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Restoration Is Not Scary

The Carpet Cleaners Guide to Adding (Some) Restoration Services

Eric Sprague
Super Tech University

I Also Have Something for My Fellow Restorers





My Goal in 60 minutes:

Help everyone here find a tolerable way to add some revenue in the slow season, protect net profit, and connect with some of my trusted friends for help with these new offerings.


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SUPER TECH UNIVERSITY
ERIC SPRAGUE
Super Tech University

Home Services Since 15 Years Old





44 Years in Home Services



VP Operations by 32 Years Old

$25M/Yr Company

Amazon Bestselling Author



Best Seller
amazon.com

Free Copy of the Book



Best Seller
amazon.com


John Maxwell
Certified
Coach

Blue Collar Nation Podcast

Co-Host









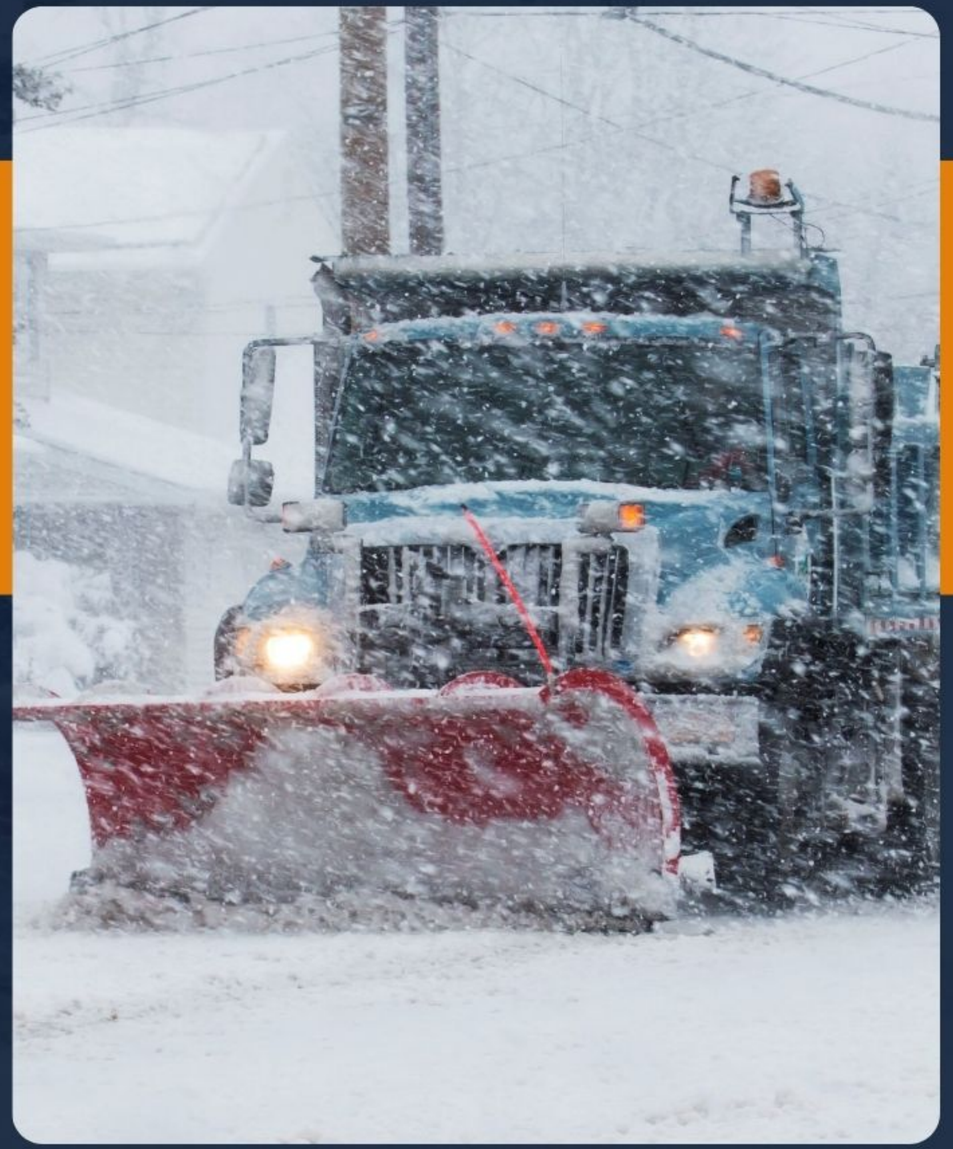
Built & Sold **Multi-Million Dollar Cleaning and Restoration** Company

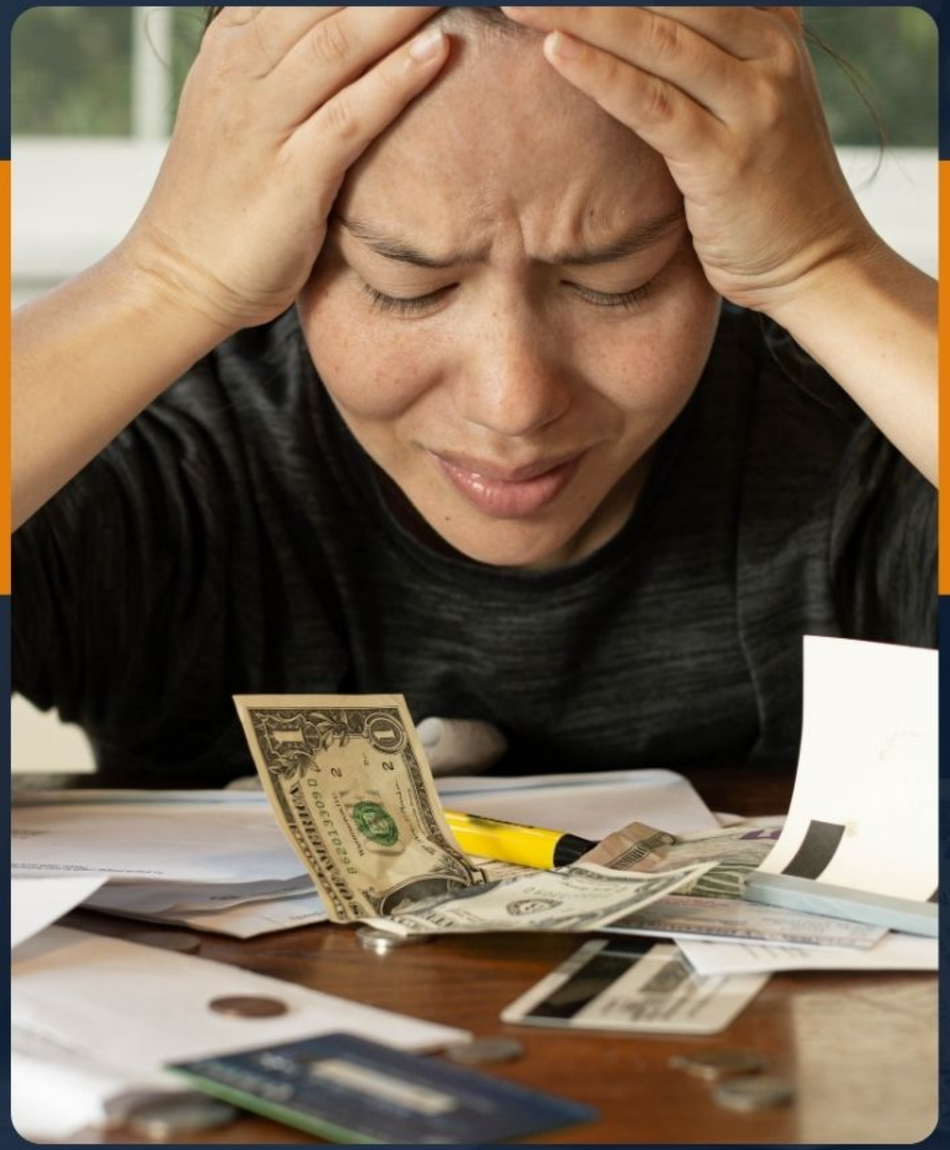

ENOUGH
ABOUT MY
STORY.

Let’s Talk About You



Slow Season Kills Profits

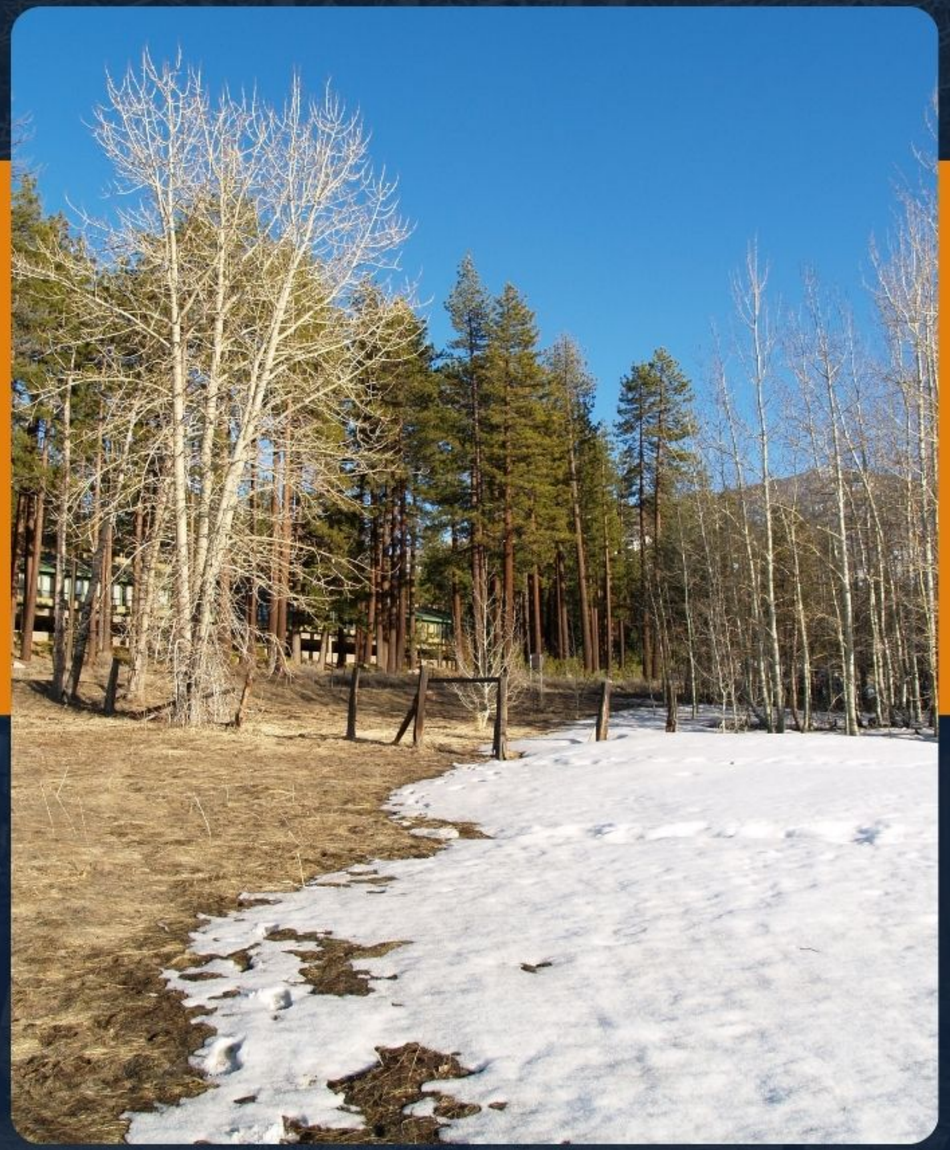




We Stress Over Money

We Worry Our Helper Will Quit





We Pray for a Quick and Warm Winter

The Money Rollercoaster Dominates Your Life



LET'S TALK ABOUT MONEY




Let’s Start
With Your
Pay



Are You Taking Your Paycheck from General Overhead Expenses, or...

Or Are You Paying Yourself from “Net” Profit?



This Not Where Salary Comes From

	Total
Advertising & Marketing	28,000.00
Vehicle Expenses	24,500.00
Rent & Utilities	21,000.00
Insurance	14,000.00
Office Salaries	56,000.00
Other Operating Expenses	21,000.00
Total Expenses	**$164,500.00**
Net Operating Income	**$63,000.00**
Net Income	**$63,000.00**
Net Profit Margin	18.0%

We Are Shooting for 15-20% Net

After Paying Our Salary





Your ***Salary*** is for the Work You Do in the ***Business***

The ***Profit*** is Your "Hazmat Pay" for the Risk of ***Entrepreneurship***



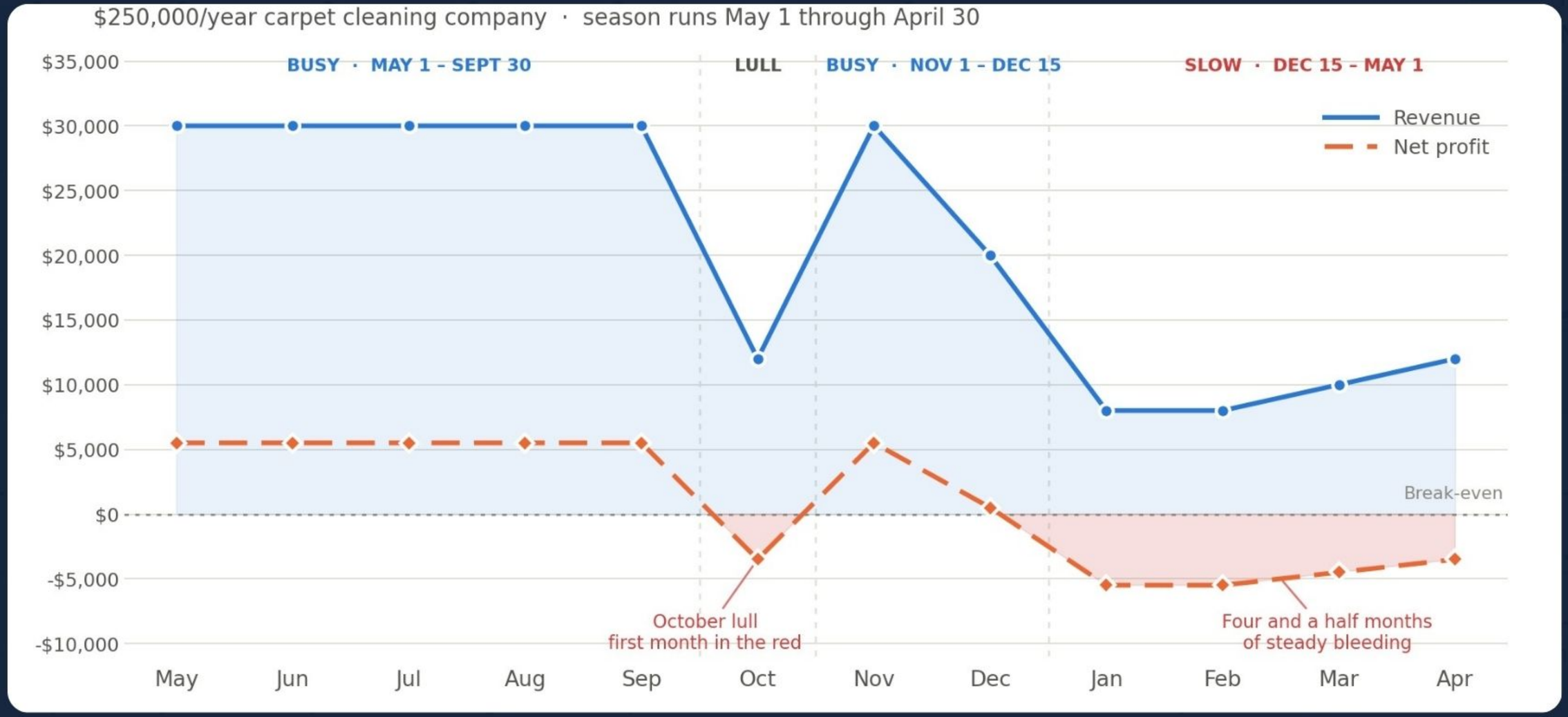
We Need the *Profit* to Create *Wealth*







The Problem is the Dip

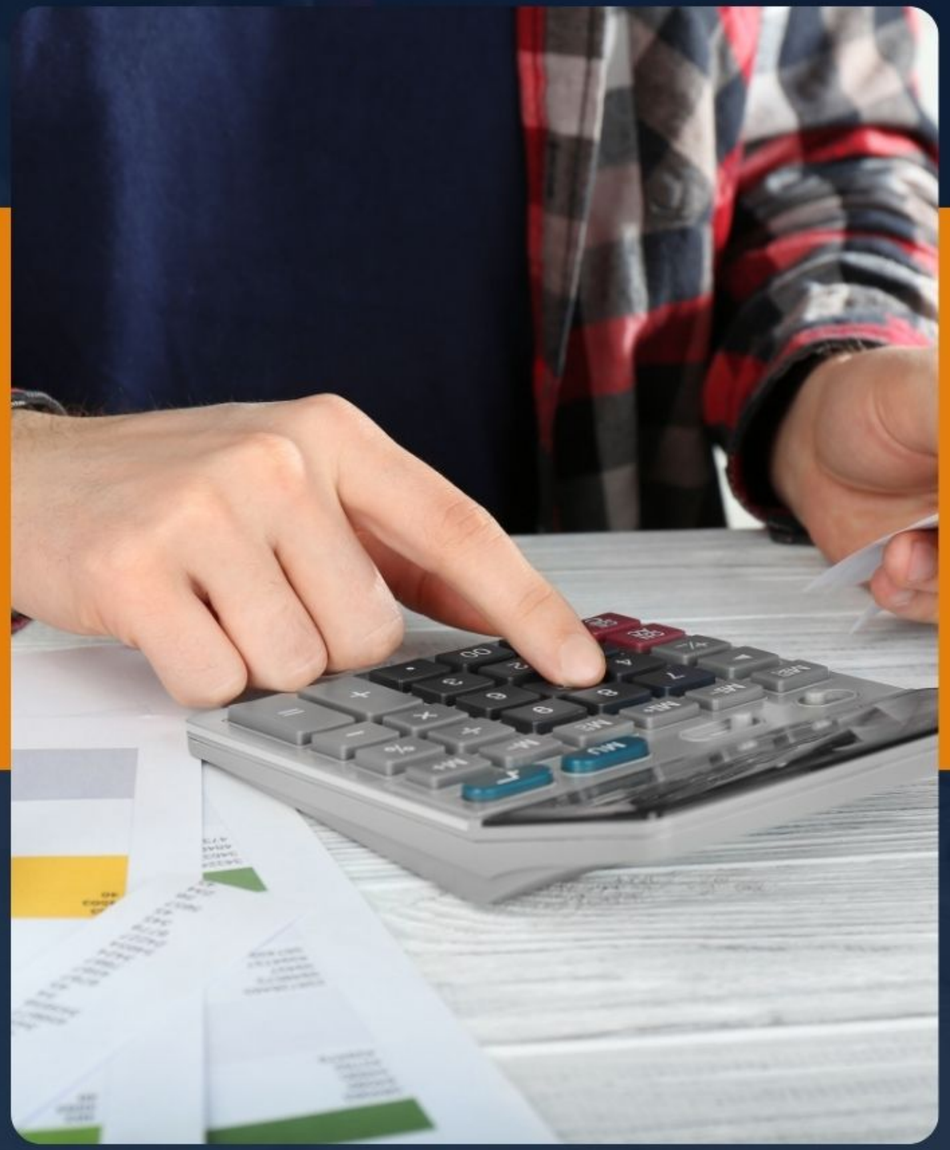


The Problem is the Dip

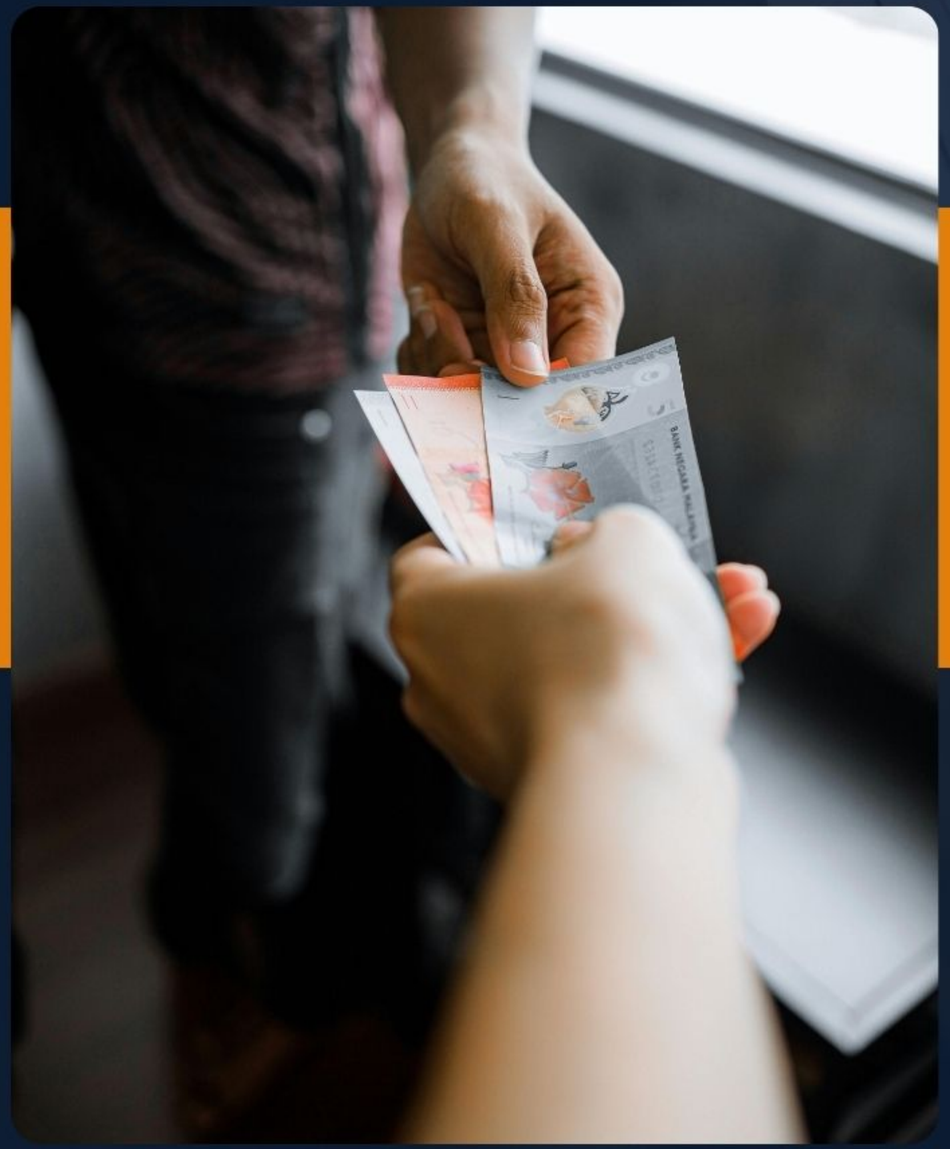




Still Have a Truckmount Payment



Still Have Business Bills to Pay



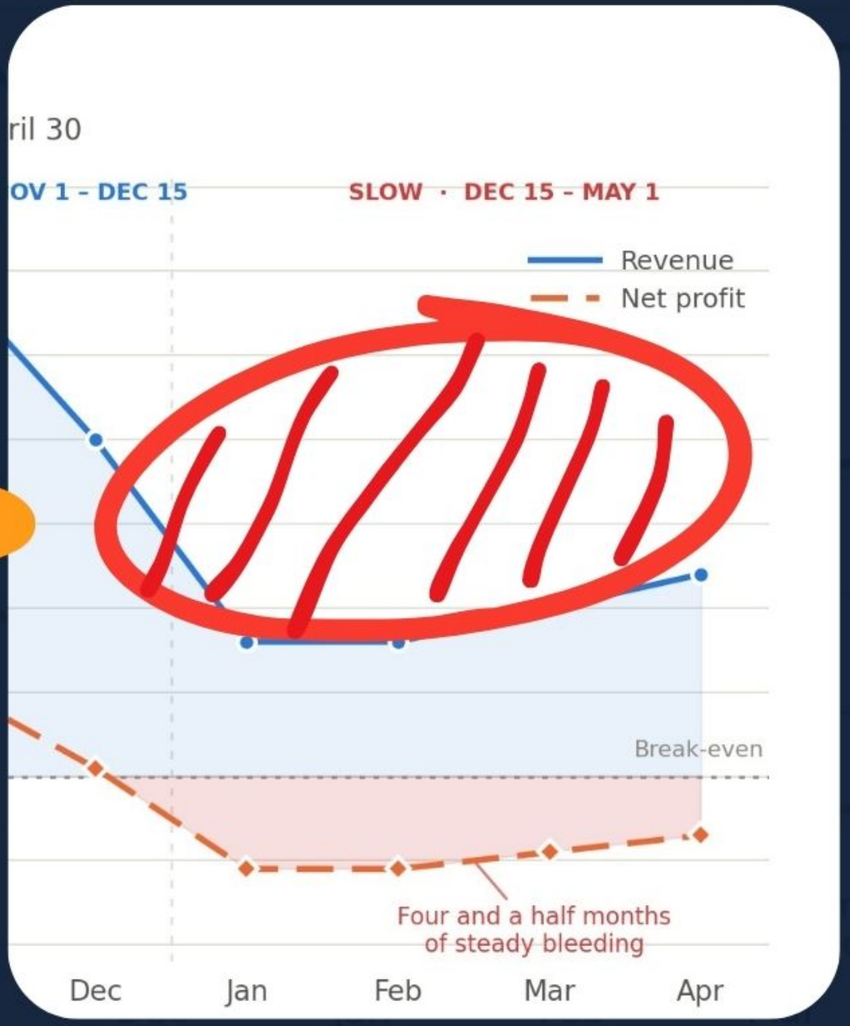
Still Paying my Staff



Still Have Personal Expenses

We Need to Reduce the Dip

Our job is to minimize this dip by finding alternate money making services in the slow times



We Can Add "Restoration Lite"

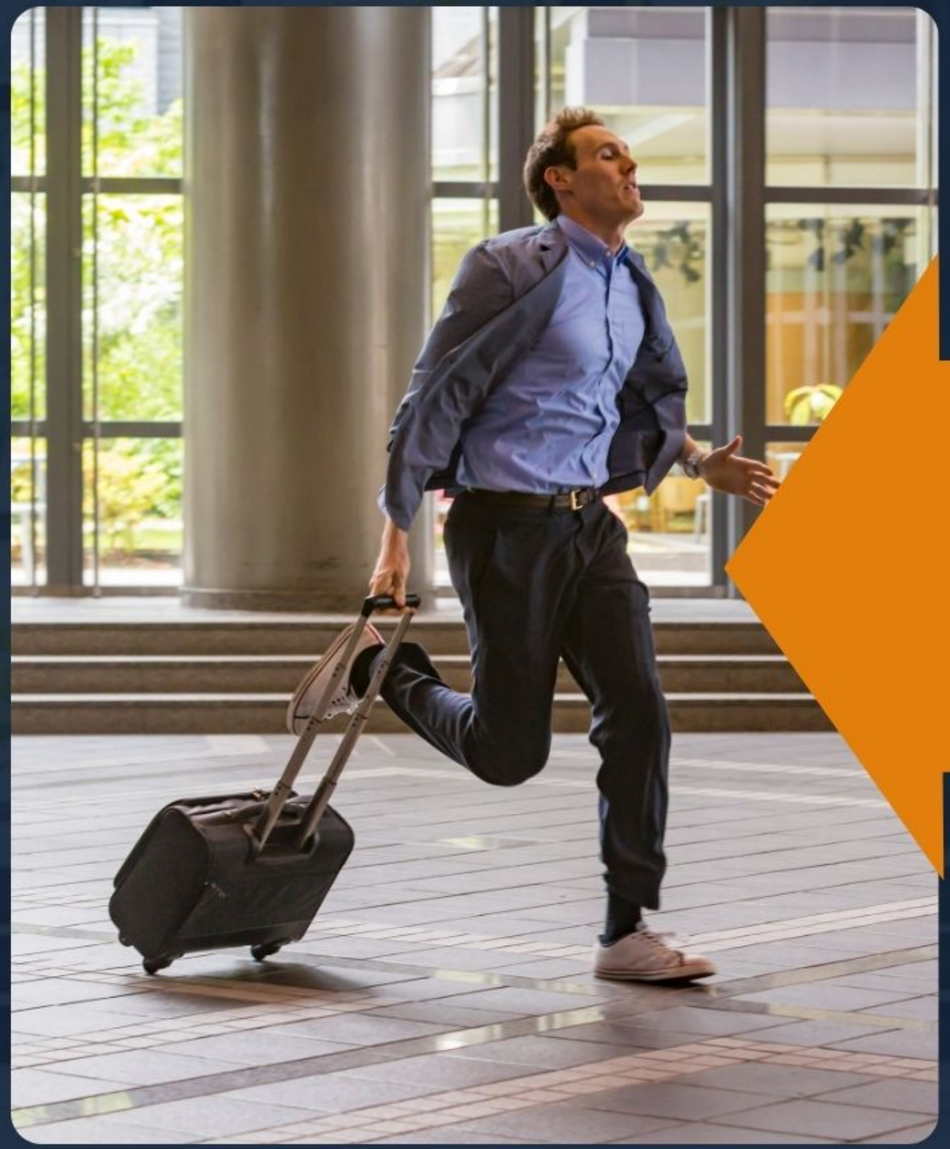




What Keeps Cleaners Away?

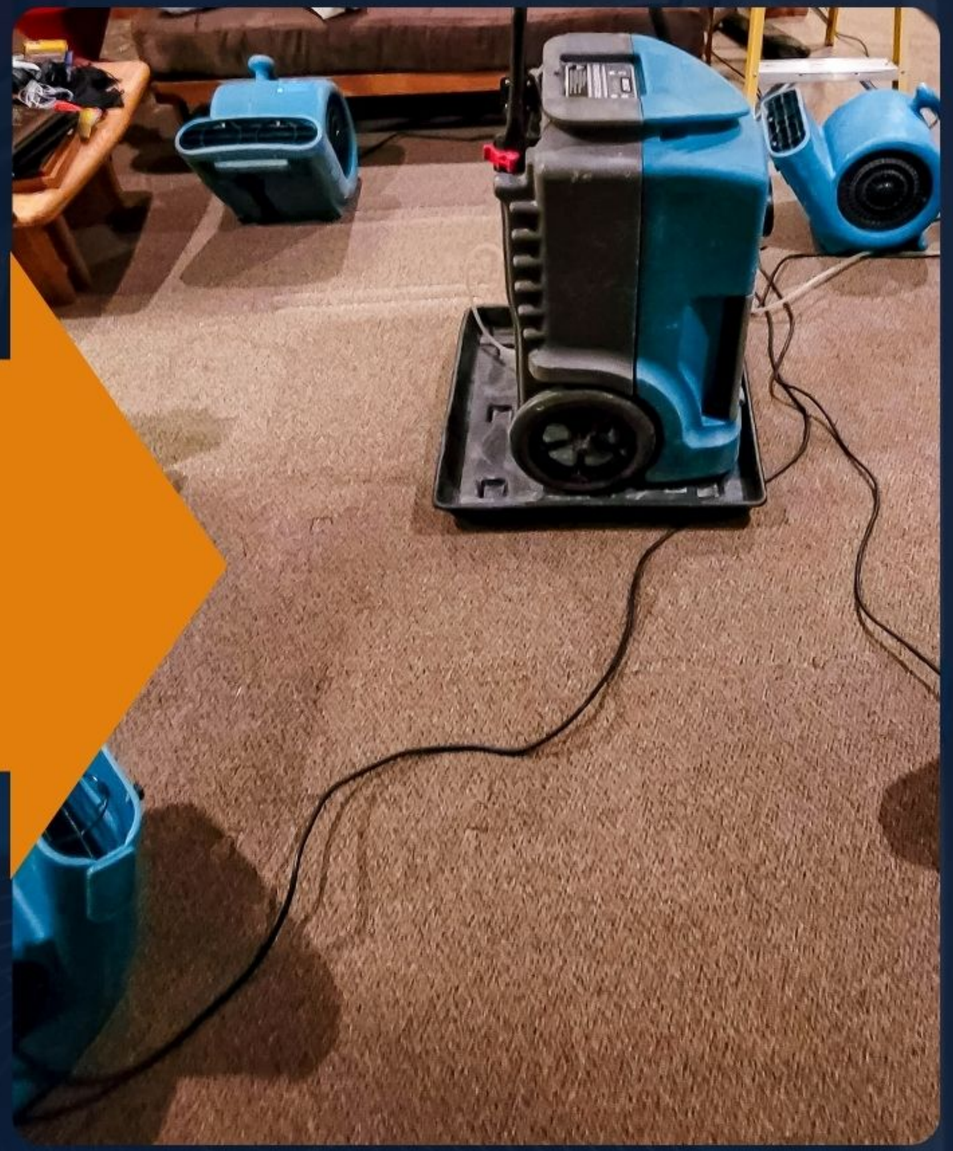
Wrecking Your Sleep





Don’t Like Rushing

Equipment Investment Costs

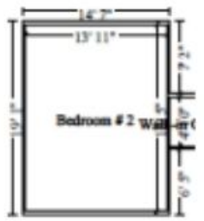




Don’t Want to Argue with Adjusters

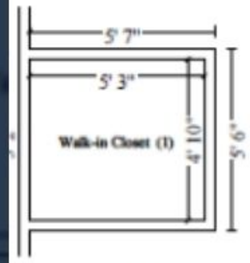
Fear of Lawsuits





Bedroom # 2

517.33 SF Walls
773.63 SF Walls & Ceiling
28.48 SY Flooring
64.67 LF Ceil. Perimeter



Subroom: Walk-in Closet (1)

161.33 SF Walls
186.71 SF Walls & Ceiling
2.82 SY Flooring
20.17 LF Ceil. Perimeter

AT	SEL	CALC	ACT	QTY	DESCRIPTION	REMOVE	REPLA
VTR	MUCK				- Muck-out/Flood loss cleanup		
		F		281.67 SF		2.52+	0.00 =
VTR	FCT				- Tear out non-salvageable tile floor & bag for disposal		
		F		281.67 SF		4.69+	0.00 =
IL	AV++				+ Ceramic/porcelain tile - Premium grade		
		F		281.67 SF		0.00+	21.73 =
CV	PREP+				+ Floor preparation for resilient flooring - Heavy		
		F		281.67 SF		0.00+	0.93 =
VTR	DRYW4				- Tear out wet drywall, cleanup, bag, per LF - up to 4' tall		
		PF		84.83 LF		6.54+	0.00 =
VTR	GRM				+ Apply anti-microbial agent to the floor		
		F		281.67 SF		0.00+	0.34 =
VTR	BASE				- Tear out baseboard		
		PF		84.83 LF		0.65+	0.00 =
NC	B4				+ Baseboard - 4 1/4"		

Don’t Know Xactimate

Let's Talk About Some Additions that Won't Blow Up Your Life





Cleaners Are Very Well Suited for Some Types of Restoration Work


Patient
Careful
Detail Oriented
Process Driven
Care About Cleanliness



Good with Clients

The Best Restorers Have a Servants Heart

So How Do You Begin?




Step 1:
Get *Training*



Odor Control and Deodorization


What is it?

Pet Smell



Cooking Odors



Cigarette Smell



Dead Rodent Odor



VOC’s



What Training You Need?

IICRC: OCT-Odor Control Technician

(No IICRC Prerequisites)



Basic Equipment Needed

365nm black light

HEPA vac

Hydroxyl generator

Thermal fogger

Sprayer

Respirators



Where Do I Get Work?

Property managers and multi-family

Listing agents

Short-term rental managers and STR cleaners

Home inspectors

Veterinarians, groomers, boarding facilities, dog trainers

Maid services


Where to get
Odor Training



Shawn Bisaillon

IICRC Instructor

steamwayschools.com

CODE: Shawn10

Contents and Hoarding



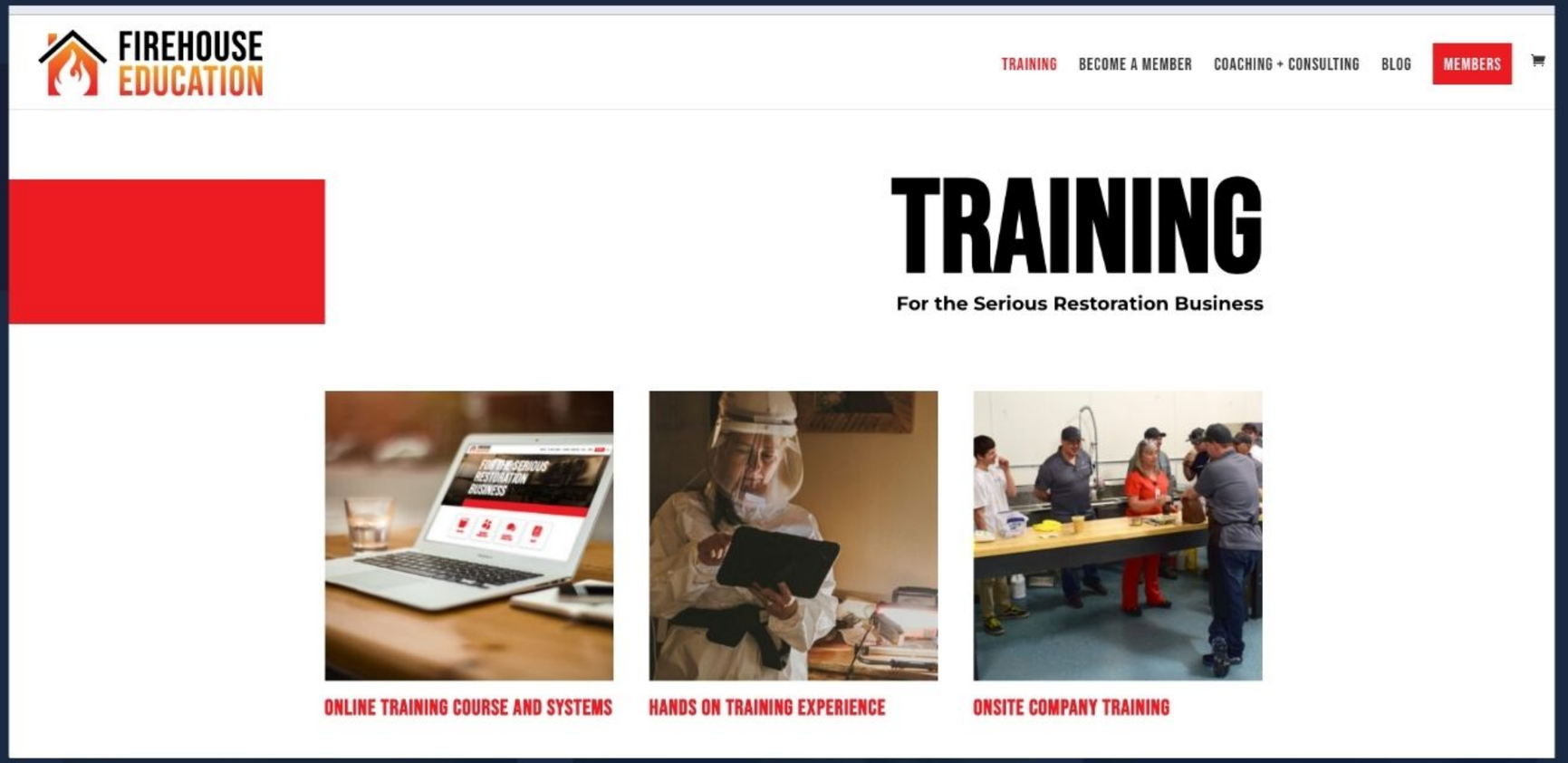
What is it?





Contents restoration is the professional process of cleaning, repairing, and restoring personal belongings and movable items that have been damaged by events like fire, water, or smoke.

What Training You Need?



Booth: 606

CODE: Super Tech



Basic Equipment Needed

Cleaning Solutions

Janitorial Supplies

HEPA Air Scrubber

Hydroxyl Generator

Ultrasonic Tank



Where Do I Get Work?

Restoration Companies

Insurance Agents/Adjusters

Current Client List

Real Estate (w/ Rentals)

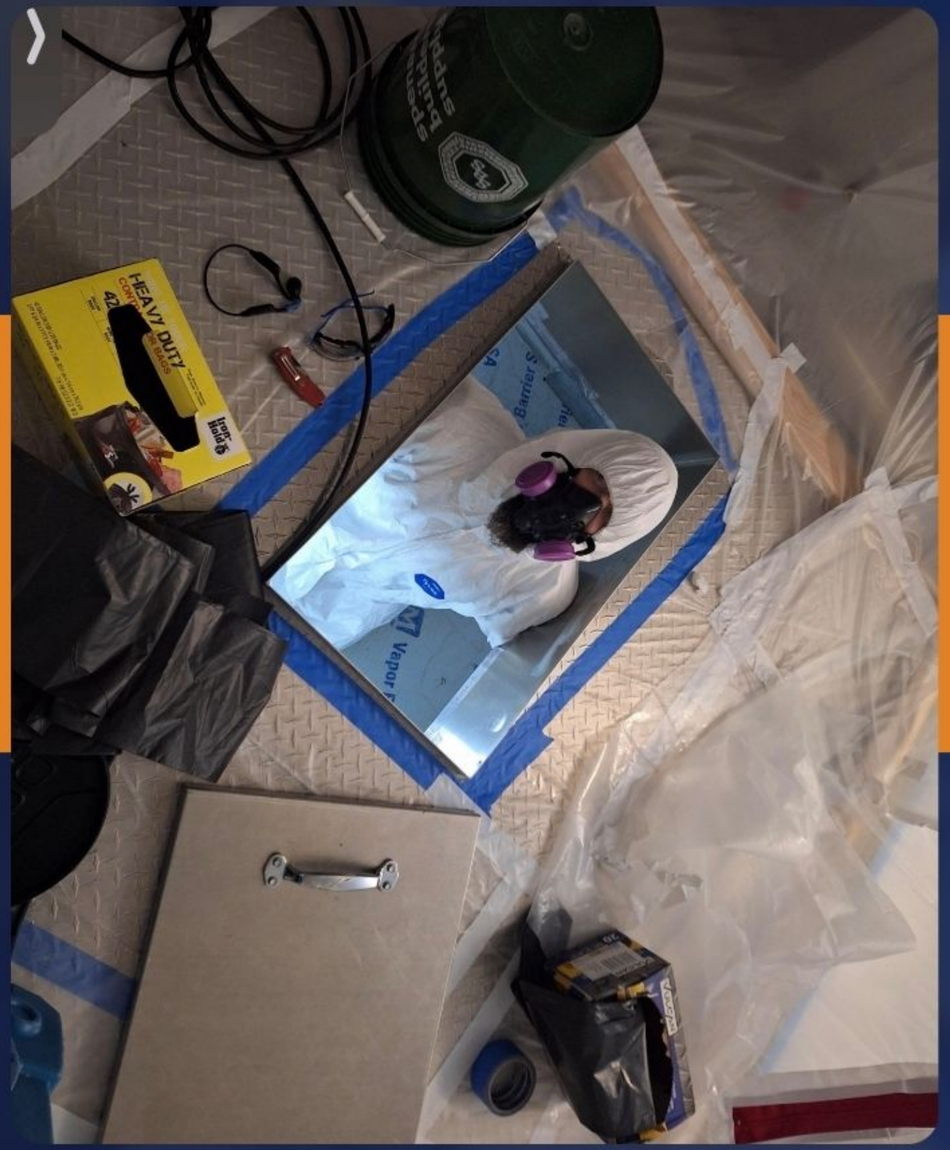
Property Managers

(Light) Water Damage and Mold



What is it?





Simple water damage jobs and smaller mold remediation

WARNING!!!

Don’t Get In Over Your Head





Training for Water Damage


At least WRT.
WRT
Water Damage Restoration Technician

Preferably ASD as well



ASD

Applied Structural Drying Technician

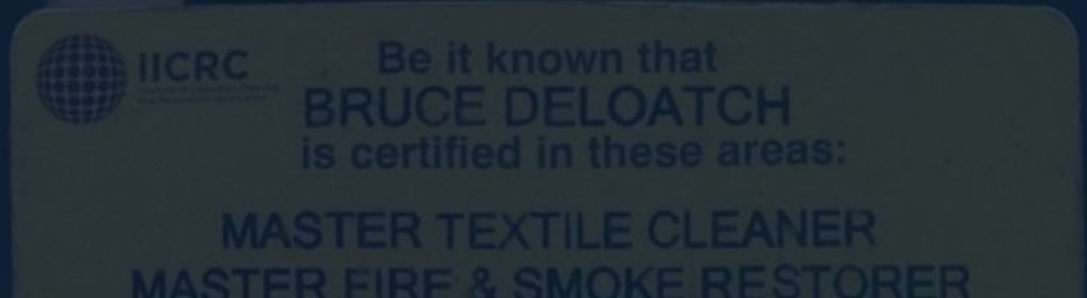
Online WRT



Bruce DeLoatch
DeLoatch Training

deloatchtraining.com

CODE: Super Tech



In Person WRT



Peter Lyons
RestCon Environmental

restconenvironmental.com/training

CODE: Super Tech

Mold Training: AMRT

RESTCON ENVIRONMENTAL

restconenvironmental.com/training

DISCOUNT CODE: Super Tech



Where Do I Get Work?

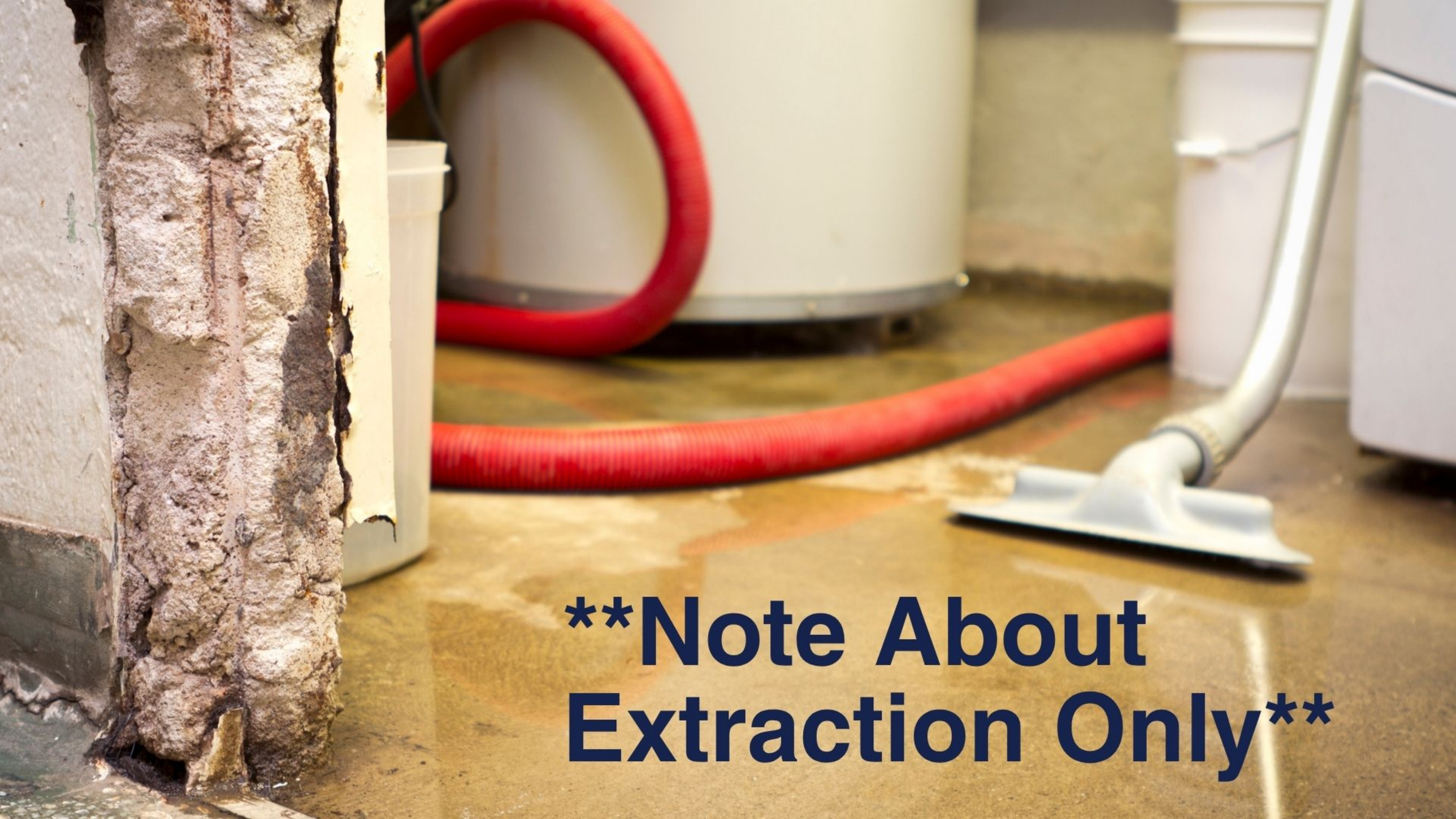
Property Managers

Realtors

Home Inspectors

Client List

HVAC Companies


**Note About
Extraction Only**

Once We Extract, We Have a Duty of Care



Step 2:

Learn How to *Sell Work*




But Eric, I Have No Idea How to Sell These Services or Bill Them

Selling Jobs/Estimates



Joe Crisara: “Uncle Joe”

Home Service Sales Coach

Service MVP

OptionBuilder Ai

CODE: Supertech

Booth #535

Xactimate





Andrew Acker: Rapid Estimates

909-520-2003

CODE: Super Tech

Estimator Training Videos



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Step 3:

Learn How to ***Get Work***

Your Client List



Marketing Routes



Social Media



Digital Marketing



My Digital Marketer
Co-Author
Retreat Partner

Katie Harris: SOS

CODE: Super Tech


BONUS

For Existing Restorers





Sick of Paying Plumbers and Doing TPA Work?

Want to Control Leads...



But Don’t Want to Start a Plumbing Company



Gain Resto Clients Being a Vendor



Do VLM Cleaning

Gain Trust and Get Paid



Become Trusted Vendor

Better Than an ERP

Gives a Reason to Visit the FM/GM

OUR BIG 4





Hotels with Ballrooms



Churches



Schools



Commercial Property Managers

TOPS Machine



Low Investment
Easy to Use
Made in USA

Booth #239

CODE: Super Tech

Case Study



Started as a Cleaner

Stopped Cleaning

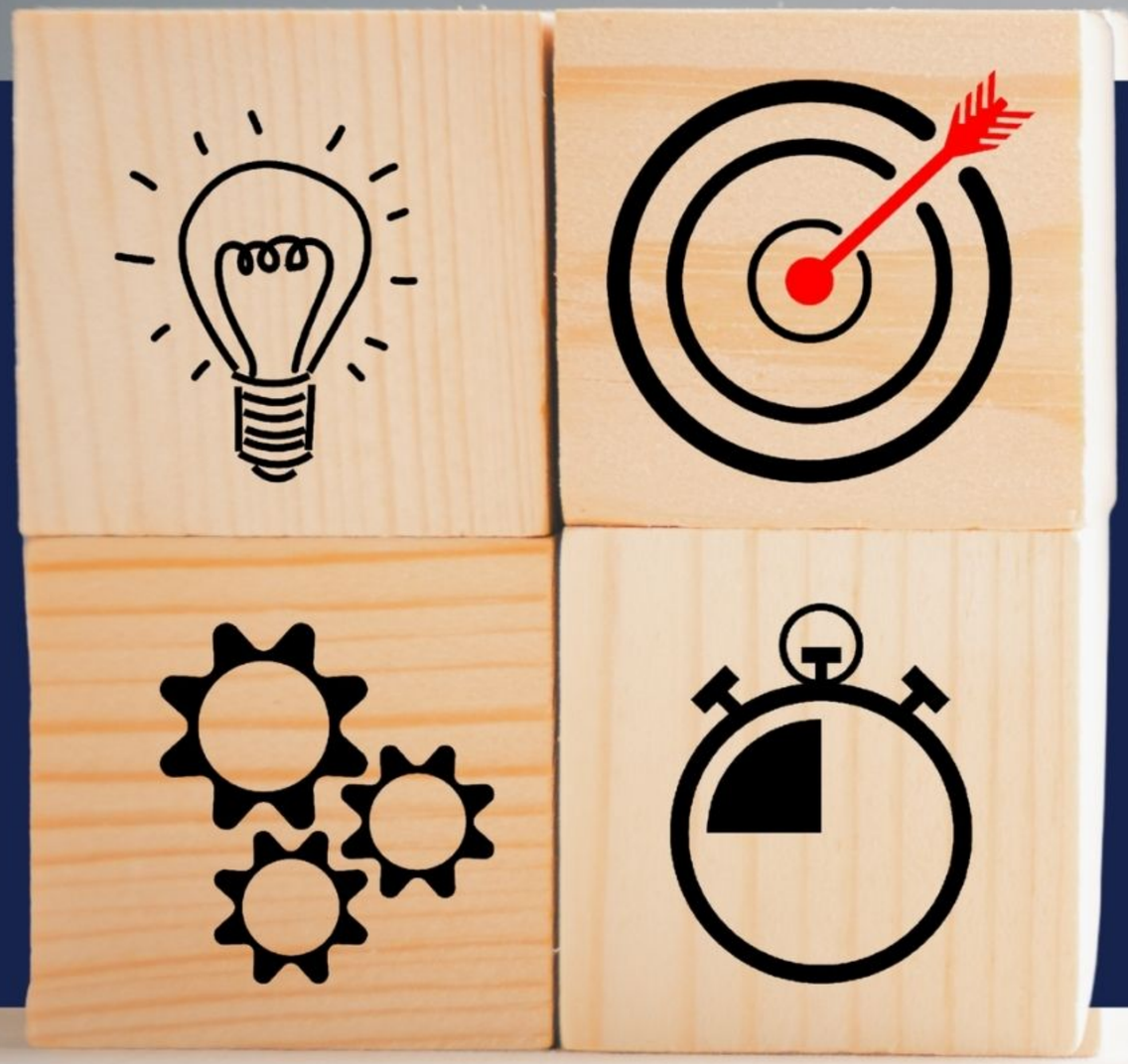
Mild Winter

Cash Flow

Stability

Scott Turknett: Pioneer Restoration

Action Plan



1. **Decide You Will Have No Slow Season**
2. **Pick 1 New Service**
3. **Get Trained**
4. **Learn to Sell It**
5. **Market, Market, Market**
6. **Run Seperate Restoration Line in P&L**
7. **Implement!!!**


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Questions?