

# CONTENTS SOLUTIONS

THE GO-TO GUIDE FOR PERSONAL PROPERTY RESTORATION

Vol.21, Issue 9

**GENEROSITY AND  
KINDNESS ARE JUST  
GOOD BUSINESS**

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**A FEW FACTS CAN  
MOVE A CASE  
FORWARD**

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**WHEN THE  
CLIENT NEEDS A  
COMMON ENEMY**

Provided By Your Contents Restoration Partner



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# GENEROSITY & KINDNESS are Just Good Business

We have been gathering stories from all over the world about the kindness and generosity of the contents pros. Like the team that hired a costumed “Batman” to give memorabilia to a boy who had lost his collection in a fire (the pros paid for it). Or the contents specialists who climbed down into a collapsed cellar to retrieve what was left of a set of silver flatware for a woman who cared more about it than the home she had just lost. Or, the steely-eyed, square-jawed contents manager who defied the structural workers who had discarded a little girl’s Teddy bear in a heap of detritus – she retrieved the toy, cleaned and sanitized it, then returned it to the broken-hearted child who felt that it had been “bear-napped” and tossed in the trash for no good reason.

We enjoyed the story of the kids who were terrified of the hazmat suit one pro wore when she was sent in to apply antimicrobials to a home that was infected with COVID-19 – until she convinced them that she was a superhero who had come to

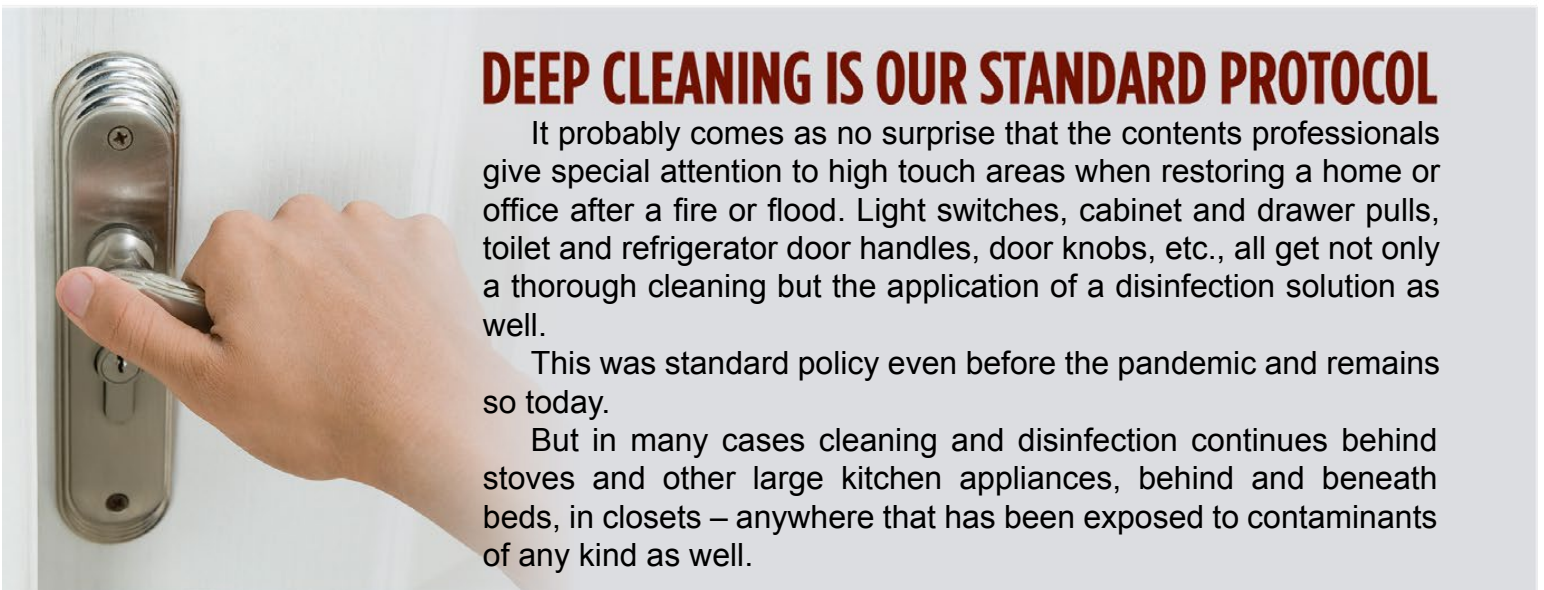
help make their home safe, and bought pizza for them so they and their mom could have a “picnic” in their back yard while she completed her work.

We even found a story about a contractor whose contents workers pitched in to help restore an entire home after it was devastated by a hurricane (that one appeared on the “Dr. Phil Show”).

The contents pros save serious money on virtually every job by restoring instead of replacing. But often, they do much more than that. Sometimes they restore dignity, quality of life, and humanity to individuals and families that are awash in a sea of chaos and loss.

Integrity, ingenuity, compassion and generosity are the hallmarks of genuine contents specialists. It has been for many years. It will be tomorrow and that day after that.

We just thought you might like to know a little more about those with whom you work. The contents pros are not ordinary restorers. They care – and they prove it on every assignment.



## DEEP CLEANING IS OUR STANDARD PROTOCOL

It probably comes as no surprise that the contents professionals give special attention to high touch areas when restoring a home or office after a fire or flood. Light switches, cabinet and drawer pulls, toilet and refrigerator door handles, door knobs, etc., all get not only a thorough cleaning but the application of a disinfection solution as well.

This was standard policy even before the pandemic and remains so today.

But in many cases cleaning and disinfection continues behind stoves and other large kitchen appliances, behind and beneath beds, in closets – anywhere that has been exposed to contaminants of any kind as well.

## WHEN THE CLIENT NEEDS A COMMON ENEMY



In our experience, if a client doesn't know what we are doing, they assume we are doing it wrong!

We know it sounds absurd, but time and again when clients already think they are under attack (fight or flight), they feel there is an enemy before them, and since we are the only ones present, we are the ones they think they have to defend against.

"There is nothing wrong with my chest of drawers," a homeowner says. "You don't need to move them," when she sees our workers are busily emptying the dresser and putting the contents in boxes.

A well-trained contents pro would have long before said, "Ma'am, your dresser looks to

be in good shape, but the heat from the fire makes solid wood open its 'pores,' so smoke and soot can work its way in.

"What we think we should do is to put it in one of our deodorizing chambers to remove all the smoke odors and keep them from coming back in a month or so. And while we are at it, we'll get all the clothes in the drawers cleaned as well. How does that sound?"

We just asked permission, and usually, the homeowner will respond with something like, "You are the professional – so how long will this take?"

Before, she was fighting for her property. Now she has a trusted ally against a common enemy.

## A FEW FACTS CAN MOVE A CASE FORWARD

We don't have answers for every concern offered by a client, but we can often allay their fears with a little knowledge.

When a homeowner says, "I've got quite a few paintings in the house and I've heard that ozone generators can damage the pigments," we can respond with, "Well, in that case perhaps we should use our hydroxyl generators instead, they are harmless to rubber, plastics, paint, etc."

When a homeowner is concerned how our cleaning solutions will affect his aging mother who has respiratory challenges, we explain about our array of botanicals that are human friendly.

It isn't a perfect protocol, but we find that a few facts can move a case forward in a succinct and legitimate manner.

Often a client just wants to be heard, understood, and reassured.



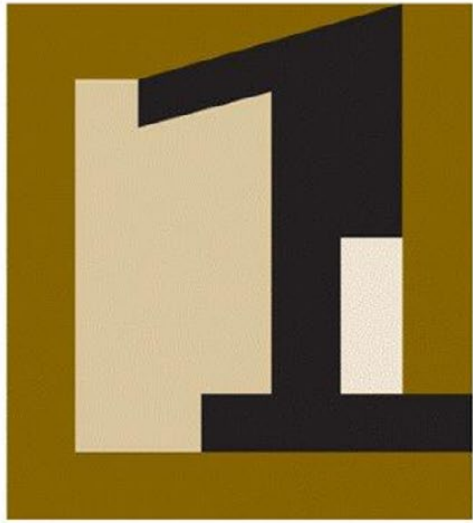
## WHEN IT DOESN'T PAY TO SPRAY



Unless you follow the contents pros around on a job, there is no reason for you to notice that they rarely (if ever) spray their cleaning solutions on a television screen or kitchen counter. They normally spray such solutions on a microfiber cloth, then use the moistened cloth to clean or disinfect the surface in question. It keeps them from over spraying a given surface, uses less of the product, and releases fewer VOCs into the air.

And even rarer is the use of a spray "room freshener." But if the homeowner or insurer requires it, they will use such sprays not at the end of the job, but before they are finished wiping down surfaces.

Why? Because the fragrance sprays often have an oil base and tend to coat everything in their path! The pros make sure they can still wipe away much of the spray before the job is considered complete.



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**COMING UP IN THE NEXT ISSUES OF CONTENTS SOLUTIONS**



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