



Action Restoration or Carpet Cleaner?

With the recent economic downturns, we've seen many companies try to diversify their product offerings. McDonalds has positioned themselves to get a piece of Starbucks' hold on the premium coffee market, while Dunkin Donuts concurrently is trying to horn in on McDonald's dominance in breakfast food. In the world of insurance, we've seen internet companies enter the market with powerful marketing campaigns and witty commercials.

In the world of Fire/Water/Mold Restoration, we've seen a large influx of traditional carpet cleaners enter the Restoration market. Carpet/Rug/Drapery cleaners have been around for a long time, and many have built good reputations, with good tag lines, which have built name recognition. With the desire to diversify, several of these companies looked at their truck mounted units and have decided that it's not that difficult to extract water, clean the carpets, and brand themselves as Restorers.

What's the difference?

Carpet Cleaners have been needed by property owners to provide general maintenance cleaning to remove common soils and stains from everyday living, and enhance the appearance and extend the life of carpeting, upholstery, and window treatments.

During a Fire/Water/Mold damage situation, however, many other additional services are needed. The level of soiling and/or contamination is usually greatly increased. Heavy extraction is usually required. The entire living or working area is usually affected, and prompt and thorough action is necessary to prevent any further damage from occurring.

- **Fires** produce unique soils and odors that are often extremely difficult to remove without specialized training, equipment, tools, and expertise.
- In a **Water Loss**, the presence of gray water, mold, or raw sewage initiates special protocols not typically used in maintenance cleaning.
- Oftentimes, immediate **Demolition** of drywall is necessary to allow complete and efficient drying to occur. Without that demolition and expertise, the drying equipment then has to remain for as much as twice as long as necessary and the risk for mold increases dramatically, not to mention the additional expense generated for the insurance carrier.
- The proper availability and use of **Equipment** is necessary for complete dry-out of a structure. Most carpet cleaners have two or four air movers on their trucks to assist with drying carpet after a general cleaning. Sufficient dehumidification is necessary to allow drying of the entire structure to occur, or you're just moving moist air around the room, not drying the room.

Action Restoration salutes the general carpet cleaning firms and their contribution to the cleaning industry. Very often, we network together to assist general maintenance customers when a disaster strikes. When disaster strikes, however, we look forward to providing the full service Restoration services that your clients need and deserve.

Do Unto Others

The essence of the "Golden Rule" is to give others the same respect you should receive from them.

You want coworkers to appreciate your contributions, and you want supervisors to give you enough direction-but not too much. Thus, you thank others for their integrity and hard work, and try to understand colleagues' talents and personalities so that you can help them succeed.

Beware of the temptation to treat others *as* they treat you, and don't assume everyone will have the same tastes. You might appreciate hugs, but another person might not want a hug. Maybe you are a morning person, and your coworker needs three cups of coffee before discussing current events.

"Understanding human needs is half the job of meeting them." – Adlai Stevenson

Laugh and the world laughs with you

A new pastor was visiting the homes of his parishioners.

At one house it seemed obvious that someone was at home, but no answer came to his repeated knocks at the door. Therefore, he took out a card and wrote "Revelation 3:20" on the back of it and stuck it in the door.

When the offering was processed the following Sunday, he found that his card had been returned. Added to it was this cryptic message, Genesis 3:10."

Reaching for his Bible to check out the citation, he broke up in gales of laughter.

Revelation 3:20 begins "Behold, I stand at the door and knock." Genesis 3:10 reads, "I heard your voice in the garden and I was afraid, for I was naked."

Action Thoughts...

Diaper spelled backwards is repaid