation of pin moisture meters- the Navigator™ family models BDX-20 and BDX-30!

Designed from the ground up by our engineering team and backed by extensive human factors analysis, these meters are built for industry professionals. The BDX-20 and BDX-30 are essential tools in your arsenal -- whether you are in the general building trades, water damage restoration, or building inspection.

Features of the new Navigator meters include:

- **A custom display with auto backlight, making it easy to read in all light conditions.**
- **On-screen statistics for up to 100 readings.**
- **Wood temperature correction in both C° and F°.**
- **Color-coded LEDs, plus built-in calibration and battery checks.**

For maximum flexibility, opt for the BDX-30 with Bluetooth® and gain the additional benefits of access to the Delmhorst **EDGE™** app. Available for your smartphone or tablet, **EDGE™** allows you to customize meter settings and share data from anywhere.

The **EDGE™** app offers:

- Timestamping and geotagging.
- Data export to the CSV format.
- The ability to save unlimited readings.
- Customized LED ranges.

A great feature of pin meters is the ability to use special application external electrodes that enhance the meter's functionality for a more complete moisture evaluation process.

These include tools that are simply an extension of the integral electrode pins on top of the meter case. Deep-wall electrodes with 3-inch insulated pins for wall insulation, slide hammer electrodes for hardwood floors and subfloors, and a blade-type electrode for sill plates, baseboards and documents are among our most popular.

Whether you need a pin or pinless moisture meter, a thermo-hygrometer, or a 3-in-1 combination model, Delmhorst has a full line of products to choose from. All are backed by our years of experience and unparalleled customer support.

Our certified technical staff can help you choose the right meter for your line of work. Contact us at info@delmhorst.com, 877-DELMHORST (335-6467) or visit www.delmhorst.com.

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Myldred Ingram

Editorial Comment

Company Culture for Restoration Contractors

Company culture in the restoration industry plays a crucial role in shaping the success and growth of businesses within this sector. Restoration companies have the special task of restoring properties to their pre-damaged state, often dealing with challenging situations and providing support to individuals and communities during difficult times.

A positive and strong company culture can greatly influence employee motivation, customer satisfaction, and overall business performance. One key aspect of company culture in the restoration industry is the emphasis on teamwork and collaboration. Due to the nature of restoration work, employees

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often need to work closely together to effectively restore properties. A culture that promotes communication, cooperation, and mutual support can lead to better outcomes for both employees and customers.



Another important aspect of company culture in the restoration industry is a focus on continuous learning and improvement. Technology and techniques in the restoration industry are constantly evolving, and companies that prioritize training and development for their employees can stay ahead of the curve and provide better services to their customers. Encouraging employees to pursue industry certifications, join [industry associations](#), attend workshops, and stay updated on industry trends can contribute to a culture of excellence and innovation within the company.

Additionally, a strong company culture in the restoration industry often includes a strong emphasis on empathy and compassion. Restoration Contractors, especially those who are “boots on the ground” frequently interact with individuals who have experienced loss or trauma, and having a culture that values empathy and understanding can make a significant difference in how employees approach their work and interact with customers. Companies that prioritize empathy in their culture not only provide better support to their customers but also create a more positive work environment for their employees.

It is important to note that restoration contractors in management roles remember that being in that specific role sets the tone for business operations moving forward. Although you may not be out in the field having that face to face interaction with customers, it is very likely at some point in your restoration career journey, you have. Remembering those moments, and instilling wisdom into those who are field workers also helps to foster a strong company culture and trust within an organization.

Company culture in the restoration industry is essential for fostering a positive work environment, promoting teamwork and collaboration, encouraging continuous learning and improvement, and emphasizing empathy and compassion. By nurturing a strong company culture, restoration companies can set themselves apart in a competitive industry, attract and retain top talent, and provide exceptional services to their customers.

Myldred Ingram

Myldred Ingram
R&R Editor-in-chief



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JobSight

Integrated
Email & SMS

Real-Time
Job Costing

Equipment
Inventory &
Tracking

Innovative &
Easy-to-Use

Desktop &
Mobile
Access

Built-In
Timeclock



Get the Insights That Matter Most

Restoration job management software that keeps you ahead of the curve with real-time job costing, enabling smarter business decisions.

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JobSight



- Integrated Email & SMS
- Real-Time Job Costing
- Innovative & Easy-to-Use
- Built-In Timeclock
- Equipment Inventory & Tracking
- Desktop & Mobile Access



JobSight has cracked the code to simplicity!

Introduction

Have you heard the news? JobSight has cracked the code to simplicity! Managing projects in the restoration industry can often be a burden, involving multiple platforms and complex processes. However, JobSight is here to lighten the load. JobSight has created a job management software designed for restoration companies and contractors, providing an all-in-one solution that streamlines operations, improves communication, and boosts profitability. Moreover, it offers a cost-effective solution, ensuring you get the most value for your investment.

User-Friendly Mobile App

At the core of JobSight is its easy-to-use mobile app. This app allows team members to access essential job information from anywhere, making it simple for everyone, even those who aren't tech-savvy, to stay on top of things. Whether tracking work hours, capturing receipts, making notes on a marketing visit, or managing equipment and supplies, the mobile app makes it all accessible on the go, providing a sense of ease and convenience for the entire team.

Real-Time Job Costing & Expense Management

A key feature of JobSight is its real-time job costing and expense approval and management. This gives business owners and managers instant insights into their teams' project progress, financial exposure, and real-time running margin. These insights empower you to quickly see important details like job costs, work in progress, and the effectiveness of your marketing efforts, helping you make informed decisions that improve profitability.

Integrated Communications

Communication is made easy with JobSight's integrated email and text messaging. This ability helps ensure

everyone on the team, including subcontractors, is in the loop and working together towards the same goal. JobSight also simplifies billing and payments, while the sub-contractor portal makes collaborating with external partners a breeze.

Advanced Features

JobSight's equipment and inventory management tools help track valuable items, reducing the chance of loss or misuse. The photo feature also allows for detailed documentation, which is essential for project management and client communication. Moreover, JobSight prioritizes data security, ensuring that all your project information is safe and protected.

Business Development and Scheduling

JobSight includes business development tools for companies looking to grow. These tools help your team seamlessly track what your leads are actually costing you, your job referrals and customer surveys. The team scheduling feature ensures that the right people are easily assigned to the right jobs, maximizing efficiency and minimizing scheduling conflicts.

Conclusion

JobSight is all about making restoration work more accessible and efficient. Its comprehensive, user-friendly design and practical features make it an essential tool for anyone in the industry. Whether you are new to the industry, or a larger restoration company, JobSight provides a simple, straightforward solution that helps you manage projects better. Its scalability ensures that it can grow with your business, making it a long-term investment. In an industry where attention to detail is crucial, JobSight offers a complete job management solution designed to empower restoration professionals, helping them feel more confident and achieve greater profits.

JobSight

Email: info@jobsight.com

Phone: 801-616-3906

Website: jobsight.com

RESTORATION & REMEDIATION LADDER AWARD

Meet 2024
Ladder Award Winner
Eduard Mirzoian



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Four years ago, the R&R team launched [the Ladder Award](#) with the goal of recognizing rising young professionals

in restoration, who are blazing new trails with innovative leadership, ideas, and technological advancements. Ladder Award nominees can come from any background as long as they have had an impact within their company. Each nominee is to exhibit qualities such as leadership, career progress, community involvement, and a clear passion for the industry. Most importantly, nominees should exhibit evidence of high character, integrity, and care for their colleagues and clients.

Each nomination is carefully scored by a set of industry judges. This year, amongst the restorers nominated for the Ladder Award, one rising young star stood out from this amazing list.

Meet 2024 Ladder Award Winner Eduard Mirzoian



Opening up his own restoration company 'Restorerz' at the end of 2019 (right before the pandemic) and being able to keep business flowing during that time and to now, Eduard has demonstrated exponential growth, adding two different office locations since then. Eduard has been in the industry for almost 15 years, starting as a field technician then working his way up to project manager, operations manager, and now CEO.

Although Eduard has had "boots on the ground" experience, it wasn't something that was necessary for his path in the restoration industry given he had some industry knowledge from working with his father at the young age

of 15 years old. Nevertheless, given that he wanted to be a thorough leader and understand every aspect of business operations he made sure to start at the most entry-level position to gain first-hand experience.

“I understood that working in other jobs; when you truly know how to do something yourself you know the in’s and out’s and you’re not learning from the experience of others but your own.”

This knowledge aided in his leadership style in helping him understand the processes and procedures of different positions in the restoration industry leading to him forming a formidable workflow and system for his company and employees.



Eduard's industry certifications and awards include:

- IICRC WRT, ASD, FSRT.
- INC 5000: #717 fastest growing companies in America with astounding growth of 817% in just 3 years.
- He has also been featured on numerous news stations such as; NBC, FOX, CBS, and ABC.
- General Contractor in California and Nevada.

How You do Anything is How You Do Everything

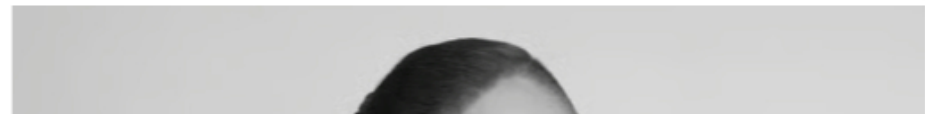
Leadership is Eduard's passion. Not so he can just say that, he is the boss, but because he truly loves to pour positivity into others and see them be successful in whatever their goals are both personally and professionally.

"Seeing the results of the energy and efforts that I'm putting in, and how it's influencing everyone around me and their families. That's the best part of being a leader."

There has been countless instances where he has paid for employees trips to Disneyland because they were not able to afford it, helped people with down payments on new vehicles so they can safely transport themselves. The point is, Eduard aims to provide everyone with the resources and the tools they need to elevate their lifestyle.

Eduard thrives off continuous growth, when asked how he elevates his own knowledge he let us know that he consistently listens to podcast and reads books. It all started with him having confidence and believing in himself with the mindset that if another human being could do something, he too could do the same thing or better. Studying the habits of those who were and are successful in the plumbing and HVAC industry, Eduard decided to take these practices and implement them into his everyday life.

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He has a cool tactic that he uses which he calls “learning in seasons” because he noticed that many would begin learning, but never apply what they have learned. For three months, he only takes in information, after which he stops listening to everything and spend the next three months applying what he had just learned.

Once Eduard has completed a full cycle of learning and applying. He then has his team follow suit since he has verified that the method is tried and true.

In His Free Time

In Eduard’s free time, he enjoys playing and watching sports with his family and friends, going to the track with his brother who is a car enthusiast, which got him into cars as well. And, spending quality time with his wife and baby boy.





Garret Adams

Estimator/ Sierra Restoration

Garret started his career as a Mitigation Technician back in September of 2015, working his way up to Lead Tech, then got promoted to Estimator in Sept of 2018. Sierra Restoration is relatively small (30-40 employees), so Garret has maintained a constant feeling of growth and innovation within the company and is always looking for opportunities to grow and innovate, whether it's additional training for himself, his team, or more innovative ways to get a job done. Garret has helped with training their Mitigation technicians, and also created paperwork/documentation and processes that have helped the company run more smoothly and get jobs paid faster.



Trey Rice

Director of Marketing

Trey's journey in the restoration industry began at a young age, growing up in a family deeply rooted in the business. With his father and uncle as owners of a renowned restoration franchise. Trey immersed himself in every aspect of the field from the ground up. His hands-on experience allowed him to gain comprehensive knowledge and expertise, as he navigated through various roles within the company. Over the years, Trey's commitment to excellence and dedication to customer satisfaction have been evident in his continuous involvement in the community and his strong network of connections. He is passionate about building relationships and always prioritizes the needs of the customers, making him a valuable asset to the restoration industry.

restoration industry.



Alex Mariscal

Director of Operations | 911 Restoration

Alex started in an Administrative position with 911 Restoration around 2018. He has risen through the ranks of the company to the position of Director of Operations. He knows the ins and outs of the company like no one else in the company. Alex is the go to guy for both corporate personnel and franchisees for any information relating to operations. He is the contact as new franchisees move from the sales division to preparing to attend new franchise training, which he leads. He is an integral part of the process, and he watches the stat sheets to see how franchises are performing.

Andrew Dobson

Owner/ general manager of SERVPRO of downtown Pittsburgh

2023 Ladder Award winner Andrew Dobson started his career as a technician for SERVPRO of West Mahoning County and quickly rose to the ranks of a crew chief and then on to production manager. After five years at SERVPRO, he and his wife became the owners of SERVPRO of East Mahoning County in 2016.

Over the past ears, Andrew's ownership group collectively now holds 19 SERVPRO

franchises and is regarded as one of the top ten ownership groups in the SERVPRO system.

Andrew is technologically driven and process oriented. Having developed a hub and spoke model within the SERVPRO system, he is reshaping the model of franchise operations. His level of organization and attention to processes has lowered the barrier to entry for people looking for a career in the restoration industry.



Benjamin Ricciardi

Founder of Ironclad Restoration Marketing

Benjamin Ricciardi is the founder of [Ironclad Restoration Marketing](#), A digital marketing agency that specializes in the Restoration and Cleaning industry based in South Florida. Benjamin is the author of The No Bulls**t Guide to Internet Marketing for Restoration Contractors, hosts The Ironclad Marketing Minute each month on R&R Magazine and The Restoration Rundown Podcast, a podcast that is focused on everything related to marketing and owning a Restoration and Cleaning Business.

NEXT ARTICLE



MOISTURE READINGS FOR WATER MITIGATION



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Elevate Your Business by Converting to a PuroClean Franchise

Are you looking to expand your business and create a path for long-term success? PuroClean offers award-winning experience and brand recognition that can boost your business when you transition your current property damage restoration company into a PuroClean franchise.

Choosing to convert your existing business into a PuroClean franchise is a decision that requires a thorough assessment of the advantages and potential growth opportunities available.

At PuroClean, we've leveraged our deep industry expertise to create and perfect a business conversion model that is straightforward to implement and provides the necessary support to help your property restoration business thrive in areas needing development.

Converting an existing property damage restoration company to a PuroClean franchise offers several benefits, including:

Brand Recognition: PuroClean is a well-established brand with a strong reputation in the industry. Joining the franchise allows your business to leverage this brand recognition, which can attract more customers and instill confidence in your services, while servicing your existing customer base.

Access to National Resources: PuroClean offers access to a wide range of resources, including marketing materials, technology platforms and supplier networks. These resources can help streamline your operations and improve efficiency.

Growth Potential Plans: The franchise model is designed to help businesses scale more effectively. With PuroClean's guidance, you can explore opportunities to expand your service offerings or reach new markets, leading to potential revenue growth.

Business Software Solutions: PuroClean's complete business software solutions accelerate business growth through better management across team members and areas of the business. Our state-of-the-art business management technology includes PuroLogic – Restoration Business Management, LuxorCRM – Strategic Sales CRM, MICA – Mitigation Management Software and ProAssist – Real-Time Customer Connection for Restoration.



The benefits don't stop there! PuroClean provides a proven business model that is designed to help Franchise Owners succeed. As a PuroClean Franchise Owner, you also receive hands-on training and ongoing support, which includes initial training to get you up to speed with processes and continued support to help your business grow and adapt to changing market conditions.

PuroClean also provides marketing and advertising assistance to help Franchise Owners reach a broader audience through national advertising campaigns, digital marketing strategies and local marketing guidance to drive customer acquisition and retention. When Franchise Owners are associated with a recognized and respected brand like PuroClean, the business's credibility is enhanced in the eyes of customers, insurers and other industry stakeholders.

PuroClean not only understands the technical aspects of property damage restoration, but also excels at business management. Our customized systems are designed to support Franchise Owners, and our operations team is ready to help analyze your business, identify opportunities for increased growth and profitability, and take your restoration and remediation business to the next level.

Ready to learn more? [Contact us today](#) to discuss the next steps in the franchise conversion process!



Email: sales@puroclean.com

Phone: 800-351-2822

Website: purocleanfranchise.com



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



HOW TO TAKE MOISTURE READINGS FOR WATER MITIGATION



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“Measure twice; cut once” isn't just a saying for carpenters. As restorers, getting accurate moisture readings is essential to making sure every water mitigation job is done right the first time. If you miss even one hidden pocket

of moisture, you risk getting a callback from a client because mold has resurfaced weeks down the road. This situation causes lots of headaches, potentially damages your company's reputation, and leads to costly rework.

To prevent callbacks, this weekly how-to, powered by KnowHow, will walk you through the essential steps for taking precise moisture readings. From choosing the right meter to setting accurate drying goals, we'll help you ensure that your work is thorough, reliable, and trusted by clients.

So, let's make like a penetrating moisture meter and get into this one!

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

Step 1: Choose the Best Meter for the Material

Selecting the appropriate moisture meter is vital. Penetrating meters, which use pins or probes, are generally more reliable but can damage materials. Non-penetrating meters avoid damage but may not always be as accurate.

Use a penetrating meter for:

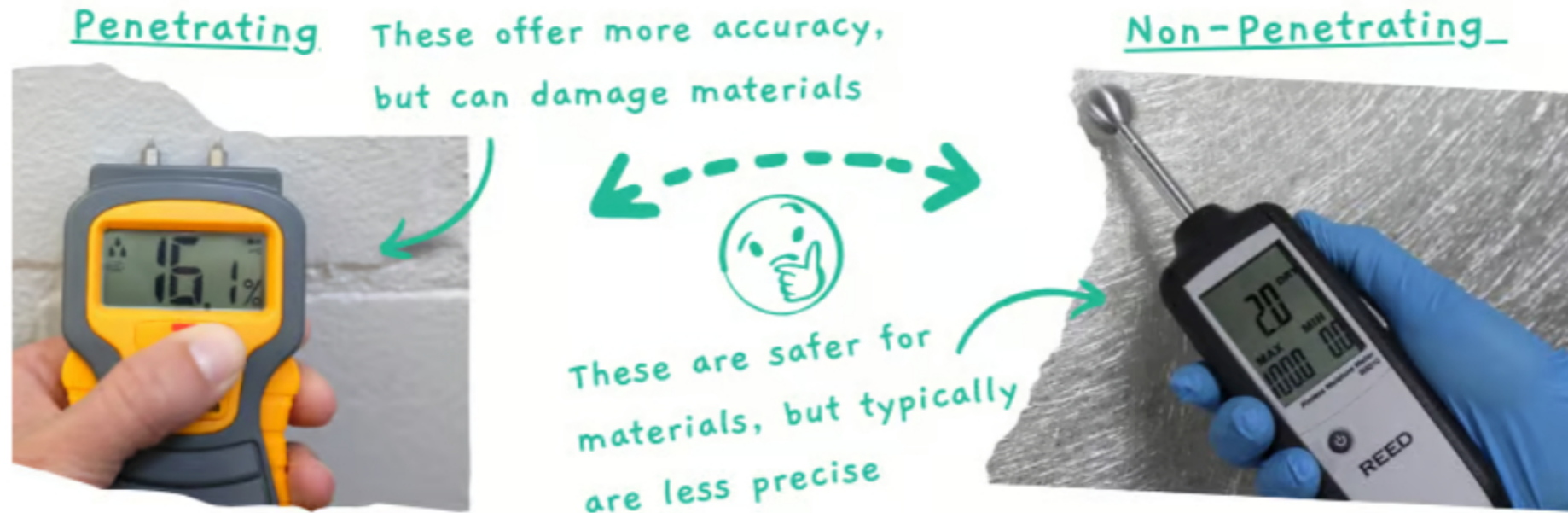
- Wood framing
- Carpet and pad
- Wood subfloor
- Batt insulation (in Category 1 water damage situations)
- Heavily saturated hardwood flooring (using a hammer probe)

Use a non-penetrating meter for:

- Drywall
- Plaster
- Vinyl
- Ceramic tile
- Concrete
- Cabinetry

- Minimally saturated hardwood flooring

Note: For complex situations, like water trapped behind cabinetry, consult with an ASD-certified drying technician.



Step 2: Establish the Drying Standard (AKA Drying Goal, Equilibrium Moisture Content, or EMC)

Determine the materials affected by water damage and find an unaffected area of the same material elsewhere in the home. Measure the moisture content in this unaffected area to set your drying goal. This goal, or Equilibrium Moisture Content (EMC), is reached when the affected materials have the same moisture level as the unaffected materials.

Note: According to the IICRC S500 Standard, a reading within 4 points of the drying goal is considered within the margin of error and can be deemed dry.

Measure the moisture content in an unaffected area of the home to set your drying goal.



Equilibrium Moisture Content

EMC is reached when the affected materials have the same moisture level as the unaffected materials.



Step 3: Check Moisture Levels with a Penetrating Moisture Meter

Insert the pins of the penetrating moisture meter fully into the affected material and record the reading. Check several points along the material to avoid outlier data. For walls, measure at various heights to see if water has wicked up.

Tips:

- Choose inconspicuous places for readings and inform the customer and adjuster about the need for repairs due to the pinholes.
- Always return to the same spots when monitoring progress.
- Use "points" instead of "percentage" to describe moisture readings. For example, "The affected walls are currently reading at 99 points. The unaffected drywall is at 14 points. We will consider it dry when it reaches 14 points."

UNCOMPROMISING SOLUTIONS FOR EXCEPTIONALLY HEALTHY AIR



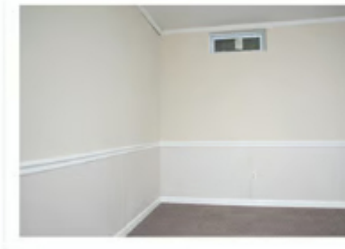
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Step 4: Check Levels with a Non-Penetrating Moisture Meter

Hold the sensor of the non-penetrating meter against the affected material and record the reading. Check multiple points along the material to avoid outlier data and measure at various heights on walls.

Tips:

- Be wary of false positives, especially where metal hides behind materials. Check a variety of areas to confirm readings.

- Concrete and ceramic tiles often show high moisture levels even when dry. To find true moisture, scan a large portion and look for inconsistently higher moisture areas.

Drying it Out with KnowHow

With this solid framework for taking accurate moisture readings, you can now confidently ensure that every water mitigation job is thorough and reliable. Proper moisture readings will save you time in the long run, as they're your best defense against future problems like mold resurfacing and client callbacks. By following these steps, you're building trust and establishing a reputation for quality work.

Keeping up with all these steps, along with all the other processes in water damage mitigation, can be daunting. That's where KnowHow comes in. KnowHow integrates all your SOPs and best practices into one central hub, accessible whether you're on the job site or in the office. With instant, on-the-job support and comprehensive training materials at your fingertips, KnowHow ensures your team can handle any situation with confidence and efficiency.

For more tools and resources to elevate your restoration projects, visit tryknowhow.com and discover how KnowHow can streamline your workflow and enhance your team's performance.

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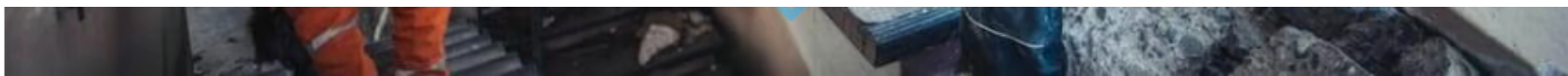


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*Handling The Emotional Side
Of A Fire Damage Pack Out:*
**How To Successfully Navigate
The Most Important Part Of The Job**

By Annissa Coy

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Hey there, restoration heroes! We all know that packing out contents after a fire is a critical part of any contents restoration job. How you accomplish this first step can dictate how the rest of your job and relationship with your client is going to go. But beyond the logistics and physical labor, there's an emotional component that's more important than any other step of your pack out. Homeowners are often overwhelmed and distressed after such a traumatic event. Let's talk about how to handle the emotional side of a fire damage pack out with empathy and understanding.

Show Compassion from the Start

When you first arrive on site, remember that you're walking into someone's life turned upside down. I like to ask my client to tell me what happened and then be quiet and listen. Greet them with genuine concern and empathy. A simple, "I'm so sorry this happened to you. We're here to help," can go a long way in providing comfort.

I often find that I am the first person to ask them to tell me what happened and this can trigger an emotional trauma release that they desperately need to be able to process the situation. Once this happens you can then move to the next step which is helping them put their life back together and restore their belongings to pre loss condition.

Listen and Reassure

Give your client a chance to express their feelings about what happened. Listen actively without interrupting. In those first few minutes of them telling you their story they usually give you huge clues as to what it is they need from you and spoiler alert, it's not just gettin their toaster cleaned. Sometimes, they need to vent or share their concerns about what will happen next and they may feel awkward about sharing some of these emotions with you. Remember this is a very vulnerable state that they may find themselves in and that can be stressful for them.

Reassure them that your team is experienced and will handle their belongings with the utmost care. Your calm demeanor can help ease their anxiety. Explain the next steps and answer all of their questions no matter how simple or small they may seem with grace and patience.

Do not fall into the trap of over promising or answering questions you do not have the answer for. It can be very tempting to do this especially when you have someone who desperately needs reassurance from you that

tempting to do this especially when you have someone who desperately needs reassurance from you that everything is going to be ok. Go ahead reassure them but whatever you do, do not promise a result you do not know if you can deliver on. This can cause distrust and set your client up for a trip on a scary emotional roller coaster that isn't fun for either of you.

If the only thing you take from this article is to create a strong connection and engage your client in such a way that they are clear that what matters to them matters to you, then you will master any pack out job you are faced with. The rest ie what box to use, how to pack the box, what PPE gear to wear is easy to learn. This piece right here is where your 100% focus needs to be when it comes to mastering your pack out skills and training.

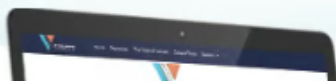
Explain the Process

Uncertainty can heighten stress. Clearly explain each step of the pack out process without getting into too much detail so you don't overwhelm them. Let them know what to expect, how long it might take, and what your team will be doing. This transparency builds trust and will help them feel more in control of the situation. Give them approximate timelines and when they have questions about some of your processes answer them clearly and patiently. This is likely the first time they have been thru something like this and they aren't questioning you they just want to understand and be reassured about what is going to be happening with their belonging.



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Respect Their Space and Emotions and Involve Them

Understand that emotions can be raw. Respect their space and privacy. If they need to step away or take a break, let them. Avoid making comments about the damage or their belongings that could be taken the wrong way. Be sensitive to their emotional state.

Say things like dispose of instead of throw away. Use the term Non restorable instead of garbage or destroyed. What we say verbally and in body language will go a long way in dictating how our client will feel about this experience.

Whenever possible, involve homeowners in decisions about their belongings. Ask them what items are most important and need special attention. This involvement can give them a sense of control during a time when they might feel helpless and like life is out of control.

Keep them updated throughout the process. Let them know what's happening, any challenges you're facing, and how you're addressing them. Make sure they have a point of contact who can answer their questions and provide updates. This ongoing communication can alleviate stress for them and you during this restoration process.

Handle Sentimental Items with Care

Sentimental items hold immense value, often more than monetary ones. Treat these items with extra care. Let your client know you understand their importance. And handle these items first and as quickly as possible. The longer they see an item that has significant emotional value in a damaged state the harder it is for them.

If something is too damaged to be saved, break the news gently and offer any alternatives for preservation or restoration. Unfortunately this is the hardest part of any job. And sometimes all you can do is tell them you are sorry and just let them process their emotions about losing that precious item.

On one job I remember having to tell the lady of the house that her wedding dress that she wore 27 years ago was burnt beyond repair. I just sat with her while she cried and told me the story of how she found her perfect wedding dress with her sister. While she was talking I had a thought and asked her if she would let me take it to a seamstress. She agreed. The seamstress was able to cut the bodice off the dress off the skirt and stretch it on a styrofoam dress form. We then put it in a preservation box that had a window display and returned it to her as a keepsake. When we returned it she cried harder that day than the day I had to tell it I couldn't restore it.

Train Your Team in Empathy

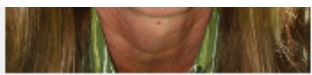
Ensure your entire team is trained to handle the emotional aspects of the job. Role-playing different scenarios can be helpful. Emphasize the importance of empathy, active listening, and respectful communication. A well-prepared team can make a significant difference in how client may experience the trauma of a fire in their home that has turned their life upside down.

Handling the emotional side of a fire damage packout is just as important as the physical work. In fact I feel it is more important.

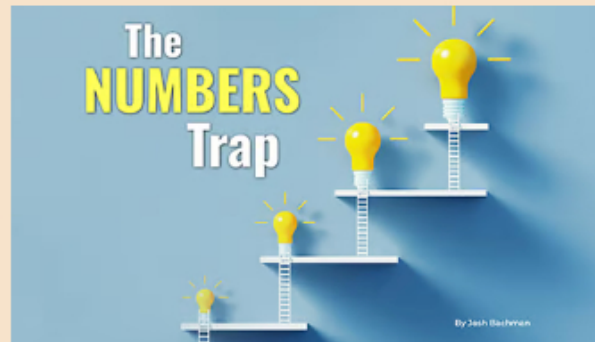
By approaching each job with empathy, patience, clear communication and grace, you can help them navigate this challenging time. Remember, it's not just about restoring a house – it's about helping people rebuild their lives. Keep being the compassionate professionals you are, and make a positive impact every step of the way.



Annissa Coy is a well-trained and highly skilled professional with more than two decades of experience in the cleaning and restoration industry and the co-creator of Firehouse Education and Mobile Cleaning Systems. She was also the winner of R&R's inaugural Recognizing Women in Restoration award in 2017. Be sure to check out Annissa's weekly videos on www.randrmagonline.com! Have a question for Annissa? E-mail her at Annissa@firehouseeducation.com.



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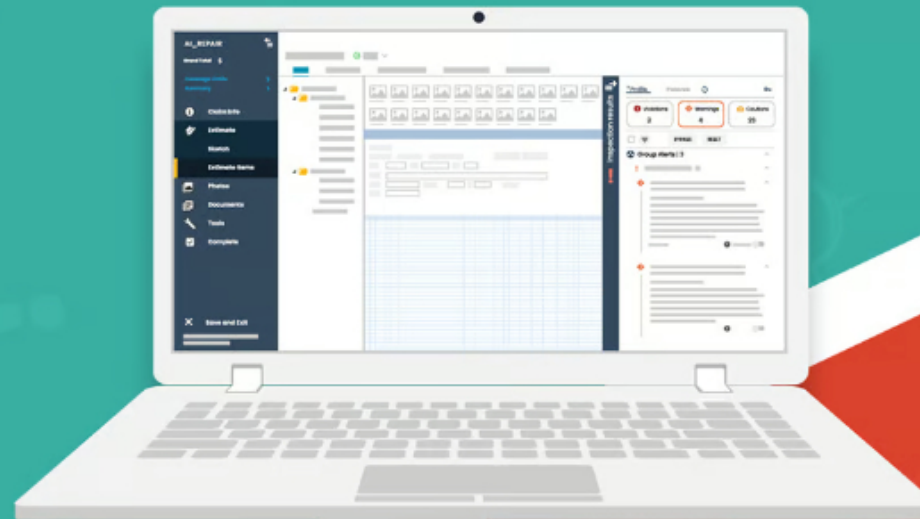


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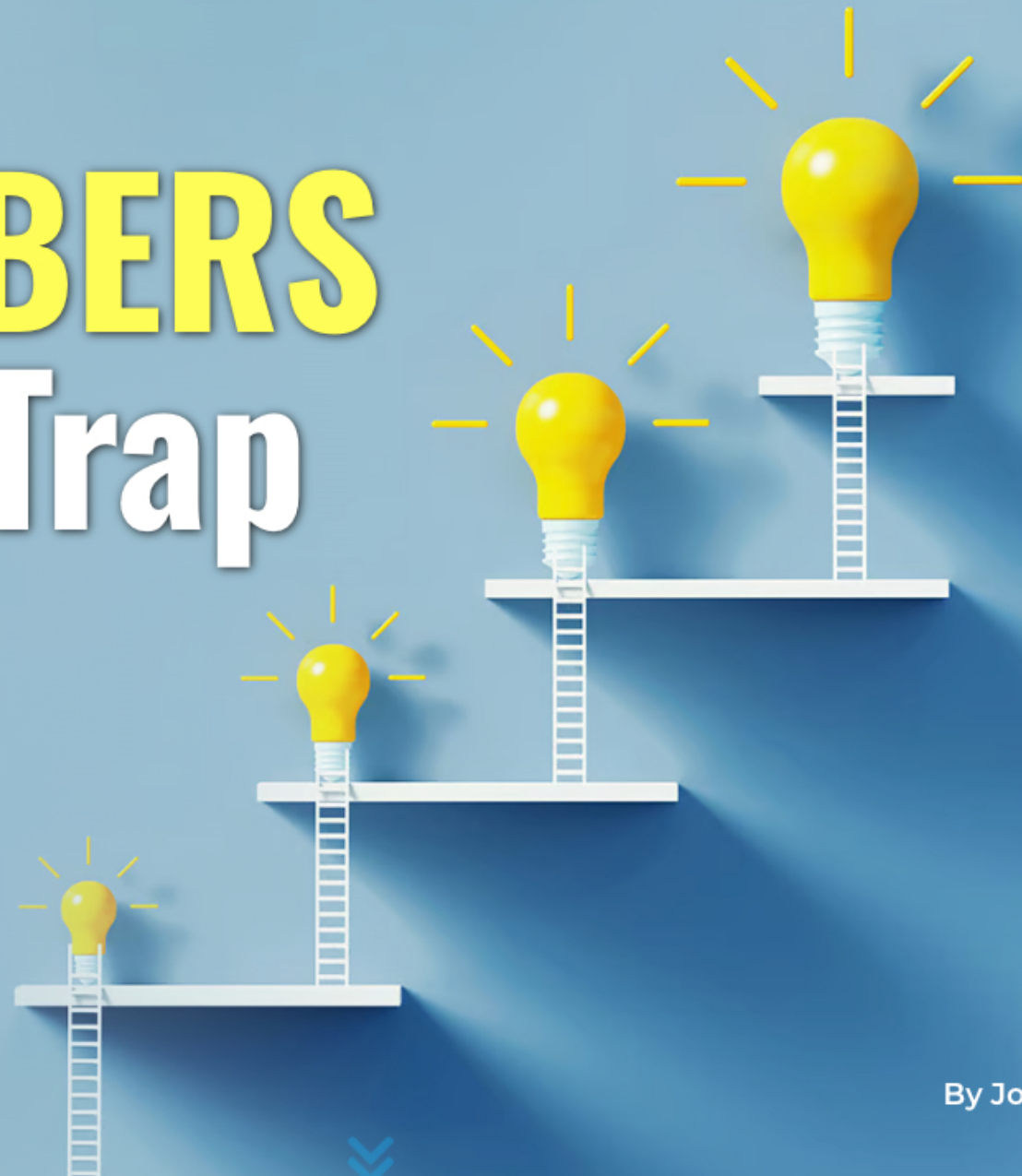


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The NUMBERS Trap



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By Josh Bachman



After years of searching and waiting for the right time, I finally decided to purchase my dream truck. Since I had prolonged the decision for so long, I had plenty of time to be confident in what I wanted—a 1968 to 1972 Chevy C10. But how to select just the right one?

Like any good analyst, I went to a spreadsheet. Out came the metrics: year model, blue Chevy bowtie on the front, 4-wheel drive, seller's distance from my house, wooden bed vs. steel, and finally price. Some quick equations with the requisite weighted averages, and voila', the perfect formula to help me select my truck! After all this, my wife walks into the room, ignores my impressive research, and says, "Get the blue one."

After buying Darla, my BLUE 1971 Chevy K10, I started thinking about how my tendency to overanalyze can extend beyond personal buying decisions. It can trickle over into my work and how I think about business. If I'm not careful, this same confusion and delay can happen in my work life and what should be a quick decision gets lost along the journey, buried in too many numbers. Gross margin, leads volume, net profit, invoice lag, and on and on and on...

In the spirit of full transparency, and by way of example, let me tell you about a time when what I felt was a good business idea fell into this trap. Let me present to you The Effort Quotient (it even sounds fancy)!

The goal of the Effort Quotient (EQ) was to help me determine the capacity of a project manager (PM) without relying on the circumstantial and subjective opinions of the PM themselves. Here is how I set it up.

I made a quick table with columns for the dollar amount of the project, the "complexity" of the project (as determined by the number of trades involved), and the number of miles the job site was from our shop. I gave each of these metrics a score, 1 through 5, and then took the average of the three metrics to yield a number I called the EQ for that individual job. I then added up the calculated EQ for all jobs under the supervision of a particular PM and the sum of all the numbers became the total EQ for that individual.

Here's an example of the table for my fellow visual learners.

Job	Job	Dollar	# of	Miles	Effort
-----	-----	--------	------	-------	--------

Job Name	Job Number	Dollar Amount	Score	# of Trades	Score	Times from Shop	Score	Effort Quotient
Smith	1234	\$5,134.25	1	2	1	12	2	1.33
Jones	56789	\$24,367.24	2	4	2	27	3	2.33
Bachman	12457	\$124,789.14	4	8	4	50	4	4.00
Hull	89561	\$42,578.26	3	6	3	23	3	3.00
McQueen	53479	\$13,784.87	2	4	2	19	2	2.00
								12.67

With a little homework and inference, I was able to determine that the average PM at my company could handle about 35 points before feeling completely overwhelmed. This all sounds reasonable; dare I say even logical.

I confidently rolled out EQ to my team and it worked wonderfully ... for about a week. What went wrong?

What I forgot to consider was that jobs aren't static. What may start out at a 4 on the EQ scale would change as the job progressed or work was completed and the effort required decreased. I needed columns for "dollars left to produce in the project" and "number of trades left to complete the project." What started out as a 4 moved to a 3.2 then 2.4 and eventually to a 1.5.

I had inadvertently built a system that would require weekly maintenance. Who would handle updating each project, each week, for each PM? What were the consequences of my decision making should the system have inaccurate data and therefore give inaccurate results? Alas, the EQ eventually became unsustainable and abandoned.

I tried the algorithm and it didn't work. We also try dashboards, which can quickly become overwhelming, and what is meaningful to one may not be meaningful to another. How do we avoid "overconsumption" when the data

seems to be infinitely accessible? After years spent working to figure this out, I have decided that it might be best to keep things simple. So, here is how I am framing it these days: I call it The Rule of 3 Plus 1. Let me explain.

Grab 3 metrics that you watch at all times, and then add 1 to watch based on the position in which you currently find the business. OK, maybe it's 4 and 1 or 3 and 2, but you get the idea. Determine what metrics to watch and watch them closely, dare I say daily, which is why they need to be simple. It cannot take an hour to compile this report. If it does, you will find yourself staring down the path of unsustainability and the system will lose its value.

Allow me to walk you through what I used for my own 3, and then we will look further into the flexible 1.

First, I always paid attention to leads volume, or more simply stated the number of leads per week. In using this number, I made a couple of assumptions, namely that I had a handle on our current closure rate and average job size.

Here is a simple look at the math: if I took in 30 new leads in a week's time and knew that my closure rate was at 50%, this meant that on average I would sell 15 of those leads. If I knew that my average job size was \$5,000, then in that weeks' time I could expect to add \$75,000 (30 leads x 50% closure rate x \$5,000) to the pipeline. This mental math allowed me to use the number of leads metric as a quick predictor of our production pipeline.





Second, I always looked at a number I'll call production rate. This metric; calculated by taking the number of days from the date a job was sold to the date the job was complete in production—yes, 100% complete, punch list and all. I would take this number of days and divide it into the overall job size, in dollars. So if a job started on March 1 and completed on April 15, it was calculated as 45 days "in production." If these days were on a \$10,000 project, it yielded a production rate of \$222.22. If it were calculated on a \$25,000 project, it would yield a rate of \$555.55.

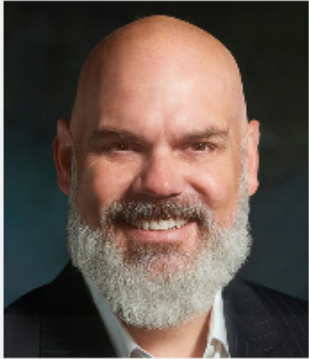
I could then use the production rate to determine efficiency during the Work in Progress phase of a project and start to compare one job against another, or one PM against another, or an estimator, insurance company, or subcontractor ... you get the idea. If I saw a number start to skew, I could jump into the specifics to learn more about what might be causing inefficiency.

The third number I tracked was my daily deposit. Every day there was a report emailed to senior-level management with the deposits collected for the day. We had an established, well-published goal for weekly collections expectations. If by Wednesday the early-week deposits weren't on pace to match the target, I could take action by diving into the receivables list to see what phone calls needed to be made. I could also look through jobs in production that were potentially close to a next draw and follow through on those. The daily deposit and its progress toward the goal allowed me to manage cash flow in real time, rather than look at the bank account balance to see if I could make payroll that week.

The extra 1, the flex metric, was pulled from different areas, depending on circumstances. If cash flow seemed off, maybe I took a close look at invoice lag—the number of days between when a project is completed and when the customer receives their invoice. If job-level gross margins were off target, perhaps I took a dive into our labor hours and monitored overtime or "shop time." If the average job size seemed low, I could look into whether we were using the correct number of pieces of equipment on the project per IICRC standards.

The important thing is to use your 3 to get a healthy view of the company and then the 1 can fill in the gaps or provide an opportunity for refinement and improvement.

In a world filled with numbers, it's easy to develop systems and metrics so complex that the story of the business gets lost in the details. Take a step away and maybe get a fresh set of eyes to help you develop some simple, repeatable metrics that allow you to watch business behavior and predict trends. The Rule of 3 Plus 1 can provide a framework for doing just that.



Josh Bachman is a business development advisor for Violand Management Associates (VMA), a highly respected consulting company in the restoration and cleaning industries. Bachman is a seasoned veteran of restoration, with a background in operations, estimating and project management. His analytical approach and “meet you where you are” coaching style helps his clients create highly functioning teams to achieve sustained growth on their terms. To reach him, visit Violand.com or call (800) 360-3513.

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A Tribute to The Experience Convention and Tradeshow

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By Lisa Lavender

The Experience Convention and Tradeshow is not just an event; it's a tribute to the trades, industries, and dedicated professionals who have shaped and continue to advance the fields of cleaning and restoration. This year, we pay homage to the long-standing history of this great event while embracing the future by highlighting the critical field of inspection.

A Time for Friendship, Camaraderie, and Learning

The Experience is a time for friendship, camaraderie, and learning from each other. It is a melting pot where science and business models intertwine, allowing members of the cleaning and restoration industries to share knowledge, forge connections, and celebrate their achievements. This year's convention is particularly special as

it underscores the importance of inspection within our industry.

Embracing the Discipline of Inspection

Inspection is a discipline in and of itself. It is a crucial aspect that permeates all our work, from initial assessments to final evaluations. Whether identifying pre-existing conditions, establishing protocols, or determining root causes, inspection is an integral step in our processes. This year, we are excited to introduce a dedicated focus on inspection within the Cleaning and Restoration Pavilion, featuring experts on flooring inspection, moisture and water intrusion, roofs, asbestos and more.

Cleaning and Restoration

Through the event, you will experience a wide variety of Cleaning and Restoration presentations and demonstrations. Inspecting and assessing as a general principle is vital as it pertains to everyone in our fields. By inspecting and assessing, we lay the groundwork for all subsequent tasks, ensuring that we address pre-existing conditions accurately and establish effective protocols. We can avoid mistakes and issues that may arise and have meaningful communications that build relationships based on our expertise when communicating with those we serve.

Bringing Together Cleaning, Restoration, and Inspection

This year, The Experience unites the pillars of cleaning, restoration, and inspection, tying together our collective efforts into a comprehensive, industry-wide initiative. This holistic approach underscores the interconnectedness of these disciplines and highlights their essential roles in our work.

We are deeply grateful to the numerous industry professionals who have generously contributed their time, talents, and expertise to The Experience 2024. Their dedication not only enriches the event but also fosters a spirit of unity and collaboration within our industry. By sharing a diverse range of backgrounds and insights, these experts help ensure the success and growth of all attendees. In addition to the formal programs, the exhibition hall is full of products, equipment, and resources that help support success and gives access to additional passion and expertise of the [exhibitors](#).



Industry Expert Insights

Lisa Wagner, Founder, RugChick.com

The leading resource serving specialists in the restoration and remediation industries.

"The Experience is a 'mind-meld' of masters at their craft. An opportunity for specialists in cleaning, restoration, remediation, and inspection to collaborate, share, and learn from one another. The Pavilion Program brings education to life through relevant hands-on demonstrations and critical insights from experts in the care of textiles, flooring, structures, and indoor living environments. This event attracts the BEST from our industries which takes an excellent program and adds even more inspiration, value, and fun to the entire experience of Experience.

What I love about the event is the opportunity for experts in various related fields coming together to collaborate. I learn from taking a deep conceptual dive with bigger brains than mine in other fields. Asking questions and more questions.

With the topic of "strong inspection skills" and their importance in cleaning and restoration, in the cleaning world specifically right now, both flooring and furnishings have more risks than ever before because of manufacturing quality issues. Having strong pre-work inspection skills is a critical skill because the wrong choices in cleaning and care can cause damage to rugs, carpets, fabrics, and floors."

By bringing together cleaning, restoration, and inspection, The Experience Convention and Tradeshow 2024 not only celebrates the past achievements but also sets the stage for future advancements. Join us in this unique

only celebrates the past achievements but also sets the stage for future advancements. Join us in this unique tribute to our industries and the dedicated professionals who make it all possible.

Call to Action

As coordinator of the Restoration Pavilion, I encourage you to join us in Vegas: [REGISTER HERE](#). We invite all attendees to visit the Cleaning and Restoration Pavilion to engage with our experts, participate in discussions, and gain invaluable insights into the field of inspection. Let's make this year's convention a milestone in our journey toward excellence and innovation.

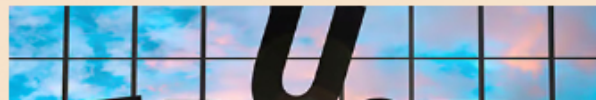
Let's celebrate the past, embrace the present, and shape the future together at The Experience Convention and Tradeshow.

May embracing and celebrating cleaning, restoration, and inspection as a collective industry bring you much continued [Restoring Success](#).



Lisa Lavender holds a BS in accounting from Penn State and is an IICRC Master Fire, Water and Textile Restorer. As chief operating officer and co-owner of both Restoration Technical Institute and Berks • Fire • Water Restorations, Inc. Lavender has over 20 years of experience in the restoration and reconstruction industry, and has been involved in the training other restoration professionals since 2012. You can reach her at lisa@RTILearning.com.

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BUILDING TRUST GENERATING LEADS-

The Dual Power of Brand Recognition

In the competitive world of restoration and home services, understanding the interplay between lead generation and brand recognition is crucial. Many professionals mistakenly view these elements as separate strategies and skip over them too easily. Additionally, many companies assume that they have them both covered as long as they have a website and a logo. However, the relationship between leads and branding is crucial one that can have a significant impact on both the effectiveness of your marketing campaigns and the overall perception of your brand.

Address the Misconception

During my years of experience working in marketing, I've seen many customers willingly accept that you marketing is the *means* to which you build a consumer's relationship or perception of your brand. While is technically still correct, it is a common fallacy in marketing that lead generation and brand building operate independently. Consequently, this misconception can hinder the effectiveness of both strategies. In reality, these two aspects of marketing are deeply interconnected: a strong brand presence not only elevates your lead generation & marketing efforts but also boosts the overall engagement of potential customers. When people recognize and trust your brand, they are more likely to respond positively to your marketing efforts and ultimately convert into valuable leads.

Building a Trustworthy Brand

A trustworthy brand is the cornerstone of effective lead generation. This trust is cultivated through much more than just your company's logo. Branding includes both the tangible aspects of your business (such as your logo, color palette, font choice, etc), as well as the intangible aspects of your company (such as your mission, vision, values, tone of voice, etc). These two pieces, when built and combined strategically, are what results in consistent messaging, quality service, and reliable products that attract your target audience. Each interaction a consumer has with your brand reinforces the customer's perception and trust, which translates into the likelihood

of higher conversion rates from your lead generation & marketing campaigns. This cycle of trust and recognition is vital and continues to grow over time as you focus on building upon the foundation of your brand; as potential customers become more familiar with your brand, their likelihood of engaging positively increases.

Enhancing Brand Loyalty

Furthermore, developing brand loyalty is not just about retaining current customers; it's about turning them into advocates for your business. Loyal customers often act as organic ambassadors, spreading the word about your services through word-of-mouth and social media, effectively generating leads naturally. Programs that reward customer loyalty, exemplary service, and ongoing engagement contribute significantly to this process. As mentioned in other industry discussions, fostering long-term relationships can lead to repeat business, which bolsters your brand's reputation and attractiveness to new customers. With loyal customers you've essentially built yourself a whole new lead generation campaign without any additional spend from your budget. This in and of itself should motivate company's to invest in the importance of their brand.



Strategies to Synchronize Leads and Branding

Strategies to Synchronize Leads and Branding

Now that we've addressed how truly integrated lead generation and branding is, let's look at some simple ways to effectively synchronize the two. Consider the following strategies:

- 1. Integrated Marketing Campaigns:** Ensure that all marketing efforts, from online content to direct mail, carry a unified message that reflects your brand identity. This consistency helps reinforce your brand's presence and makes it more memorable. Keep in mind - your brand identity doesn't have to be complicated. Keep it simple in a way that speaks to your brand differentiators and is memorable for consumers.
- 2. Content Marketing:** Regularly publish valuable and engaging content that actually solves problems for your target audience. Simply put - answer the questions they are asking rather than speaking in technical jargon. This not only positions your brand as a thought leader but also attracts leads who are looking for solutions that you provide.
- 3. Customer Testimonials and Case Studies:** Word of mouth is free and it's the most cost effective marketing campaign you'll ever have. Leverage stories from satisfied customers to demonstrate your brand's effectiveness. Showcasing real-world examples of your work can significantly enhance credibility and attract new business. And this doesn't have to just be through text-based testimonials! There are tons of free tools out there to create quality video content that will capture the attention of your audience and also set you apart from your competitors.
- 4. Engagement on Social Media:** Finally, maintain active and responsive social media profiles. Engage with users, share relevant content, and participate in discussions to keep your brand top of mind. Many companies get overwhelmed thinking they need to post 2-3 times a day. Rather than a specific number start with consistent posting with content that authentically speaks to your business and brand values. Utilize this platform to share who you are in a way that feels less 'sales-y'.

Integrating lead generation with brand development is not just a good strategy—it's essential for survival in today's market. By focusing on building a trustworthy brand and synchronizing it with your lead generation efforts, you create a powerful synergy that drives business growth. Remember, effective branding means your business is not just seen; it's remembered.

Evaluate your current marketing efforts—are your lead generation and branding strategies working together to maximize your business's potential? If not, it's time to rethink your approach and integrate these essential

maximize your business's potential? If not, it's time to rethink your approach and integrate these essential elements more closely.



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.

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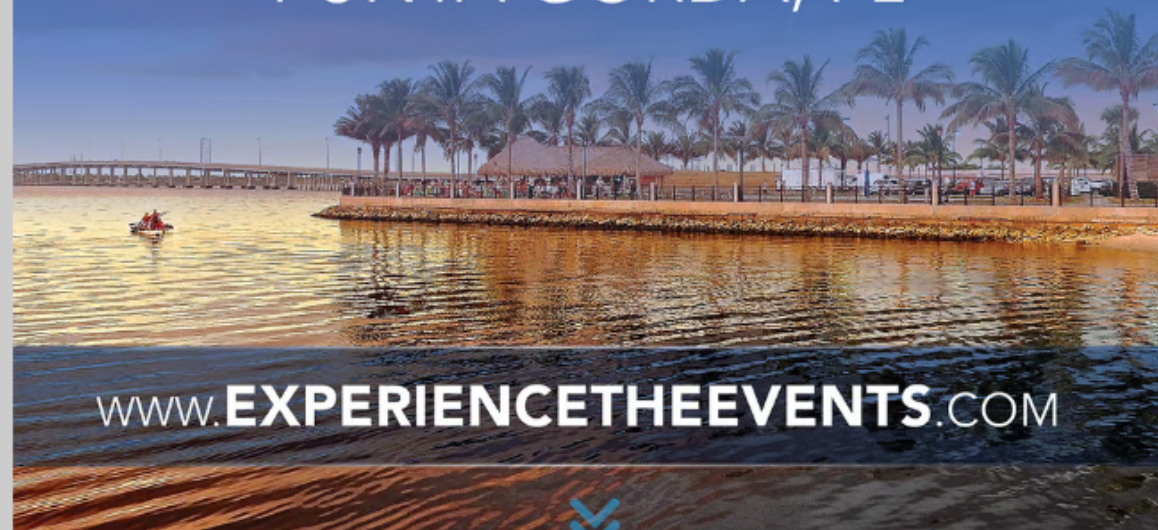
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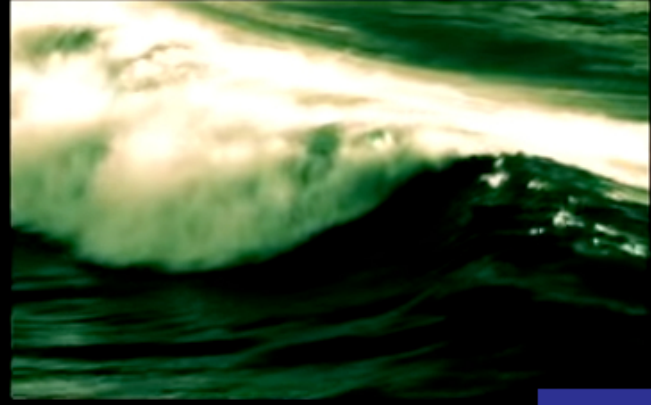
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Buyers' Guide

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.

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