

Thank You for Choosing



Fire & Water - Cleanup & Restoration™

When fire and water  
take control of your life,  
we help you take it back.



Our goal is to help make it...  
Like it never even happened.®



# SERVPRO® Franchise System

## A History of Trust and Professionalism.



SERVPRO's first National Headquarters.



Early carpet cleaning equipment.

Founded in 1967, the Servpro Industries, Inc. Franchise System is a national leader of fire, water, mold and other specialty cleanup and restoration services. SERVPRO's professional network of more than 1,500 Franchises has responded to property damage emergencies ranging from multi-million dollar disasters such as the Pentagon, to those suffered by individual businesses and homes. Providing coverage nationally, SERVPRO® Franchise Professionals have established relationships with major insurance companies and commercial clients nationwide.

**“To develop a team of quality people who focus on excellent service, fairness and mutual respect.”**

- SERVPRO® *Mission Statement*

Following tremendous growth in the late 1990's, *Entrepreneur Magazine* ranked SERVPRO® the #1 Franchisor in the restoration industry in 2004, 2005, 2006 and 2007. In fact, SERVPRO® was ranked #25 among all franchise companies of any type in 2007. In April 2005, SERVPRO® moved to a new 140,000 square foot facility in Gallatin, TN. The state-of-the-art building houses a newly designed training facility and National Call Center.



SERVPRO's current Corporate Headquarters.



Current Truck Mount.

## Servpro Industries, Inc. National Affiliations



**IICRC**  
Institute of Inspection, Cleaning  
and Restoration Certification



**BOMA**  
member



**community**  
ASSOCIATIONS INSTITUTE



## SERVPRO® Franchise Professionals Put Property Owners Back in Control.



Our number one goal is returning damaged areas and items to preloss condition, doing all we can to make it “Like it never even happened.” Every SERVPRO® Franchise Professional is dedicated to restoring both the property and the lives of the customers being helped.

Like it was never dirty, like it never overflowed, like it never caught fire, like it never spilled, like it never smoldered—whatever the case, with SERVPRO® our goal is to make it “Like it never even happened.”

As seen on National Television.

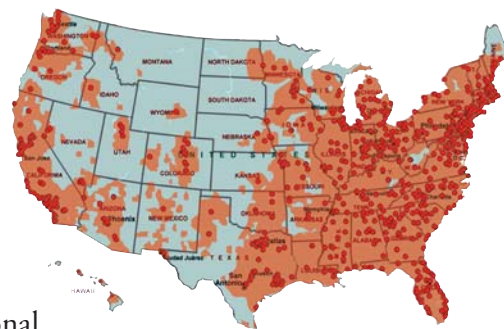
### You Can Trust SERVPRO®!

#### Serving America Since 1967

SERVPRO® Franchise Professionals have been helping home and business owners recover from water damages across the United States.

#### Over 1,500 Franchises Nationwide

More locations means faster response. A SERVPRO® Franchise Professional can usually be on-site within four hours to help protect the structure, business and personal property.



SERVPRO® Franchises Nationwide.

#### SERVPRO® National Call Center Served Over 300 Insurance and Property Management Companies and Their Clients Nationwide in the Last Year Alone.

We have earned the trust of the insurance industry by serving thousands of their policy holders and clients with respect and integrity. The more we restore, the less that needs to be replaced. This helps our clients save millions of dollars each year. That helps lower your insurance rates too!

#### 24-Hour Emergency Service

In our business, you need us fast! The sooner we arrive, the better the chance we can reduce damage and save money. Franchise Professionals are available 24 hours a day, seven days a week, 365 days a year.

#### Trained, Uniformed Franchise Professionals

A trained, uniformed and equipped SERVPRO® Franchise Professional will walk you through the job process and then work quickly to restore your property to preloss condition whenever possible.

#### References

From large commercial environments to small residential losses, SERVPRO® Franchise Professionals understand your loss is the job that matters most! We will be happy to provide references so you can feel confident that SERVPRO® is the best system to service your needs.

## The SERVPRO® Difference

The People, Experience, Training and Equipment to make it Like it never even happened.®



The SERVPRO® Network.

## The People

With over 10,000 quality teammates nationwide, SERVPRO® Franchise Professionals are available 24 hours a day, 365 days a year to help you get your life back.



SERVPRO® vehicles through the years.

## The Experience

SERVPRO® is a Franchise System with over 40 years of leadership in fire and water cleanup and restoration. Our track record of results has earned us the trust of the insurance industry, countless homeowners, commercial property managers and in one unforgettable instance, even the Pentagon.



## The SERVPRO® Difference

The People, Experience, Training and Equipment to make it Like it never even happened.®



New Franchise Training Program class session.

## The Training

Franchise Professionals undergo extensive water restoration training and certification.

Servpro Industries, Inc. is an IICRC-approved school to help ensure our training meets and exceeds accepted industry standards.



SERVPRO® Cargo Van and Truck Mount.

## The Equipment

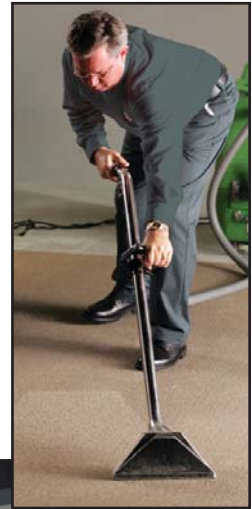
With over 5,000,000 square feet of building space, housing over 140,000 pieces of cleaning and restoration equipment, SERVPRO® Franchise Professionals have the resources to help you take back control of your life.

**FACT:** Restoration through mitigation is less expensive than replacing!



Restoration example.

Mitigation requires quick action. The faster a SERVPRO® Franchise Professional arrives on-site to perform water cleanup, the better the results – including lower claim costs.



Right: Water cleanup.

## Lower Recovery Costs – The SERVPRO® System Helps Save Money

- Emergency Mitigation Services help minimize additional property damages.
- SERVPRO® Franchise Professionals use specialized test equipment to determine hidden water.
- Restoration versus replacement of contents saves heirlooms and money too.
- By using advanced drying techniques, SERVPRO® Franchise Professionals monitor and ensure your property is properly dried.



SERVPRO® Professional checking ceiling and ducts.



SERVPRO® Professional using a Moisture Sensor and Thermal Camera to detect moisture.



## The Right Equipment



SERVPRO® understands that using the proper equipment makes a measurable difference in reducing claims loss expense. When time matters, technology and equipment must be counted on to perform. SERVPRO® Franchise Professionals will answer your call with fast action, exceptional equipment, and trained, uniformed personnel. Certainly, the right tool for the job is vital to timely mitigation, but perhaps more important, these water damage professionals thoroughly understand how to dry a structure and personal property effectively.

### Psychrometrics

Psychrometry is the study of the air and its properties. The properties of temperature, humidity, vapor pressure and dew point are measured to evaluate air conditions in the structure, enabling a SERVPRO® Franchise Professional to create the proper atmosphere for more efficient drying.

Water can damage materials in two ways: first, by absorption through direct contact with water; and second, absorption of moisture from the air. Measuring the moisture content of the air is critical to the drying process.

Restoration professionals must establish an environment favorable for drying. The restoration professional must also understand how to manipulate temperature and humidity levels to produce optimum drying conditions, without causing secondary damages through improper drying processes.

## Detection Equipment

Scoping involves locating the areas of the structure affected by water and defining the extent to which the structure and contents have absorbed moisture. Moisture detection devices are also used to verify that an environment has been dried thoroughly.

- **Moisture Sensors** are used to detect moisture in carpets, baseboards and walls.
- **Moisture Meters** are used to determine the actual moisture content of various materials. The moisture tester provides accurate moisture readings that enable the SERVPRO® Franchise Professional to monitor the drying process.
- **Thermohygrometers** measure both temperature and relative humidity. Capturing these two readings, a SERVPRO® Franchise Professional using a psychrometric chart can calculate specific humidity, dew point and vapor pressure.



## Extraction Equipment

The most effective method of removing moisture from a structure is extraction. This is why it is critical to respond quickly to a water damage and to provide emergency mitigation services. When the water is extracted quickly, the environment can usually be dried much faster.

■ **Extractors** are used in cleaning carpets and upholstery and in removing water from floors following a water damage. Extractors can either be truck-mounted or portable, allowing for greater access inside structures.



## Air Moving Equipment

Air movers are used in water damage restoration to enhance evaporation at the surface level, thereby reducing drying time. As airflow at the surface level increases, the moisture in the air increases. This moisture is then eliminated via the use of dehumidification equipment.



## Dehumidification Equipment

By extracting water vapor from the air, dehumidifiers lower the relative humidity, which in turn increases the rate of evaporation. In a water damaged structure, dehumidifiers pull in the moist, humid air and then discharge dry, warm air. The dry air acts like a sponge,

absorbing moisture from wet materials. SERVPRO® Franchise Professionals use two types of dehumidifiers:

### ■ **Refrigerant Dehumidifiers**

work similarly to air conditioners.



### ■ **Desiccant Dehumidifiers**

use chemicals, called desiccants, that readily absorb moisture from the air.



## Deodorization Equipment

### ■ **Ultra Low Volume (ULV) Foggers**

will atomize liquid deodorizing agents, producing a fine mist that easily penetrates sites where odor-causing residues accumulate. The device can also be used to inject fungicides and disinfectants into wall cavities and other difficult-to-access areas.



■ **Thermal Foggers** dispense solvent-based products in large volume, dense fogs suitable for confined areas. The fog consists of tiny particles of deodorant solution that pair with and neutralize odor-causing particles.





## Emergency Water Damage Process Overview\*



### ONE HOUR:

Within one hour from notice of loss, a SERVPRO® Franchise Professional will contact you to arrange for service. You'll know help is on the way!



### FOUR HOURS:

Within four hours of loss notification, a SERVPRO® Franchise Professional will be on-site to start mitigation services. The key to reducing damage and saving money is responding quickly to your damage.



### DETAILED EXPLANATION:

A trained, uniformed and equipped SERVPRO® Franchise Professional will walk you through the job process step-by-step, explaining what to expect and the anticipated outcome.



### PRETESTING:

A SERVPRO® Franchise Professional will begin pretesting for restorability, working from the source of the damage outward.



### EIGHT HOURS:

Within eight business hours of on-site arrival, a verbal briefing of the scope will be communicated to the appropriate person, normally your adjuster or property manager.



### CLEANING & RESTORATION:

SERVPRO® Franchise Professionals will work neatly and efficiently to help you regain control of your property when a damaging event has taken over. They will use state-of-the-art restoration techniques to ensure your property is taken care of right the first time.



### FINAL WALK-THROUGH:

After the work has been completed, a final walk-through will be conducted with you to help ensure your satisfaction.

\*Exceptions may apply under certain conditions, such as a local catastrophic event or storm situation.



## IMPORTANT INFORMATION – WATER DAMAGE

### ■ A NATIONWIDE SERVICE PROVIDER

SERVPRO® is a Franchise System with over 1,500 independently owned and operated locations nationwide. Servpro Industries, Inc., the Franchisor, may be reached at the National Call Center at 1-800-SERVPRO.

### ■ WORK AUTHORIZATION

In order to start our emergency and restoration service, you must sign the “Service Authorization Form.” This allows us to take action immediately. We do not know your insurance coverage; therefore, it is impossible for us to know exactly what your insurance will cover. It is important to understand you are financially responsible for our services. Your deductible is payable before we start work. If for any reason insurance coverage cannot be verified at the time of our emergency service, an additional deposit may be required.

### ■ REFERENCES

The SERVPRO® Franchisee would be pleased to provide references upon request.

### ■ HOW WE PROCEED

The following steps may be completed in the emergency service, as determined to be applicable by the SERVPRO® Franchisee:



#### Identify Source

We will check for the source of moisture in your building. The source must be stopped before any restoration or drying of the building can be successful.

- Stop the Source.
- Check for Contaminated Water.



#### Identify Type of Water

We will identify the category and classification of water damage to ensure we restore your property based on industry guidelines. The level of contamination of the water will affect the specific restoration processes we use.

- Clean
- Gray
- Black





### **Survey Extent of Damage and Inspect the Premises**

We inspect and test the damaged area to determine the extent of damage and how far the moisture has traveled to ensure proper and complete restoration. In addition, we will inspect for safety concerns which may be evident. If there are any safety issues or you are aware of any asbestos containing materials before our arrival, please bring them to our attention.

- Survey Damage.
- Complete Safety Inspection.



### **Identify Signs of Visible Mold Growth**

Visible mold growth and moldy, musty odors may indicate the source of a moisture or water intrusion. If extensive mold is evident, we will need to consult your adjuster or property manager before completing additional work.

- Identify Mold Growth Present in the Structure.
- Identify Odors or Musty Smells.



### **Furniture Moved and Blocked In Place**

We move furniture and property contents and block items to help prevent rust or furniture stains on wet carpet.

- Block Furniture.



### **Emergency Water Extraction**

We remove as much excess water as possible from affected areas.

- Remove Excess Water.



### **Carpet Pad**

We check whether the carpet pad should be removed to save or protect the subfloor.

- Inspect Carpet Pad.
- Remove Carpet Pad if Needed.



### Treatments

Our process may utilize deodorizers as odor treatments or EPA-registered disinfectants as antimicrobial treatments.

- Apply Deodorizer or Disinfectant.



### Disposal

We will remove and dispose of damaged materials with guidance from you and your adjuster.

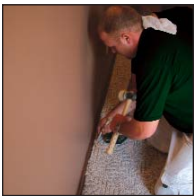
- Remove Refuse.



### Floor and Wall Inspection

We check the extent of wet flooring, subfloors and walls.

- Inspect Floor.
- Inspect Walls.



### Carpet

We examine carpet for damages and remove damaged carpet with guidance from you and your adjuster.

- Inspect Carpet.
- Removal Carpet if Needed.



### Measure Temperature/Humidity for Drying Analysis

We monitor the temperature and humidity levels to make sure conditions are conducive for drying.

- Measure Temperature.
- Measure Humidity.



### Equipment

Drying equipment removes moisture and brings the relative humidity level back to normal. We monitor moisture in wet materials until the materials return to acceptable drying goals.

- Utilize Drying Equipment.
- Utilize Monitoring Equipment.



## ■ **WHAT IS RESTORABLE**

Determining exactly what can be saved until everything is dry is usually impossible. We will set a follow-up date so we can monitor the drying process. In addition, the restoration process will be scheduled when the drying is complete. This can include floor preparation, tack strip replacement, carpet and pad installation, seaming, carpet cleaning and restoring, and furniture and contents cleaning. A scope of services will be provided.

## ■ **PRE-EXISTING OR PRELOSS CONDITIONS**

During the course of cleaning, it is likely we will remove day-to-day soiling, which existed prior to your loss. We are happy to do so. If, however, the removal of pre-existing soil requires significant extra effort, our crews will be instructed to move on to the next item. Pre-existing damage, including visible mold growth, will also be noted.

## ■ **PERSONAL ITEMS**

In the course of our survey and cleaning, we will sometimes be required to open doors, cupboards, etc. to qualify and/or restore the damage. If any of these areas contain personal items you would prefer to relocate before we start work, please let us know.

### ■ **Guns and Ammunition**

Our crews are instructed NEVER to touch guns or ammunition. For this reason, we request you remove any such items from the areas we are cleaning.

### ■ **Jewelry, Valuables, Heirlooms**

Please remove any valuable items from the areas we are cleaning before the job is started. We are not responsible for those items.

## ■ **OVERLOOKED ITEMS**

Although our supervisors inspect all work, you should accompany the supervisor on the final walk-through and bring any overlooked items or concerns to the supervisor's attention.

## ■ **INSURANCE ADJUSTERS OR AGENTS**

We are neither insurance adjusters nor agents. We cannot authorize anything to be replaced, repaired or painted. Our job is to preserve and protect, stop further damage from occurring and to restore damaged items to their prior condition when possible.

## ■ **EMERGENCY CHARGES**

The exact price of restoring your property following a water damage emergency is virtually impossible to determine on our first visit. However, in order to give you an idea, we will review the SERVPRO® Water Damage Emergency Services Report to provide you an initial estimate while on our first visit if requested. The scope of work can change due to unforeseen circumstances. The final bill will be forwarded to you and/or your insurance carrier upon completion.

## ■ **HEALTH AND SAFETY**

Maintaining your personal health and safety is of great concern to us. All occupants and pets should stay away from the work areas to protect their health and safety during the work process. Material Safety Data Sheets for our products are available upon request.

## ■ **APPROXIMATE COMPLETION**

The actual time required to complete the restoration process is difficult to estimate. However, the more quickly technicians begin work to limit the damage, the faster the job can be completed. When water has time to absorb, the drying and restoration process can take longer.



*Over 1,500 Franchises Nationwide.  
Serving America Since 1967.*

**SERVPRO® SYSTEM SERVICES**

**Restoration:**

- Fire, Smoke and Soot
- Water Removal and Dehumidification
- Mold Mitigation and Remediation
- Catastrophic Storm Response
- Move Outs and Contents Restoration
- Electronics and Equipment
- Document Drying
- Contents Claim Inventory Service

**Cleaning:**

- Air Ducts and HVAC
- Biohazard, Crime Scene and Vandalism
- Carpet, Upholstery, Drapes and Blinds
- Ceilings, Walls and Hard Floors
- Deodorization

*\*Services vary by location*



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**1-800-SERVPRO**

servpro.com



