



THE EXPERIENCE

• CONVENTION AND TRADE SHOW •

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2026 PARIS LAS VEGAS





IICRC®

Institute of Inspection Cleaning
and Restoration Certification

Beyond the Certifications & Standards: How IICRC Advocacy is Driving Industry Change



Why This Even Matters

- The industry is being talked about... more than ever
- Laws and regulations are being proposed
- Decisions are being made with or without your input



What is IICRC Advocacy?

- Launched in 2021
- Government Relations & Public Policy Focused
- Promotes Standards and Certifications
- Local, State, Federal, and International Engagement



The Big Shift

- Reactive v. Proactive
- Being Regulated v. Shaping Regulation
- Individual Voices v. Unified Voice



Why Advocacy Matters to You

- Impacts your business operations
- Influences Liability Exposure
- Shapes Industry Perception



Real World Risks Without Advocacy

- Overly Restrictive Licensing
- Misinformed Regulations
- One Size Fits All Style Policies



Advocacy Wins So Far...

- Standards referenced in legislation
- Growing policymaker awareness
- Engagement in key discussions
- Stronger industry relationships



Why Do IICRC Standards and Certifications Matter in Policy

- Trusted framework for regulators
- Reduces ambiguity and the “reinventing of the wheel”
- Protects consumers and professionals



The Growing Momentum

- More states exploring regulation
- Increased focus on disasters and disaster recovery
- Scrutiny on contractor practices
- Opportunity to lead



Example: Virginia HB 2195 (2025)

- Bill as Introduced: State run certifications and no guidelines or standards to follow.
- IICRC influence: Met with all stakeholders
- Bill Amended: Required industry certifications and adherence to the ANSI/IICRC S520 Standard



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The Truth About Advocacy

- Subject matter experts
- Real-world insight
- Credibility with policymakers



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Please stay in touch!

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