

Weekly Newsletter

Greetings!

Mr. Rapid's/Water Out in Canton, Ohio dries local daycare

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Imagine calling 40 parents on a Sunday evening and telling them that they can't bring their little tikes to their preschool for a week due to water damage from a rain storm. That's called real stress! Mr. Rapid / Water Out of Canton, Ohio responded to the desperate call of a local preschool daycare center, who found the interior of their facility taking on a large amount of rain water from a shingled roof that was in the process of being torn off. The ceilings and blown insulation were soaked, as well as the roof sheeting and truss boards. Mr. Rapid jumped into action and replaced the roof (after the original roofer was asked to leave!), dried the wood, replaced ceilings and insulation, cleaned the carpet, structure, and contents and had the daycare back into operation within the week. Again, the Water Out was fantastic in drying quickly and allowing the process of reconstruction not to be held up...great news for the daycare owner and the parents.



Great Job Guys!

Claims Marketing Tipz

Peter Crosa, Independent Adjuster was kind enough to allow Water Out® to feature the following article from his December 8, 2008 "Claims Marketing Tipz". Peter's Article:

I spoke to two different company adjusters last week. One in New York and one in Atlanta. Each one told me that their respective companies had been acquired by two different international firms. In one case, the new owners were moving the claims operation to Wisconsin and in the other case, no one knew for sure but the general feeling was that they might be out of a job in six to twelve months.

This scenario has increased exponentially under the current economic climate. The first result is that the relationships with adjusters that you've worked to maintain may now be strained (due to economic fears) or completely disintegrated.

This emphasizes the importance of an affiliation be it a national or regional franchise, licensing, or even a loose business association of similar but non-competing vendors. This is a climate where, not only do you continue to maintain relationships as possible, but you also reinforce your brand to the general market. The greater the brand recognition is the better off you'll be.

Not knowing where your clients will end up means that you have to continue positioning your services to the entire market (however nebulous and ever changing it might be). Draw close to your *Collective Mind* support group (see *Soft Selling Hardened Claims Adjusters* for more info on building a Collective Mind Support Group). If you don't have a copy, you can order it at www.sshca.net. Shipping will be free despite the order form.



Photos above: Mr. Rapid/
Water Out in Canton, Ohio
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Happy Drying!

"Real success is finding your lifework in the work that you love."

-David McCullough