



ServiceMaster
Oakville
Disaster Restoration



Oakville DR Franchise Update: Customer Service Initiatives

In order to meet the ever increasing needs of our customers, the ServiceMaster Oakville franchise has recently made a number of operational changes to help us not only meet but exceed the high expectations of our customers. Most notably, there are two team member updates: 1. We welcome back Senior Estimator Mark Muir, adding depth to our estimating team. 2. We have veteran Brian Soehner as our newly appointed Construction Manager. We have streamlined our construction department and Brian is now responsible for overseeing all jobs, from initial scheduling through to the final walk-through. As primary contact for all parties, Brian's role is to manage the construction trades and keep everyone informed through the entire process.

We have also implemented the use of the ServiceMaster Full-Service Restoration Guide. This leave-behind brochure is designed to provide the homeowner with a general understanding of the reconstruction processes and proce-

dures. It complements our Emergency Water Recovery Guide and Emergency Fire and Smoke Recovery Guide.

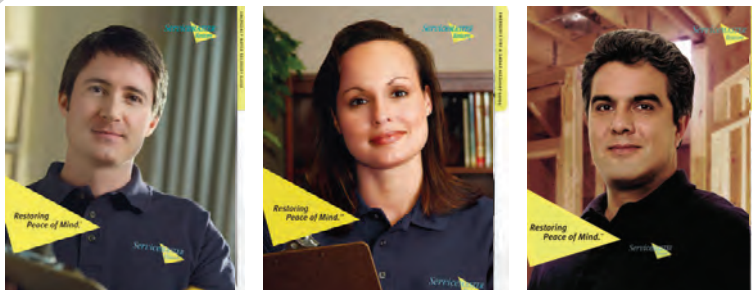
With the development of our "Customer Service Process Map" we have clear customer service guidelines in place which are designed to tighten cycle times and improve communication. Other initiatives include a focus on consistent reporting. Informative opening statements, which provide the Cause and Origin and the resulting path of affected areas, are being provided as a preliminary report with photos. From the small details, like the laying down of drop sheets from the doorway to the affected area, to gathering satisfaction surveys at the end of each job, we are committed now more than ever to making sure that our service team does everything we can to satisfy all customers, including homeowners, brokers, adjusters and property managers.

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Local, Regional, National Support

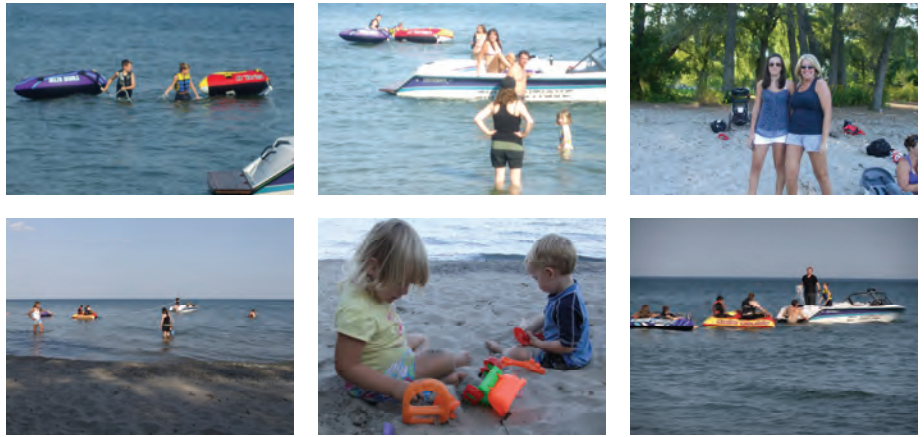
When disaster strikes, lives are disrupted and routine can turn to chaos. ServiceMaster of Oakville is one of the Quality Restoration Vendors among the 70 plus ServiceMaster Disaster Restoration centres nationwide. We respond locally, working with and supporting the Ontario Regional network of Disaster Restoration franchises. We respond to the needs of our customers in an empathetic, timely way, 24 hours a day. We are trained, equipped, and ready to restore peace of mind!



ServiceMaster Restore Communications Guides.

ServiceMaster Oakville Takes Time Out For Some R&R at the Beach!

SVM OAK staff and their families spent the afternoon at the beach soaking up the last rays of summer sun. The tube rides were a big hit with the kids, especially the "big kids" (i.e. our estimators!) who were given a much more aggressive ride around the lake.



ServiceMaster Oakville at the Annual Oakville Fire Department Fire Prevention Week Kick-Off Event

Saturday September 25th, 11am - 4pm

Oakville Fire Department Training Campus: 1144 South Service Road West



- Performance by entertainer "Jam Sandwich"
- Hydro bucket and fire truck rides
- Fire safety games and rescue demonstrations
- Inflatable air rides and climbing wall
- Helium balloons from ServiceMaster Oakville
- Free admission and free shuttle from Bronte Go Station

FEATURED HAPPY CUSTOMER



BEFORE



AFTER



After 9 years in business there is still nothing more rewarding than a happy customer! Pictured above right with **Bill Calhoun** is **Michael Maveal**, whose home has been restored following a major wind damage claim. A severe wind storm knocked over an 80' tree, smashing through the roof. The homeowners were away at the time and neighbours called in the Fire Department, who then broke in to check for safety concerns and shut off the power and water. Emergency services were needed to remove the tree, secure the house, restore electrical power, and tarp over the roof. Reconstruction required engineered trusses, windows, siding and repair of interior finishes.

24/7 Emergency Services – Proactive Response starts with Cause and Origin

Most often, DR companies are the “first responders” to water and fire property emergencies, either at daytime hours or afterhours.

Floods can happen at the worst times. Such was the case at 1:00 am on New Year’s Day when a homeowner in Oakville discovered water had flooded most of their main floor and was pouring down through the basement in various areas, affecting over 3,000 square feet over the two levels.

The homeowner was assured that ServiceMaster Oakville would arrive within an hour to provide emergency

water mitigation services. Upon arrival, the source was observed to be a broken water supply line connection at the toilet tank in the ground floor Powder Room. As ‘first responder’, our subrogation assistance role kicked in to recognize, retain and report on this possible opportunity for the Insurer to recover costs. We instructed the homeowner to “leave the broken water line as is” until the insurance Adjuster could see it.

Once policy coverage was confirmed the balance of the emergency work was performed by ServiceMaster Oakville’s IICRC qualified Technicians. Having found the Cause and Origin to be a clean water

source ‘Category 1,’ and using moisture meters to track the water path, ServiceMaster was able to open up minimal walls, ceiling and floor areas for air-flow and use ample drying equipment to reach a dry standard in 5 days. A major tear-out was avoided and both the Insurer and homeowner were happy that reconstruction was minimally disruptive.

The subrogation investigation carried out by the Insurer proved that the water supply connection was found to be faulty. On this large loss the Insurer recovered approximately 66% of the costs, which the broker also discovered on their loss ratio report, from successful subrogation!



New RIBO-Accredited Seminar:

Property Losses, Cause & Origin – Proactive Response and Subrogation Assistance

We are pleased to announce the most recent RIBO-accredited seminar to be presented at our Oakville location on Thursday September 30th 2010 at 9:00 am until noon. This seminar, which is RIBO-accredited for 3 hours technical credits, is the most recent addition to ServiceMaster’s seminar series, which includes seminars on Water Mitigation, Mould Remediation, Fire/Smoke Mitigation, Mitigating Contents, and the Current Guidelines for Water, Mould and Asbestos.

This seminar covers the importance of Cause and Origin in developing a proactive response to water and fire emergencies. Besides the Fire Department or medical personnel on large losses generally the “first responders” on most insurance claims are Disaster Restoration contractors that provide 24/7 emergency services.

Right from the time a loss is reported the Cause and Origin can provide an opportunity for subrogation and Insurer to recover costs. Early in the claims process, the ‘subrogation assistance role’ kicks in. The seminar will cover how to recognize, retain and report to the insurance company in case there is an opportunity for subrogation, as well as covering the key concepts of subrogation and examples of subrogation causes. Insurance companies, Brokers, and Property Managers can all save money through successful subrogation.

Cause and Origin also lays the groundwork for developing the scope of a property loss. The seminar covers how we determine the extent of resulting water and fire damages and recommend the scope for an insurance claim. This includes the IICRC standards in our restoration industry to define the source and category of water and other mitigation steps. The course examines scoping the reconstruction of flooring, walls, ceilings etc. that relate to the covered Cause of Loss.



This RIBO seminar will be held on Thursday September 30th at our office in Oakville. Look for your invitation this summer or contact Róisín for more information: 905-847-0995 x 107 or admin@svmoakvilledr.com

LOCAL STAFF & REGIONAL UPDATES

Oakville Welcomes Back Mark Muir



The Oakville team would like to announce that **Mark Muir** has rejoined our franchise after spending the past year and a half working on the East Coast as an Estimator for ServiceMaster PEI.

Mark originally joined ServiceMaster Oakville in 2005 as Construction Supervisor. With his previous experience in the disaster restoration industry and operating his own renovation company he joined our team with a natural understanding of our business. Before long Mark was trained in Xactimate and “deputized” into our Emergency Department as a File Manager. He successfully completed his IICRC certifications in Water Damage Restoration, Advanced Structural Drying, Applied Microbial Remediation and Fire and Smoke Mitigation, as well as asbestos training.

Now that he is back from the East Coast we are pleased to announce his new role as **Sr. Estimator** for ServiceMaster Oakville. He will share the management workload with **Owner/Estimator Bill Calhoun**. Please join us in welcoming Mark back to our team and congratulating him on his new position!

ServiceMaster Ontario Region officially welcomes Laura Schick to the ServiceMaster team!

Laura has been working to build awareness of the ServiceMaster brand in the Ontario Disaster Restoration market since February. As the **Insurance Relations Representative for Ontario**, she works closely with the Ontario Regional Marketing Group Board, Home Office and the franchise business owners, to present ServiceMaster’s DR capabilities to the insurance industry across Ontario.

You might have had a chance to meet her at an industry tradeshow, social event, curling or golf tournament. Laura will be at our office in Oakville on Thursday September 30th for our latest RIBO seminar.

Brian Soehner’s New Role!



This summer ServiceMaster Oakville was pleased to promote Estimator **Brian Soehner** to the position of **Construction Manager**. Brian has been a member of the SVM OAK team for 9 years, having joined the company in its first year of operation under Owner/General Manager Bill Calhoun.

Needless to say, Brian has a solid understanding of the business. In response to the ever changing needs of the industry, he is now focused on overseeing our reconstruction projects. Working closely with Estimators **Bill, Mark, Scott and Terry**, Brian will manage the day to day operations of the construction department, always with a commitment to offering excellent customer service.



Above: The ServiceMaster Oakville Estimating Team. From left to right, Scott Hall, Mark Muir, Bill Calhoun and Terry Gillan

Below: Róisín Lundy, Office Manager (left) with Laura Schick (right)



ServiceMaster of Oakville Disaster Restoration

1151 South Service Road West, Units 7&8

claims@svmoakvilledr.com 905-847-0995

www.svmoakvilledr.com

24 Hour Phone 905-847-0995