

CONTENTS SOLUTIONS

THE GO-TO-GUIDE FOR PERSONAL PROPERTY RESTORATION

Volume 11 Issue 3

Contents Pros-
Taking a Closer Look

Contents Crew to the Rescue!
President Obama's Band
Needed A Hand

Removing
Adhesives
A Sticky Situation



Provided by your Contents Restoration partner



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1180 Douglas Rd., Batavia, IL 60510

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Contents Pros – The Closer you look, the better you will like what you see!

Insurance adjusters, insurance agents and contents restoration pros all know the value of a good, strong relationship with the consumer (and with each other).

An insurance agent knows that customer satisfaction translates into renewed policies and increased revenue for the company. As an example, a homeowner might call and say, “We have a new baby in the house and this

sewage backup means we are looking at a very high bacteria count. We can’t take any chances – what are you going to do about all the germs?” and the agent responds with, “I understand completely, that is why I have already called the contents professionals who sanitized Memorial Hospital after the MRSA outbreak there. They use hospital grade disinfectants strong enough so that when the state board went through after the job, they gave it the highest rating the hospital ever had. The company I chose for you will make your home hospital safe/baby safe.”

Now, you have a customer who knows you listen and that you can respond.

When an adjuster is looking at the bottom line of the job itself and calls a restoration company owner to ask, “I’ve got \$35,000 in Hummels that took some heat from the fire, are covered in soot and completed drenched with water. Can you restore Hummels in that condition?” and the contractor says, “No we really don’t do that,” the adjuster knows he isn’t speaking to a contents pro.

You may recall, in an earlier edition of Contents Solutions, we told you the story of the contents company that restored \$35,000 of Hummels and figurines – after they discovered that the insurance adjuster had regretfully decided that they were a total loss.

In days gone by, the structural resto-

ration professionals performed packout and cleanup as an afterthought. Insurance adjusters simply used the men, machines and techniques that were available. But in the last decade, a new type of restoration pro has appeared on the scene and the agents and adjusters are now actively seeking them out.

Contents pros save money for the insured and the insurance companies on virtually every job – that much the agents and adjusters already know. Whether it is by restoring crystal and porcelain, or cleaning soft goods to pre-loss condition, the contents processing team always seeks to restore not replace – if there is any chance that it will save money for the insured and the insurer.

But their real value comes from the relationships each has with the other. An agent can’t tell a customer about the company that sanitized a hospital unless he (she) knows that company.

An adjuster doesn’t know that he can count on a certain company to restore the insured’s valuables and “knickknacks” until he knows the company itself.

A contents company with top notch training and equipment – and their “million dollar rolodex” of expert affiliates and associates isn’t like any other company in the market. They are the ones the insurance companies turn to when they need something extraordinary.



Protection Question

“If it isn’t safe for us, it isn’t safe for the customer,” says Barb Jackson, spokeswoman for the contents restoration industry.

You have undoubtedly read about how contents pros are constantly looking for safe alternatives to the various technologies and techniques that are widely used in the restoration industry.

As an example, ozone is a powerful tool for removing smoke odors – it is also harmful to humans, pets, plastics, leather and other fragile items. So, contents pros continue the search for new, better more “human friendly” ways to remove smoke and other undesirable smells.

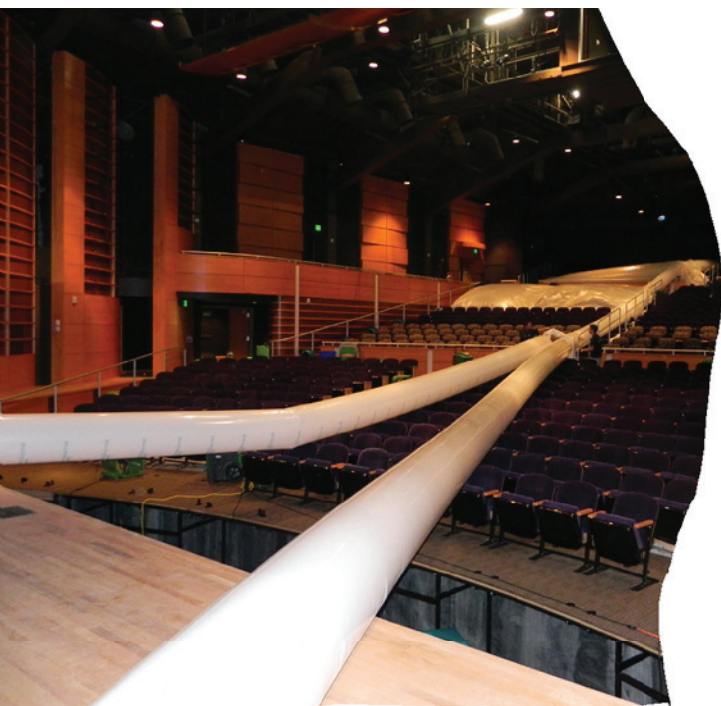
They still use ozone, of course. But it is always their second choice, after all the alternatives have been examined first.

“Green cleaning” is always a favorite topic of theirs, but they will tell you that so called “green” products are not so green when they are used to excess or mixed with other compounds.

Contents pros may not be the only innovators in the restoration world, but they are the first to be taught to think like ones as part of their training.

Barb Jackson’s motto of “Adapt, Create, Proceed,” is rapidly becoming the foundation for contents pros’ success.





Contents Pros to the Rescue!

Baton Rouge, Louisiana. You have a fantastic university theater which has just undergone a multi-million dollar renovation. The next day President Obama's Military band is scheduled to play for the public (a sell-out crowd) and a sprinkler coupling breaks, spraying the auditorium's walls, floors, ceiling and floors with dirty water.

Now, the clock is ticking. No restoration company on earth could dry out a flooded theater in just 24 hours. What would you do?

The university's insurance company called a Lafayette restoration firm and asked one question – "Any ideas?"

In less than 2 hours, the contents pros and the structural pros put their heads together and came up with an ingenious plan to use massive structural drying equipment, but instead of focusing on the building, they put a huge "tent" over the seats and pumped in enormous volumes of dry air directly onto the fabric, metal and

plastic.

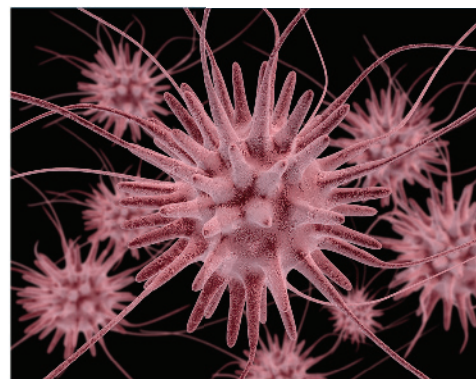
At the same time, the floors were dried. Then, with only minutes to spare, the contents professionals and structural pros pulled all their people and materials out, leaving only a completely functional, dry facility...nobody knew about the minor miracle that had been performed. It looked and felt exactly as if a catastrophe had never occurred (let alone in the preceding 24 hours).

The band leader didn't turn to those in attendance and say, "This one is for the contents restoration company that made tonight's concert possible." But, it didn't matter, the pros were already on to another job and couldn't have waited for the applause anyway.

After the crowd cleared out the structural crews returned to set the drying equipment back up and finish drying the structure – saving all of the newly installed wood work and trim, valued at over \$250,000.

Not one piece of brass, wood, or velvet was replaced – the entire facility was restored. That is what happens when a contents crew and structural workers join forces.

24 hours, \$250,000 saved by restoring instead of replacing.



Have You Heard of Hyperchlorites?

Neither had we, until W.A. Rutala and D.J. Weber who work for the Division of Infectious Diseases, University of North Carolina School of Medicine, told us about them in Vol. 10, No. 4 of the Clinical Microbiology Reviews.

They tell us that it has been used as an effective disinfectant for over a hundred years. "It has many of the properties of an ideal disinfectant, including a broad antimicrobial activity, rapid bactericidal action, reasonable persistence in treated potable water, ease of use, solubility in water, relative stability, relative nontoxicity at use concentrations, no poisonous residuals, no color, no staining..."

The contents pros first ran across it in the hospital laundry rooms. Hospitals have been using it as a staple in their arsenal against the spread of bacteria and viruses when cleaning hospital bedding, surgical gowns, etc. Since then, many contents restoration companies have adopted it into their powerful repertoire of techniques and tools.



A Sticky Situation

There are dozens of adhesive removers available. In fact, there are compounds specifically designed to remove various glues, tapes, paints, etc.

Some old pros still use WD-40 or alcohol.

But when you see a contents pro, no matter what adhesive remover he (she) chooses, you will always see him apply it to a cloth before using it to clean away the bonding agent.

Why? Because the "old pros" who sprayed adhesive remover on a carpet or wallpaper, found that it dissolved the carpet backing and wallpaper paste as well!

The contents pros are avid learners – even when it is learning what not to do!



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