



Commercial MarketPlace NEWSLETTER

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Fire Damage Emergency Response

The emergency services described below are designed to protect property and prevent further damages until the restoration processes can be initiated.

SERVPRO® Steps:

First: Care for your clients or tenants. Our emergency technicians are trained to listen to your clients, focus on their concerns and questions, and respond to the needs of the customer.

Second: Identify the source of loss and safety issues. What caused the loss? Does the adjuster need to be notified of possible subrogation? What type of residue exists? Did the fire possibly cause structural problems that require a contractor? Are there other safety issues?

Our Service Promise



1

Within one hour from notice of loss, SERVPRO will contact your insured to arrange for service.



4

Within four hours of loss notification, we're on site to start mitigation services.



8

Within eight hours a preliminary report of the loss will be back to the appropriate person.

Third: Pretest for restoration. The service professional will answer four questions in assessing the loss.

- What is unrestorable?
- What is restorable and what methods of restoration will be most effective?
- What areas and items are unaffected?
- What areas and items need adjuster review and documentation for a replace versus restore decision?

Fourth: Emergency services provided. Depending on the situation, many emergency services may be required.

- Security and board up.
- Metal corrosion protection.
- Deodorization of work area.

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- ◆ Carpet Cleaning
- ◆ Hard Surface Floor Care
- ◆ Drapery/Blind Cleaning
- ◆ Ceiling Cleaning
- ◆ Furniture Cleaning
- ◆ Deodorization
- ◆ Duct Cleaning
- ◆ Mold Remediation
- ◆ Large Loss Division

- ◆ Disaster Recovery Profile
- ◆ 24-Hour Emergency Fire and Water Damage Restoration

**For further information
on SERVPRO7, call
1-800-826-9586 or
check out our site at
www.servpro.com**

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- Emergency move out.
- Emergency cleaning and relocation (for move outs).
- Water mitigation.

Regardless of the need for a contractor on site, the key to successful emergency response is calming the customer, determining the restoration options, and mitigating to prevent any additional damage.

Call SERVPRO for expert emergency response for your fire claims. You'll be glad you did!

Why Pretest?

The first step in any fire damage is to address your concerns. Next, we pretest the damage to determine what is restorable and what must be replaced.

Pretesting:

- 1 Identifies the most effective cleaning and restoration process.
- 2 Identifies any pre-existing conditions.
- 3 Determines the extent of the loss.
- 4 Reduces the overall costs of the restoration process.
- 5 Eliminates needless replacement of belongings.

Pretesting allows us to focus on saving those precious items you treasure most. And that is what really matters!

FACTS ABOUT FIRE

- Each year about 2 million fires are reported.
- Every 18 seconds a fire occurs somewhere in the United States.
- The U.S. has one of the highest fire death rates in the industrialized world.
- Cooking fires are the leading cause of home fires in the United States. It is also the leading cause of home fire injuries.
- Heating is the second leading cause of residential fires and the second leading cause of fire deaths.
- Careless smoking is the leading cause of fire deaths.
- Arson is the third leading cause of residential fires and residential fire deaths. In commercial properties, arson is the major cause of deaths, injuries and dollar loss.
- Direct property loss from fires is estimated at \$8.6 billion annually.
- Residential fires represent 22 percent of all fires and 74 percent of structure fires.



We're on the Web

www.servpro.com

Nationally Known ■ Locally Owned