

# AfterGLOW

A REFERRAL NETWORK NEWSLETTER FROM AFTERDISASTER 2004



Welcome to the **AFTERDISASTER® Referral Network**, a wise step that will pay off, literally! Simply put, when you call **AFTERDISASTER** to mitigate and restore a water, fire or smoke damage, we will return to you 10% of the billed emergency services— up to \$25,000. Or, we will supply additional equipment to you at a discounted price.

**AFTERDISASTER** is uniquely qualified to respond to any loss situation. Our Large Loss Support Team is prepared with large capacity generators to provide electricity to sites where power may be out or where increased electrical capacity is required. Hundreds of dehumidifiers, thousands of air movers and miles of extension cords remain loaded in specially designed trailers to quickly deploy to any site throughout the eastern United States where our services are needed.

Call us to care for your customers, 1-800-948-0242. And many happy returns!

## Frequently Asked Questions

How do I join the **AFTERDISASTER** Network?

All you need to do to join is fill out our form (formname.doc). Once we have your information in our database, the referral process should go smoothly.

Does it cost to join the network?

No. Unlike many franchise and other expensive referral systems, the **AFTERDISASTER** Network does not include any fees.

How does the referral system work?

As a network member, you can call us anytime you have a large job where you MIGHT need assistance. We can assist in one of two ways. First, if you would like for **AFTERDISASTER** to handle the job for you, we will do so, and you will get paid 10% of the emergency services (cleaning, dehumidification, drying equipment) up to \$25,000. Or, you can do the job yourself and simply rent the equipment from us at a discounted rate. Either way, you profit from the job with no investment in equipment.

How do I put you in touch with the customer being referred?

**AFTERDISASTER** understands how hard it is to get and keep customers. You know your customer and how he/she will want the job handled. If you feel that it is best for your company to manage the job in its entirety, we will act as subcontractors to you. If you want us to handle all correspondences with the customer, you simply introduce us to the customer as a company with whom you work on large losses, we will perform the work from that point forward. (Note: Simply calling us and notifying us about a potential job does not constitute the legitimacy of a referral fee. The network member must be the procuring cause of the sale.)

What can I do to secure and keep a large commercial job while **AFTERDISASTER** network resources are on their way to the jobsite?

It is critical that your company secures the job and reassures the customer that help is “on the way.” Still, inactivity on the job causes the customer concern. To keep them satisfied while support is en route, it is very important that you begin emergency services, water extraction, tarping of roofs, engagement of an electrician to restore power, apply for permits, etc. In other words, continue to mitigate the damages with the available resources. Most customers will not wait on you, us, or anyone else if they do not see forward progress.

How much will I get paid for the referral?

You will be paid 10% of the emergency services (cleaning, dehumidification, drying equipment) up to \$25,000. We actually have several companies who have received checks

for \$25,000 for making one phone call to us. If you decide to rent the equipment from us, you pay us a discounted rate (approximately 50% of our retail charge), and charge your normal prices to the customer. (Note: There will be no referral fees on some low margin billing items such as generators, electrical components, per diem expenses, etc.)

Is **AFTERDISASTER** licensed to perform structural repairs?

We are licensed general contractors in NC, SC, FL, TN, LA, VA, and WV.

Will **AFTERDISASTER** perform structural repairs in states where you are licensed?

In most cases, we do not perform structural repairs out of our home state, NC. Most of the time, there are local general contractors who are established, who have developed relationships with local vendors and subcontractors, and who are familiar with local code requirements and building inspections departments. Accordingly, these local contractors will typically be a more cost effective and a timely solution to performing repairs.

If **AFTERDISASTER** does not perform the structural repairs, why do you have general contracting licenses in all of these states?

We have found that most companies in the restoration industry know how to clean and dry buildings that have sustained obvious visible damages.

However, when drying water damaged buildings or cleaning smoke damaged buildings or remediating mold damaged buildings, most long term problems occur in areas which are not visibly obvious to cleaning and restoration contractors. Properly identifying, addressing, cleaning, drying and remediating damages in these hidden areas (inside wall cavities, roof structures, basement areas, utility access areas, ductwork, etc.), is really what determines the value of the restoration contractor's service. Because we are technically qualified and licensed to build commercial structures, we know how the building is put together and how to resolve smoke, water, and mold issues. One of the biggest problems a restoration contractor can have is post restoration odor. Our goal is to never have this become an issue.

Can you perform emergency services (drying, dehumidification, smoke cleanup, deodorization, etc.) in states where you are not a licensed general contractor?

In most cases, the answer is "yes." In addition to being licensed general contractors in many states, we are also registered with Secretaries of State in CA, TX, DC, MD, OH, NJ, DE, MS, OK, AL, GA, and AK. Our registration with these states typically entitles us to perform mitigation and emergency work in those states, with certain limitations (i.e. general contracting).

What if our company wants to perform the cleaning work, but we need help on the duct cleaning portion of the project?

**AFTERDISASTER's** Indoor Air Quality Division (IAQ) is ready and equipped to assist you. Since it is your customer and your job, you can run the entire cleaning, drying, or remediation project. Our IAQ Division will respond professionally and work diligently for you as a subcontractor to your company.

Is **AFTERDISASTER** a member of any professional trade and certification organizations?

**AFTERDISASTER** has had membership in the following trade, certification, and professional organizations.

IAQA	Indoor Air Quality Association
IICRC	Institute for Inspection, Cleaning and Restoration Certification
ASCR	Association of Specialists in Cleaning and Restoration
WLI	Water Loss Institute
NIDR	National Institute of Disaster Recovery
MSHI	Mechanical Systems Hygiene Institute
ISCT	International Society of Cleaning Technicians
MSPCA	Mid-South Professional Cleaners Association
NADCA	National Air Duct Cleaners Association
NCPSMA	North Carolina Public School Maintenance Association
NCRA	North Carolina Restaurant Association
NHC	National Hurricane Conference
PCS	Property Claims Services National Catastrophe Conference
CM Expo	Exhibitors at the Cleaning & Maintenance Exposition
PLRB	Property Loss Research Bureau
BBB	Better Business Bureau

Does **AFTERDISASTER** have qualified personnel on staff to handle large jobs?

**AFTERDISASTER's** staff includes 3 ASCR Certified Restorers (CR), 7 IAQA Certified Mold Remediators (CMR), 4 IICRC Certified Master Restoration Technicians, and approximately 25 IICRC Certified Technicians.

Is **AFTERDISASTER** a reputable company?

Yes, **AFTERDISASTER** is a reputable company. The President of **AFTERDISASTER** has served on the Board of Directors of the Better Business Bureau.

How do I know that you will pay me for the referral?

We will put it in writing to you on a job by job basis if you would like.

How do I get the referral information to you?

You need only call our toll-free number (1-800-948-0242) and tell the Customer Service Representative you are calling with a Network Referral.

When do I get paid for the referral?

You will be paid the referral fee within 10 days of our receipt of payment in full.

What if I no longer want to be a network member?

You simply call us and tell us that you no longer want to be a network member. Again, there is no contract to sign, no future obligations, and, best of all, no service fees.

Will **AFTERDISASTER** be willing to provide support with manpower only?

No, the strength in utilizing our resources is found in our ability to provide job management expertise with fewer people, innovative techniques, and more efficient use of equipment.

Does the network member incur liability by utilizing **AFTERDISASTER**?

It depends. There is always the threat of liability, even when a company does nothing. There is probably liability for the network member, when he/she is contractually engaged with the customer, and subcontracts work to **AFTERDISASTER**. There is likely not as much liability when the network member simply acts as the conduit by which the customer learns about and engages **AFTERDISASTER**. You may want to check with your insurance carrier. We will provide you and/or the customer a certificate of our insurance.

Does **AFTERDISASTER** mark up its prices to cover the expense incurred due to the referral fee?

No, we would rather have 90% of the job, than no job at all. Furthermore, on emergency services we can more readily afford paying a referral fee.

What should the network member do if he/she has not received the referral check in a timely manner from **AFTERDISASTER**?

We agree to pay the referral fee within 10 days of our receipt of payment in full. There is still, however, a chance that we have made an oversight. To expedite payment, please complete "The **AFTERDISASTER** Referral Tracking Sheet" (provided in your Referral Network packet) for each job you refer.

Will **AFTERDISASTER** pay a network member a second referral fee if a customer they referred originally calls **AFTERDISASTER** back with a second job?

No. We believe the network member has been fairly and adequately compensated for his/her phone call. (This is a very unusual circumstance anyway, since customers do not typically suffer repeated disasters.)

Our experience with the referral program indicates that your customers will continue to call you for jobs which you can handle. Our goal is to have you, the network member, and your customer satisfied with the process.