



RESTORATION NEWSLINE

Published for Members of the Insurance and Commercial Property Industries

WHY SERVPRO®?

Real Quotes from
Real Customers

I had recently been assigned a moderate size residential water loss job where the water supply line in the attic ruptured, flooding the home. The responding contractor was, in short, a nightmare.

In any case, I needed help to get the claim (quickly) on the right track and luckily ended up calling SERVPRO®. They arrived on scene within a few hours and began the mitigation work immediately. Your crew turned a nightmare into a well-managed project, making me look good in the process!

I've handled countless claims throughout the years, working with a bunch of different contractors. It's pretty rare that a cleanup and restoration vendor leaves such a great impression in my head, but SERVPRO® did just that.

All too often, the only feedback we ever get is when things go wrong, but I think it is vitally important you also hear about when things so really well. Thank you for your prompt service and excellent work!

-Gina S., Providence, RI



Independently Owned and Operated
servpro.com

CALL THE CLEANUP TEAM THAT IS

FASTER TO ANY SIZE DISASTER



Spring is in the air! With the warmer weather comes the tradition of spring cleaning, a time to organize and clean the environments—home, business, office—we encounter on a daily basis.

Inside this issue of the *Restoration Newsline*, you will find information on some of the specialized cleaning services your local SERVPRO® franchise professionals can assist you or your insured with during spring cleaning—or any season.

Perhaps you are selling a home and want to vanquish years of cigarette smoke odor that won't go away, or you want to purge old clothes and junk that has accumulated over time in

your living areas. Detailed articles on hoarding, deodorization, and much more are featured this month, but SERVPRO® franchises also offer the following cleaning services:

- carpet cleaning
- upholstery and drapery cleaning
- ceiling and wall cleaning
- hard floor cleaning

Whatever your spring cleaning needs, SERVPRO® has you covered. Call your local SERVPRO® franchise professionals today to discuss or schedule your necessary spring cleaning services. ■

SERVPRO's network of more than 1,700 franchises is ready to help in the event a fire, water, or mold loss occurs.

Call on a restoration system serving insurance companies and their insureds, as well as thousands of commercial property owners in North America. You can trust the SERVPRO® brand, too!

SERVPRO®

PLAN AHEAD: May 2nd is Wildfire Community Preparedness Day

Over 58,000 wildfires last year in the United States alone have caused 8.8 million acres to be burned. Four of the most destructive and deadliest, the Camp, Carr, Hill, and Woosley Fires, together caused at least 96 fatalities and over 12.5 billion dollars of property loss.

Wildfire Community Preparedness Day helps raise awareness of wildfire risks and encourages action in the community to help people take an active role in creating safer environments.

Help reduce your community's wildfire risk by participating in a local event for Wildfire Community Preparedness Day. To see a project map to locate local events or for more information and resources to host your own event, visit wildfireprepd.org.

HOARDING: A SERIOUS SITUATION

According to The Mayo Clinic, "A hoarding disorder is a persistent difficulty discarding or parting with possessions because of a perceived need to save them. A person with hoarding disorder experiences distress at the thought of getting rid of the items. Excessive accumulation of items, regardless of actual value, occurs." Many people with a hoarding disorder do not find their habits to be a problem.



Hoarded items are often things others would throw away or look at as junk or garbage, such as old newspapers, junk mail, or packaging.

Hoarding can lead to homes filled with extreme clutter to full capacity from years of accumulation, making living conditions unsanitary and crowded. Bugs, fleas, rats and other vermin may be present, at which point an exterminator would need to be called. At times, hoarding may spread to outside the home as well, to storage facilities, or even the garage or yard.

SERVPRO® franchises encounter hoarding situations in several different ways. Often, a SERVPRO® franchise is called

for a fire or water loss and find the hoarding situation when they arrive on-site. A SERVPRO® franchise professional will communicate with the insurance company regarding their contents coverage, and after approval, contents can be packed out and possibly cleaned, dried, and stored by the SERVPRO® franchise, or relocated to a storage facility so work on the fire or water loss can begin.

Another way SERVPRO® franchises encounter hoarding jobs is through calls from landlords, case workers, real estate agents, or family members, often after the death of a loved one. In these situations, the crew will see if they should look for any items of importance while they clean the job. Sometimes, family members will come and try to help the hoarder sort through their contents as well.

Each case is very different, and hoarding jobs are often sensitive situations, but SERVPRO® franchise professionals are here to help make it "Like it never even happened." If you encounter a hoarding situation at one of your properties or with your insureds, call your local SERVPRO® today.



Destroy Odors with DEODORIZATION

Even a small fire can cause odors for years to come if the affected areas are not properly cleaned and deodorized. Fire, smoke, and soot damage in your home or business can create unpleasant and potentially permanent problems.

Other odors that may require deodorization:

- Cigarette Smoke
- Pet Odors
- Decomposition
- Mold

As various materials burn, the smoke produced travels throughout the structure,

leaving odorous residues and deposits on surfaces and in hard-to-reach places. Unless fast, professional action is taken, these residues and deposits can cause permanent damage to contents and may result in resurfacing odors.

With technicians certified by the Institute of Inspection, Cleaning and Restoration (IICRC), SERVPRO® franchise professionals provide specialized services that can rid your home or business of offensive odors left by fire or smoke damage. SERVPRO® franchise professionals do not cover

up lingering odors with a fragrance; they seek out and remove the source of the odor. Once the source is found, SERVPRO's own proprietary line of cleaning products is used to treat and prevent the odor from returning. Any restorable item in affected areas will also be professionally cleaned and deodorized, including furniture, draperies and upholstery, electronics, art, flooring, walls, ceilings, HVAC air ducts and more.

Ask your SERVPRO® franchise professionals to explain the various deodorization methods available and which one will work best for you.

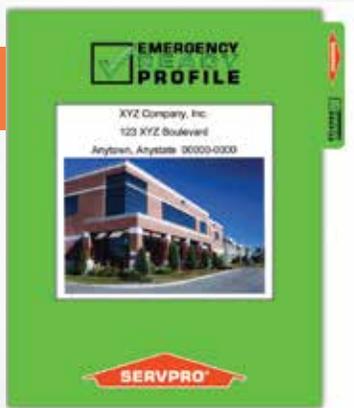
If you or one of your customers suffer a fire damage or some other accident and require deodorization services, contact your local SERVPRO® franchise professionals immediately. Whether it's fire, water, or mold damage or just a stubborn odor that refuses to go away, we'll help make it "Like it never even happened." ■

A fire can leave behind soot, smoke damage, and a host of other problems. Ceilings, walls, woodwork, carpeting, and floors will often need a thorough professional cleaning. If your home or business suffers a fire, it is important to take the appropriate steps to prevent further damage until your local SERVPRO® franchise professionals arrive.

When fire or water damage puts the things that matter most on the line, you need the very best help on the line as well. That's why knowing the easiest ways to contact SERVPRO® is so important. Just go to servpro.com on your mobile phone or call 1-800-SERVPRO to get the team that's faster to any size disaster. We're a leader in giving control back to homeowners, property managers, and even entire communities after the ravaging effects of water or fire. So whether you're responsible for 1,000 square feet or 100,000 – be ready for the worst with the very best: Your trusted, local SERVPRO® franchise professional.

BE PREPARED WITH AN ERP

The SERVPRO® Emergency READY Profile® (ERP) will help ensure you are "Ready for whatever happens." In the event of an emergency, the ERP can help minimize business interruption by having an immediate plan of action in place for your facility. The ERP is a comprehensive document containing critical information about your business, including emergency contacts, shut-off valve locations and priority areas. Call your local SERVPRO® franchise professionals to establish your Emergency READY Profile®!



Why take the risk? Call a SERVPRO® franchise professional.
Working to make it “Like it never even happened.”



As seen on CNN, Headline News, Fox News,
The History Channel, HGTV, DIY,
Food Network, NBC Sports, and CBS Sports.

Leave the Hassle of Board-Ups to Us

Whether after a fire, storm, or other structural disaster, boarding up a damaged property is a burden that no one should ever have to go through, especially if it is your home or business that has been damaged. Boarding up damaged property incorrectly could cause secondary damages, such as moisture or animal intrusion, making the situation even worse. The process of boarding up after an unexpected damage can also be as dangerous as the damage itself.

Your SERVPRO® franchise professionals can board up damaged properties and mitigate and remediate the original damage, providing you with peace of mind while helping make it “Like it never even happened.” ■



With more than 50 years of industry experience, SERVPRO® is a leader of fire, water, mold, and other specialty cleanup and restoration services. Our network of more than 1,700 franchises has responded to property damage emergencies ranging from multi-million dollar large losses to those suffered by individual businesses and homes. Providing coverage in the United States and Canada, SERVPRO® has earned the trust of major insurance companies, commercial clients, and countless homeowners.

Editor: Casey Watkins



SERVPRO® SYSTEM SERVICES
RESIDENTIAL & COMMERCIAL

Restoration:

- Water Removal and Dehumidification
- Fire, Smoke, and Soot
- Mold Remediation
- Reconstruction
- Catastrophic Storm Response
- Document Drying

Cleaning:

- Bioremediation and Vandalism
- Ceilings, Walls, and Hard Floors
- Air Ducts and HVAC
- Deodorization

* Services vary by location

* 24 hour emergency water removal



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