



# **What Makes a Good Emergency Response and Restoration Partner**

**Chris Gage**  
**Vice President**  
**BMS Cat and Blackmon Mooring**  
[www.bmscat.com](http://www.bmscat.com)  
800.433.2940

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# Today's Goals

- Familiarize you with the restoration industry
- Introduce you to the elements of a good restoration partner
- Discuss some specific disaster situations as they relate to criteria mentioned above



# It All Starts with the Definition...

- The restoration partner should:
  - Manage *all customer facing functions* through a *comprehensive set of strategies, operational systems and organizational structures.*
  - Focus on *servicing and expanding* customer relationships in a way that builds a *sustainable relationship*



# Industry Overview

## *Key Statistics*

- According to research by the University of Texas, only 6 percent of companies suffering from a catastrophic data loss survive, while 43 percent never reopen and 51 percent close within two years.
- According to a recent NFIB National Small Business Poll, man-made disasters affect 10% of small businesses, whereas natural disasters have impacted more than 30% of all small businesses in the USA. Hurricanes are by far the most destructive force.
- Less than 50% of hospitals surveyed have a valve location and water remediation plan in place

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# What should you look for?

*The restoration company that you choose should be your **partner**. You should*

- 1. Trust them to be there in your time of need: knowledgeable, patient and composed*
- 2. Trust that they will work with your best interests in mind, from a financial and business perspective*
- 3. Trust that they understand your industry, and more importantly your organization*

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# What should you look for?

## WHAT TO LOOK FOR IN A RESTORATION VENDOR

1. Commitment to be **available 24 hours** a day for emergency response. What good is a resource that you cannot get in touch with?
2. **Response time** - Within hours a representative should be in route or at the site to meet with key people.
3. **Capabilities** - What resources can they bring to bear and in what force.
4. **Strength (financially), age, experience in the industry in dealing with similar situations.**
5. **Track record** - References. Research the background of the company. The strongest recommendation is when someone who has been through a situation says they would call the company again and again.
6. **Testing through meetings, exchanges of information and mock emergencies.** Results of this procedure could allow you to become familiar with a company in a pre-loss environment.

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-Jim McGovern, Disaster  
Recovery Journal

# What should you look for?

1. **Readiness** - Available 24/7 and strategically located where you need them – local, national, international etc.
2. **Skills** – Do they have the skillsets and knowledge base to serve you.

Healthcare, Clean-rooms, Hospitality, Government Clearances, Technology, Document Restoration, Mold etc.

An understanding of BI and how to account for it.

3. **Strength** - Equipment, personnel and the ability to deliver as well as growth where YOU need it
4. **Experience** – Tribal knowledge and formal training and enough “gray hair” (learning curve & stupid tax)
5. **Documentation** - Accounting and Project Management Insurance, Publicly Traded Companies, Cost Recovery Litigation/Subrogation, Healthcare,
6. **Flexibility** – Are they willing to bring whatever you need to a project – as little or as much, and “play well with others”

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# What should you look for?

7. **Understanding** – Understand Coverage, Pre-Existing Relationships, Business Models, Key Drivers, and who the players are

8. **Accountability** – Deadlines and Milestones, Scope of Work, Cost and Expectations – SOP

9. **Consistent Performance** – Personnel, Training, Procedures, Methods and Means, accounting = outcome

10. **Continued Innovation** – Drying and Dehumidification, Document recovery, Freeze – Drying, USP 797 and Cleanrooms, LEED, Alternative energy, changing technology to match the changing world.

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# 1. Readiness

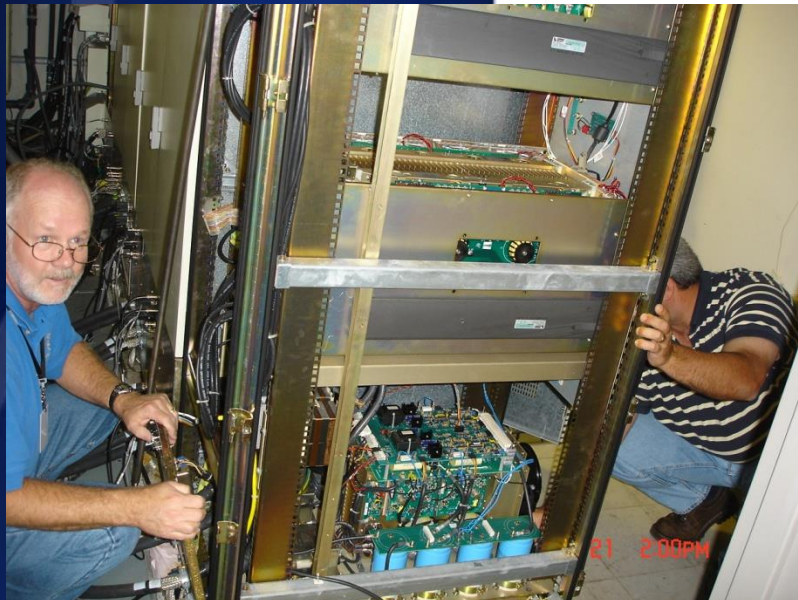


- Domestic 24/7 Call Center
- Management, Supervision & Equipment In Ready Positions
- Close To Major Cities – Fast & Economical Travel To The Loss
- Extra Equipment In High Storm Areas – Reduced Local Buying or Renting – Control Loss Dollar
- Additional Locations Being Added As Business Grows
- Pre-approved Pricing with Major Insurance Companies

## 2. Skills



- Education
- Healthcare
- Technical Services
- Manufacturing
- Museums/Libraries
- Transportation



- Some of the personnel should have previously worked in these fields, some should have formal education/training in these fields and some should have extensive experience working on losses in these fields

# 3. Strength

- The ability to staff and resource a Harvey, Irma, Maria or a Katrina, Rita Scenario and still handle additional work



- Global Capacity
- Vendor Partners
  - Generators
  - Fuel
  - Equipment
  - Supplies
  - Special Services
  - Salvage
  - Equipment Analysis
- Financial Strength
- Proper Insurance
- Bonding Etc.

# 4. Experience

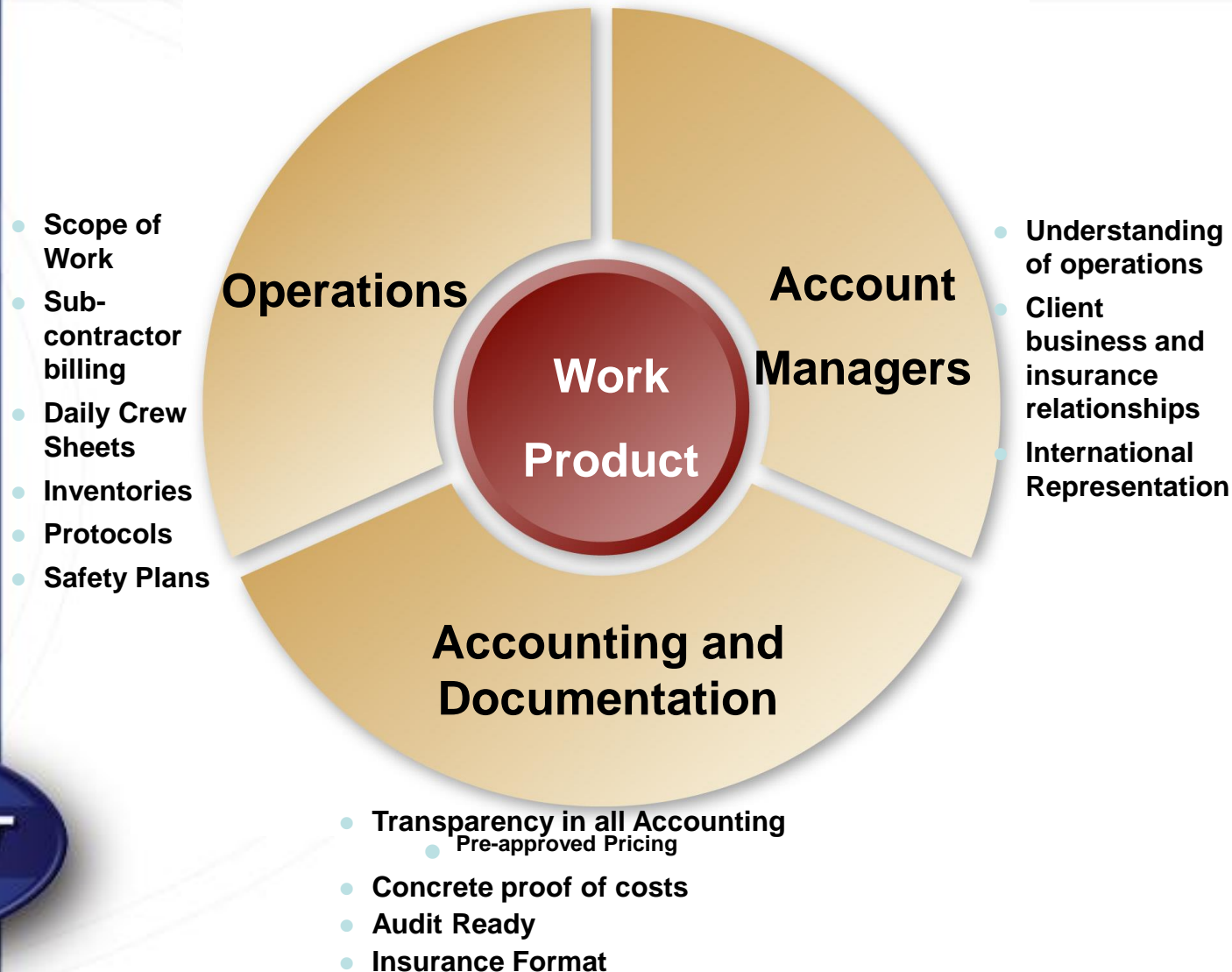


Restoration Partners should have experience with Flooding, Hazmat, Electrical Systems, Transportation in CWDs, Anoxic Environments, First Responder Training, Document recovery and any other specific needs your organization has.



# 5. Documentation

The ability to bring in specialized documentation teams for Inventories, Audit, Joint Commission Surveys etc. is extremely important



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## 5. Documentation cont'd

Your partner should also have a way of tracking your information as well:

- **Primary and Secondary Contacts**
- **Customer Contacts and Contact Information**
- **Adjustor/Broker info**
- **Locations Details**
- **Communications and Operational Directions**
- **Key Expectations**



## 6. Flexibility

**Your partner is there for you no matter what you need.**

- **As little as Fresh Water or Power**
- **Full Scale Restoration Services**
- **Project Management**
- **Turn Key Project**
  - **US Navy**
  - **UT - Ike**
- **Work with your vendors, after the restoration companies leave, you still maintain vendor relationships**



# 7. Understanding The Customer

## Customer

## Customer's Goals

**Adjuster** ..... Rapid and Efficient  
Conclusion of Loss

**Broker** ..... Provide a Value Added  
Service to Their  
Customers

**Risk Manager/  
Property Owner** ..... Confidence and Trust  
That the Job Will be  
Done Right When a  
Loss Occurs – Infection  
Control and ILSM

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# 7. Understanding the Customer

**Your partner should have a staff of personnel versed in areas to serve you**

- Knowledgeable Project Managers who know what and what not to do
- Regional Directors that listen and pay attention to details
- Coverage experts who work with brokers to represent you
- Vendor relationships
- Documentation both accounting and other
- WHATEVER IT TAKES ATTITUDE
- Company Culture
- Branding



# 7. Understanding the Customer

Enhancing the Brand...

A cultural awareness that the restoration company represents you and will operate within your system

Operational support of the your brand  
Providing quality service at a competitive price and being part of your plan

Share burden of Media

Ensure Claims Proposition is Fulfilled



## 8. Accountability

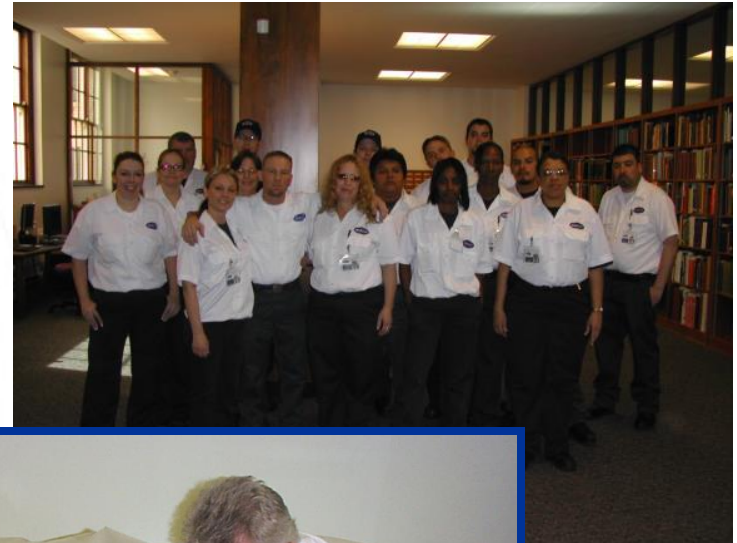
- Scope of Work – This should be created within 48 hours of loss
  - Created with your input and insurance broker/adjuster
- Cost
  - Pre-approved Pricing
  - Bid Work
  - Cost Plus
  - T&M
- Timelines, Deadlines and Milestones should be public knowledge and should not slip
- Communication is Key
  - Daily Meetings
  - Weekly Updates



# 9. Consistency

- Same way of doing things no matter where you are in the world.

- Personnel
- Billing
- Means
- Methods
- Safety
- Chemicals
- OUTCOME



# 10. Continued Innovation



As the technology surrounding your business grows so should your partner's. Innovation speeds recovery which in turn puts your business back on line faster. This not only reduces your BI, it reduces the risk of failure.



# Business Interruption

Organizations that generate large per unit revenue (ie. heads in beds), such as specialized healthcare facilities, high end resorts, or sporting arenas can typically incur BI losses which are several times larger than their property claims. Therefore the ability of a restoration company to react quickly, assess the situation, create a scope of work and implement an agreed upon plan expeditiously should be a key criteria in selecting that firm.

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# In Conclusion

Leveraging the resources of a qualified restoration company does not fully remove the management of the recovery effort from your staff. However in most cases your personnel have a business to run. Getting the proper help to manage the remediation effort is critical

By joining forces with such a company, your experience will be enhanced and the timeline will be accelerated. Pre-contracting gets administrative "red tape" out of the way, expedites response times, and allows you to carefully pre-qualify the service for your exact needs.



# In Conclusion

- One call
- Standardized service
- Standardized pricing
- Experienced Personnel
- Dedicated Team of Professionals
- Resources Available
- Ready **24/7**



# Questions

Chris Gage

Vice President, BMS CAT

[cgage@bmecat.com](mailto:cgage@bmecat.com)

Cell: 843-200-0735

