Insurance Restoration Franchise Network

Tom Seibert
*Director of Remodeling & Strategic Sourcing*
Property Insurance Service Categories

- Emergency Services
- Mitigation
- Contents
- Reconstruction
- Large Loss
- Trauma & Crime Scenes
- Storm Chasing
- Art and Document Restoration
Who is Paul Davis?

- A Leader in the Property Insurance Mitigation and Restoration Industry

- Primary Clients: Insurance Agents and Adjusters

- Our Customers: Residential and Commercial Property Owners
Our History

• Founded in 1966 in Jacksonville, Florida

• Today, More Than 240 Franchises Generating $500 Million in Annual Sales
Mitigation Services

- Emergency Services
- Structural Drying
- Mold Remediation
- Smoke Decontamination and Cleanup
- Full Service Contents Cleaning, Inventory, and Storage
- Document Restoration
- Lead Renovator
Reconstruction Services

- Structural Stabilization
- Temporary Repairs
- Full Construction Services
Commercial Services

- Large Loss Mitigation
- Business Interruption Reduction
- Structural Stabilization
- Full Range of Commercial Contractor Services
- Disaster Management Planning
- Consulting
Remodeling Projects

- Room Additions
- Kitchens & Baths
- Weatherization
- Age-In-Place
- Commercial Build-Outs
- Add-on Projects to Restoration Work
  - Flooring
  - Painting
Training

• **National Training Center**
  Located in Jacksonville, Florida

• Meets or Exceeds Institute of *Inspection, Cleaning and Restoration Certification* (IICRC) Qualifications

• All Offices are Certified in Fire, Smoke, Water, Mold Mitigation and Restoration

• Committed to Training Our Franchisees and Partners
Franchisor’s Responsibilities

- Build a Network with Quality Owners
- Ongoing Training
- Quality Assurance
- National Marketing to Insurance Clients
- Tech Support
- Leverage Network Size in the Supply Channel
- Thought Leadership
Franchisee’s Responsibilities

- Maintain an Ethical Business
- Execute Quality Work
- 24-7-365 Quick Response
- Show Continual Improvement
- Adhere to Network Requirements
- Properly Trained and Certified Staff Members
- Pay Royalties
Restoration vs. Remodeling

- Sales Cycle – Immediate
- Product “like, kind & quality”
- Specialized training and equipment to meet requirements of insurance industry.
- Insurance companies establish compensation for work
- Increased liabilities – mold, environmental contaminates and airborne pathogens
- Insurance loss is time sensitive
- Increasing deductible payments are an unplanned expense

- Sales Cycle – Lengthy
- Product is property owner driven
- Construction and design skills are required
- Project pricing is market driven
- Project environment has greater stability
- Remodeling projects are scheduled and staged
- Money source is planned
Thank You

Harvard Joint Center for Housing Studies
-Remodeling Futures Steering Committee Meeting-
April 5, 2011