

Thank You for Choosing

**SERVPRO®**

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 deodorization 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



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



As seen on National Television.

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.”

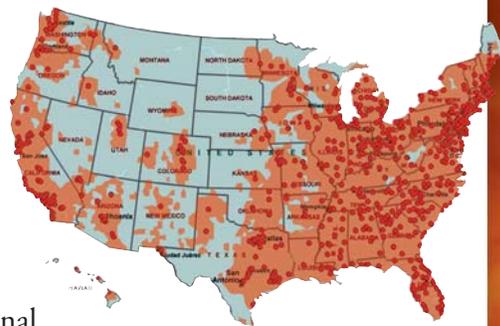
### You Can Trust SERVPRO®!

#### Serving America Since 1967

SERVPRO® Franchise Professionals have been helping home and business owners recover from fire 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 313 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 fire restoration training and certification. Servpro Industries, Inc. offers 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 cleanup and restoration, the better the results – including lower claim costs.



Right: SERVPRO® Professional cleaning carpets.

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

- Emergency Mitigation Services help minimize additional property damages.
- Restoration versus replacement of contents saves heirlooms and money too.
- Restorable contents will be cleaned and deodorized to preloss condition when possible.



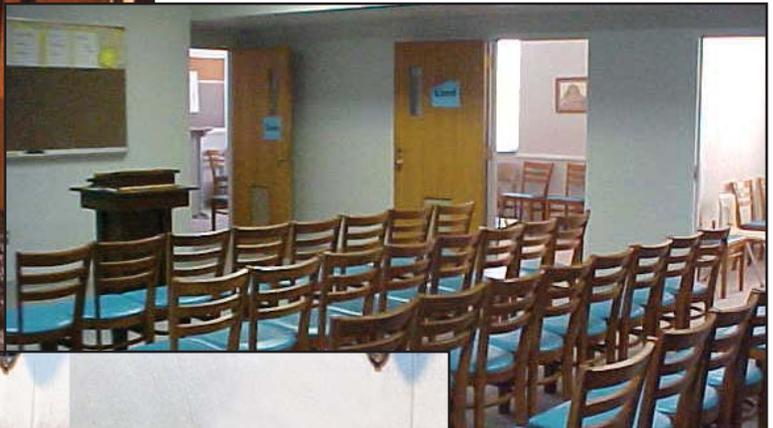
SERVPRO® Professional cleaning soot from walls.

Restoration examples.

Before restoration.



After restoration.

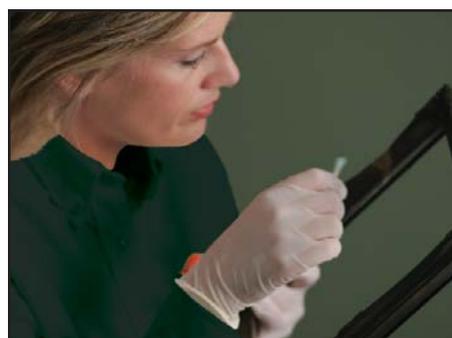


## Fire, Smoke and Soot Restoration Services

■ **Structural Cleaning** - After a smoke or fire damage, ceilings, walls, woodwork, carpeting and floors will often need a thorough cleaning. Your experienced local SERVPRO® Franchise Professional will pretest to determine the extent of damage, and then use the specific equipment and cleaning products required to clean and protect the different types of surfaces found in your structure. Depending on the amount of soot, your local SERVPRO® Franchise Professional may even be able to reduce the cost of recovery by cleaning lighter soot deposits found on some surfaces, eliminating the expense incurred with repainting or refinishing. In other cases, SERVPRO® will clean to “prepare for painting”. This process deodorizes and ensures the new paint will adhere properly to the surface.



■ **Contents Cleaning** – All of the restorable contents in affected areas will be professionally cleaned and deodorized. This includes area rugs, furniture, draperies and upholstery. SERVPRO® Franchise Professionals begin by carefully inspecting and testing all fabrics in the structure to determine which cleaning methods are most appropriate. SERVPRO® Franchise Professionals can provide wet or dry cleaning services. Additionally, all the other restorable contents will be cleaned and deodorized to preloss condition. This includes electronics, art, wood furniture, kitchen items, clothing, bedding, bric-a-brac and much more. Finally, SERVPRO® can provide an inventory list of all “to be claimed” items if requested.



■ **Deodorization** – SERVPRO® Franchise Professionals provide specialized services that rid your home or place of business of offensive odors left by fire or smoke damage. SERVPRO® Franchise Professionals do not merely cover up lingering odors with a fragrance, they seek out the sources of the odor and remove them. Ask your SERVPRO® Franchise Professional to explain the various deodorization methods available and which will work best for you.



# Emergency Fire 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 & DEODORIZATION:

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.

## The Right Equipment



SERVPRO® understands that using professional 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 and restoration, but perhaps more important, SERVPRO® fire damage professionals are

thoroughly trained in fire cleanup and restoration. For instance, knowing the different types of smoke and their behavior patterns are vital to proper restoration.

- **Wet Smoke** – Plastics and Synthetics; Low heat, smoldering, pungent odor, sticky, smeary.
- **Dry Smoke** – Paper and Wood; Fast burning, high temperatures, dry, powdery, nonsmeary residues.
- **Protein** – Virtually invisible, discolors paints and varnishes, extreme pungent odor.
- **Fuel Oil Soot** – Furnace Puff Backs.
- **Other Types** – Tear gas, fingerprint powder and fire extinguisher residue.

Pretesting determines the proper cleaning method and allows the SERVPRO® Franchise Professional to focus on saving your precious items. Isn't that what really matters?

## 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 apply fungicides and disinfectants.
- **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.



**You Have So Much Invested In Your Property; Trust Professionals to Protect Your Most Valuable Asset!**

## Additional Services

■ **Board-ups** - In some cases it may be important to secure openings to your home or structure using sturdy, durable materials designed to protect it from both weather intrusion and intrusion by outsiders. SERVPRO® Franchise Professionals may perform the board-up themselves, or outside subcontractors may be utilized.



■ **Inventory** - Utilizing Contents Claim Inventory Service (CCIS) technology, SERVPRO® Franchise Professionals can generate comprehensive room-by-room inventories. Contents are categorized as salvageable, non-salvageable and questionable - allowing for easier contents settlement.



■ **Move-Outs** - If prolonged exposure to the loss event could cause additional damage to your contents, your contractor requests relocation of the contents, or the safety of your contents is a concern, a move-out may be recommended. In these situations, SERVPRO® Franchise Professionals are trained to properly inventory, move out and control the contents from the structure during the cleaning, restoration and deodorization process.



■ **Electronics Cleaning** - Smoke residues can contain acids that corrode metal surfaces when moisture is also present. If the residues are not removed, corrosion can eat away at the metal casing and can ultimately cause electronic failure in the device. A SERVPRO® Franchise Professional can clean the outside casing correctly, as well as refer your equipment to a qualified electronics vendor.



■ **Artwork** - Artwork ranges from inexpensive framed pictures to extremely valuable fine art. Restoration of valuable art requires the use of a trained art restorer (known as a conservator), while less expensive art may not warrant these costly specialized services. A SERVPRO® Franchise Professional will usually subcontract fine art restoration to a conservator. If desired, the SERVPRO® Franchise Professional may attempt to remove smoke residues and odors, after qualifying with the customer that such cleaning procedures may affect the visible appearance of the item.





## IMPORTANT INFORMATION – FIRE DAMAGE

### ❑ A NATIONWIDE SERVICE PROVIDER

SERVPRO® is a Franchise System with over 1,500 independently owned and operated Franchises 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:



#### Surveying and Pretesting

First, we will walk through the job with you to determine the areas that have been affected. Second, we will pretest the cleanability of surfaces as needed. Pretesting is a SERVPRO® Franchise System process designed to identify those items that will be restorable. Third, we will make a detailed scope and inventory of each affected area. Finally, we will give you a summary of our findings and explain the best steps for restoration.



#### Extent of Cleaning

We will review the full extent of the smoke damage. However, you and your insurance adjuster have the final say as to the extent of cleaning to be performed. Please consult with your adjuster if you have any questions. You will be responsible for payment of anything your insurance company does not pay.



#### Window Cleaning

For normal smoke damage, windows will be cleaned on the inside only.



### **Metal Polishing**

Unless conditions warrant chemical restoration, metals such as silver and brass will be cleaned and buffed only. Polishing will only be done if we are authorized by both you and the adjuster.



### **Floor Finishing**

Hard surface floors will be mop cleaned. Stripping, sealing and refinishing will only be done if conditions warrant them and we are authorized by both you and the adjuster.



### **Clean/Preparation for Paint**

Wall and ceiling surfaces which are heavily smoked and cannot be cleaned completely will be cleaned so that sealer and paint will adhere. These surfaces may clean up better with additional work. However, this type of additional work is usually not authorized by or paid for by insurance companies when painting is still required. If you request any noncovered services, you will be responsible for payment.



### **Deodorizing**

We guarantee our deodorizing to be complete provided that all sources of odor have been removed, cleaned or sealed.



### **Clothing**

Your insurance company may encourage you to clean any affected clothing in your home. If the damage is too heavy or if facilities are not available, we will recommend a local professional laundry and dry cleaner we use to do the work. You may use any laundry or dry cleaner that you wish. However, it is important that they be familiar with smoke damage in order to do the job properly.



### **Ductwork**

If you have forced air heat, we will inspect your system to determine if smoke has entered the ductwork. If so, we will recommend measures to remedy the situation.

## **❑ WHAT IS RESTORABLE**

We will separate and save any items which do not clean completely. Our crews will never throw anything out unless you request it.

## **❑ 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.

## **❑ 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. We estimate that your job should take approximately \_\_\_\_\_ days to complete.



*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*



Fire & Water - Cleanup & Restoration™

**1-800-SERVPRO**

servpro.com



# CUSTOMER INFORMATION FORM – FIRE DAMAGE

Customer Name \_\_\_\_\_

**1) A NATIONWIDE SERVICE PROVIDER** SERVPRO® is a Franchise System with over 1,350 independently owned and operated locations nationwide. Servpro Industries, Inc., the Franchisor, may be reached at 1-800-SERVPRO.

**2) WORK AUTHORIZATION** In order to start our emergency and restoration service, you must sign the Authorization to Perform Services Form. This lets us 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 to SERVPRO® 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.

Date Damage Occurred: \_\_\_\_\_

Insurance Carrier: \_\_\_\_\_

Policy #: \_\_\_\_\_

Deductible Amount: \$ \_\_\_\_\_

**3) REFERENCES** The SERVPRO® Franchisee would be pleased to provide references upon request.

**4) HOW WE PROCEED**

■ **Surveying and Pretesting** – The process of surveying the job environment is an in-depth process. First, we will walk through the job with you to determine the areas that have been affected. Second, we will pretest the cleanability of surfaces as needed. Pretesting is a SERVPRO® process designed to identify those items that will be restorable. Third, we will make a detailed scope and inventory of each affected area in your home. Finally, we will give you a summary of our findings and explain the best steps for restoration.

■ **Extent of cleaning** – We will review the full extent of the smoke damage. However, you and your insurance adjuster have the final say as to the extent of cleaning to be performed. Please consult with your adjuster if you have any questions. You will be responsible to pay for anything your insurance company does not pay for.

■ **Window cleaning** – For normal smoke damage, windows will be cleaned on the inside only.

■ **Metal polishing** – Unless conditions warrant chemical restoration, metal such as silver and brass will be cleaned and buffed only. Polishing will only be done if we are authorized by both you and the adjuster.

■ **Floor finishing** – Hard surface floors will be mop cleaned. Stripping, sealing and refinishing will only be done if conditions warrant them and we are authorized by both you and the adjuster.

■ **Clean/prep for paint** – Wall and ceiling surfaces which are heavily smoked and will not clean completely, will be cleaned so that sealer paint will adhere. These surfaces may clean up better with additional work. However, this type of additional work is usually not authorized by or paid for by insurance companies when painting is still required. If you request any non-covered services, you will be responsible to pay for them.

■ **Deodorizing** – We guarantee our deodorizing to be complete provided that all sources of odor have been removed, cleaned or sealed.

■ **Clothing** – Your insurance company may encourage you to clean any affected clothing in your home. If the damage is too heavy or if facilities are not available, we will recommend a local professional laundry and dry cleaners we use to do the work. You may use any laundry or dry cleaner that you wish. However, it is important that they be familiar with smoke damage.

■ **Ductwork** – If you have forced air heat, we will inspect your system to determine if smoke has entered the ductwork. If so, we will recommend measures to remedy the situation.

**5) WHAT IS RESTORABLE** We will separate and save any items which do not clean completely. Our crews will never throw anything out unless you request it.

**6) PRE-EXISTING OR PRE-LOSS CONDITIONS** During the course of cleaning, it is likely we will remove normal soil, 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 will also be noted.

**7) 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.

Area: \_\_\_\_\_  
\_\_\_\_\_

**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. List any special heirlooms or collectibles that should be given extra special or extra delicate treatment due to their value:  
\_\_\_\_\_  
\_\_\_\_\_

**8) 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.

**9) INSURANCE ADJUSTERS OR AGENTS** We are neither of the above. We cannot authorize anything to be replaced, repaired or painted. That is entirely between you and your insurance company. Our job is to preserve and protect, stop further damage from occurring, and to restore damaged items to their prior condition when possible.

**10) 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. Please indicate if you want copies:

Yes  No

Please note any concerns:  
\_\_\_\_\_  
\_\_\_\_\_

**11) APPROXIMATE COMPLETION** The actual time required to complete the restoration process is difficult to estimate. We estimate approximately: \_\_\_\_ days. \_\_\_\_ weeks

**I HAVE READ AND UNDERSTAND THE ABOVE STATEMENTS AND INFORMATION CONTAINED HEREIN. MY ANSWERS TO THE ABOVE QUESTIONS ARE ACCURATE AND COMPLETE.**

Customer Name: \_\_\_\_\_

Customer's Signature \_\_\_\_\_  
Date: \_\_\_\_\_

Provider's Signature \_\_\_\_\_  
Date: \_\_\_\_\_

Franchise Legal Name  
( ) corporation, ( ) LLC, ( ) partnership, ( ) LLP,  
( ) sole proprietorship

d/b/a SERVPRO® of \_\_\_\_\_

**CUSTOMER  
INFORMATION  
FORM**