

# EXCLUSIVELY CONTENTS

R E S T O R E   W H A T   M A T T E R S

Vol.22, Issue 3

EMPOWERING THE CLIENT  
EMPOWERS US

CONTENTS  
GOLDEN RULE

MORE SECRETS  
OF THE  
CONTENTS PROS

Provided By Your Contents Restoration Partner



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## EMPOWERING THE CLIENT EMPOWERS US

When a family has a fire or flood in their homes, it may seem to them that everyone suddenly has authority over them. Fire officials get to decide when (and even if) they get to go back inside.

Adjusters are telling them how things work and requesting files, receipts, photographs, etc.

The structural workers remove floors, walls, ceilings and more (to some, it appears that their house is being brutalized and that they are “in the way”).

Then, the contents pros arrive and things start to change. Often the pros bring small courtesy baskets of comfort food or flowers (usually giving the credit for the packages to the homeowner’s insurance agent – even including his/her business card along with the items).

The insureds are invited to tell the story of what happened (they get to be heard). And (perhaps for the first time) they are given the chance to tell what is important to them as it relates to their most valued items. We show we care about what is being shared.

We take pictures of all articles of concern. We clean, we label, we fold, we pack everything with care and demonstrated expertise. In short, we show that what is important to the owner is important to us.

Whenever possible we give the homeowner a sense of empowerment. “Charlie, we’d like to get the smoke odors out of the children’s bedroom first, but the master bedroom will need the same treatment, where would you prefer we start?”

We don’t actually need the owner’s input, but it costs us nothing to let our clients feel as if they are participating in the restoration process – after all, it is their home and we are their unanticipated guests.

And an empowered owner will speak up if something isn’t going to plan (rather than to wait a month after the job is finished to complain about a minor detail that could easily have been remedied the moment it is first noticed).



## OLD SCHOOL CONTENTS TIP

A venerable (now retired) contractor once shared with us the secret of his success.

“First,” he explained, “don’t just do a great job. Do a job that looks great to the client.”

Most adjusters and agents can tell you about the differences between a very good contents job that has reached its promised conclusion and one that looks terrific as well.

It is much like the difference between a well-presented dish at a 5-star restaurant and a wholesome lunch at a family-oriented fast food establishment. Both are good, but one looks special and may exceed the purchaser’s expectations.

A long time ago, we found that excellence pays big dividends in the long run not just for us, or for the client, but for the carrier that gave us the opportunity in the first place.





## CERTIFICATE OF COMPLETION BRINGS SUCCESS

You undoubtedly know about our company policy in which we ask the homeowner (or business owner) to sign off on each room as our job is completed there.

This of course is to preclude any possible future misunderstanding.

We review the agreed upon specifications of all that has been done in the room, and we invite the owner to sign the certificate of completion in order to show that we have concluded the necessary steps to restore that particular room and/or its contents to pre-loss condition.

Some casual observers have expressed surprise when we take time to explain the process to the owner before even beginning the first part of any job.

"Yes ma'am, as we complete each room, we will invite you

to examine it carefully to make sure we have performed to your complete satisfaction. If we have done a stellar job, we'll ask you to sign off on that particular room, then we will move on to the next one."

The reason we explain such things at the beginning of the assignment, is that if we waited until the first time the owner's signature was required, it might cause him/her to hesitate or feel uneasy ("Why do you need my signature?"), as opposed to understanding that it is all part of our commitment to excellence.

We prefer to start off with full transparency, with no surprises along the way.

She/he has the chance to feel empowered and part of each aspect of the project, which is just good business for everyone involved... including the adjuster.

## CONTENTS GOLDEN RULE

Do you remember the retired contractor who shared with us the secret of his lifelong success?

He actually shared more than just that one foundation for his business achievements.

He also suggested, "Help those insurance professionals with whom you work, to achieve their own success. Help agents get policy renewals, and help adjusters look good to their bosses so they can get promotions, pay raises, and recognition.

We took that to heart and besides creating high levels of customer satisfaction on every job (which reflects well on everyone associated with the assignment), we have also set about finding specific (yet subtle) ways of helping our friends in the insurance industry to attain their goals.

If ever you would like to hear more about how we create such opportunities, give us a call, you won't be disappointed.

We'll even tell you all about our plan over a fine cup of coffee. Our treat!



## MORE SECRETS OF THE CONTENTS PROS

The contents restoration professionals have access to all manner of remarkable cleaning tools and compounds and other resources.

One day contents specialists might tell us about how they used laser guns to vaporize soot that had collected on valued statuary, the next we might discuss an ancient Asian technique (still used by museums) in which uncooked rice is placed in a bowl of water and agitated by hand to clean fragile artifacts that are too delicate even for the gentlest settings on our cleaning devices – even too delicate for cleaning sprays and microfiber cloths.

We don't often advertise such expertise because those who hire us are more interested in what we can do for them rather than how we go about it.

But we often do the extraordinary, just ask.



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RESTORE WHAT MATTERS

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