

"We often take for granted the very things that most deserve our gratitude." –Cynthia Ozick

Happy Holidays from JCR

FALL 2011
VOL2 - Q4 EDITION

Does the handling of customer contents make you nervous?

New software can help agents reassure clients they have their best interests in mind

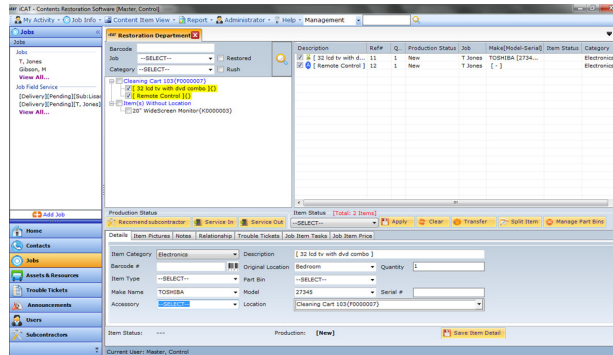
New iCAT software allows homeowners to track (via the web) the inventory, progress, and specific storage location of all their contents while being cleaned and stored. The iCAT system not only provides superior inventory control, it provides peace of mind for homeowners and ultimately their agents.

Prior to iCAT, if a homeowner were to need a specific item from their belongings while being processed, a restoration company (might take) one or two days to locate and return that item. The item may still be going through the cleaning and drying process, or it may be packed away in a storage vault – in a box, along side a number of other boxes. While finding that vault may not be a challenge, finding the correct box within which the item is located surely is.

With the iCAT system, as belongings reach a restoration company's contents division (such as JCR's), each item is photographed with a camera that assigns a barcode to each item and homeowner. From that point, a homeowner is able to track every movement of an item in real-time via the web. What all this means is that same item that would've taken two days to find before, can now be found in a matter of minutes.

Along with real-time web tracking, homeowners are supplied with a physical inventory book. These books are compiled of photos and barcode numbers to each of the homeowner's belongings, providing peace of mind all of their items are accounted for.

For more information on the iCAT system or contents processing, contact J.C. Restoration at 800-956-8844.



Oh Let Us Boast a Little - 55 out of 500

J.C. Restoration, Inc. has taken over the number 55 spot on Qualified Remodeler magazines 2011 Top 500 Remodelers list [Moving up 16 spots from number 71 last year] The company is on pace to move up another (15 to 20) places on next year's list.

The Qualified Remodeler magazine top 500 list has been published for the past 33 years and is a national list, based on each company's gross volume from the previous year. The magazine's list also takes a look at current year volume projections, number of employees, years in business and accreditations.



Giving Has Never Been So Fun

Next March JCR will take part in a night of casino fun - all for a great cause. With the help of Chicago Casino Suppliers, this exciting event is open to anyone and will feature casino table games, drinks, gifts and some exciting surprises. The event will benefit the **Fire Fighter Behavioral Health Association** -- helping fire fighters deal with the unique stresses they face on a day-to-day basis.

Date: TBD **Cost:** \$30 donation is encouraged to play.

For more information on this event contact: Tom Taff at ttaff@jcrestoration.com
For more information on this ever important charitable organization visit www.ffbha.org



QR Discipline

By now I'm sure you all have seen, scanned or implemented Quick Response or QR codes. Originally developed by a Toyota subsidiary in 1994, the many uses for these square codes have evolved with the help of the smart phone.

Today QR's are somewhat of a marketers' dream, giving them a means to squeeze more information into advertising, engage users, drive customer action, and provide a sort of curiosity to... Wait. There it was. I said it – curiosity. If our creativity in using these little square wonders does not evolve, we will lose them. The moment I sat down to write this article I began to hear the sound of my parents' voices saying "If you don't stop that, we're going to take it away from you." This type of discipline applies to marketing as well. Simply directing consumers to a website homepage is not enough, consumers will inevitably "take these tools away from us," by simply refusing to pay attention.



Try it out

Now a plumber might program a QR to say for example "Great job! You've found us. If only repairing that running toilet was this easy – It is. Give Us a Call." After scanning a code like this, people will be more apt to remember and to call that plumber for more information.

QR codes can be programmed to direct consumers to a specific website page, they can send texts or e-mail, display messages or be filled with contact information.

I recently scanned a QR code on a pack of gum that sent me to a video. The video played something about a coming revolution. Now, I'm yet to see any sort of uprising in the "world of gum," but believe me, I'll buy that brand again just to check in on the progress.

Here at J.C. Restoration, QR codes are finding their way into presentations, thank you cards, marketing flyers, on vehicles, and equipment. There are numerous ways to use QR codes, let's just keep them creative.

providing 24 hour, quality disaster mitigation and restoration services since 1982

The Spirit of Giving

This year, JCR Christmas Cards will be filled with goats, ducks, shoes and water. If you were expecting a bottle of wine or a fruit cake, you're going to be disappointed. Working with *World Vision*, the JCR staff will be divided into teams, each responsible for choosing items to donate to impoverished countries. Inside your Christmas Cards you will find a description of the item(s) that were given to children around the world.

To learn more visit www.worldvisiongifts.org



JCR EDUCATION **411**

Upcoming Events

ETHICS & CUSTOMER SERVICE CE CLASSES - 4 credits total

Wednesday, December 7, 2011
9:30AM to 12:30PM &
2:00PM to 3:00PM
RSVP to jgallo@jcrestoration.com

JCR University

The auditorium at J.C. Restoration is a great facility to host your next training class or company meeting. With seating for up to 130 persons, full audio / video capabilities, a pre-function area, and available catering, JCRU is a phenomenal hosting option.

For More information or to check on availability call 800-956-8844

Insurance Vs. Premium - Focus On Homeowner Retention

Insurance companies are bombarding consumers today with funny sounding lizards, actors with good hands, university premises, and for lack of a better term - Flo. Even situations are wearing a recognizable face these days, all in an effort to make the phones ring. Once the phone rings however, what are you selling – premium or insurance?

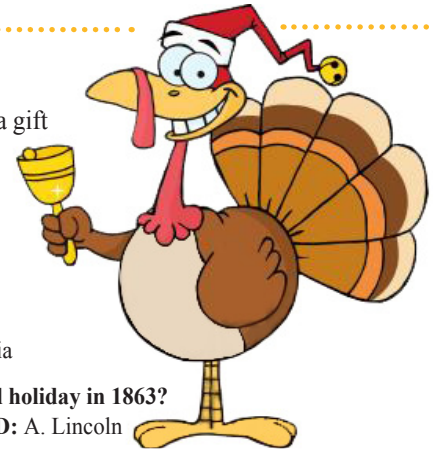
In what continues to be a down economy, many consumers are trying to cut insurance costs by raising their deductibles and lowering coverage limits. Others look to cut corners when filing a claim. For example, homeowners will try to do repair work on their own and pocket some money as a result. The reality of these scenarios is that neither one is in the best interest of the policyholder.

Repairing damages themselves can seem enticing to a handyman or woman. However, homeowner repairs are often done incorrectly, leading to future problems that are not likely to be covered by the insurance company a 2nd time around. Agents need to educate homeowners that most insurance companies will not pay twice on the same loss.

When writing policies, now more than ever agents are shopped on price, not coverage. Unfortunately, looking back on the majority of those great marketing efforts mentioned earlier, they're selling premium. The problem is lizards forget to tell consumers what they are getting for that 15% off price... Jack Gallo, a JCR marketing rep, who was in the insurance industry for years says "...I would always tell the insured, or prospective insured asking for a quote that I do not sell premium, I sell insurance."

So, you're damned if you do and you're damned if you don't, right? Premium or insurance. Wrong. Word of mouth is still the most powerful marketing tool for a business. When a homeowner experiences a loss with proper coverage and proper cleanup, they will market your business for you. J.C. Restoration is here to help your homeowners with proper cleanup. You get the benefit of business retention, by doing the right thing, the right way, with the best interest of the policyholder in mind.

Thanksgiving Fun



Completed and correct entries will be eligible to win \$50 Visa gift card. Only two will win. Drawing will be held on January 5, 2012. All entries must be received by December 30, 2011.

- 1) **What is the top pumpkin producing state in the nation?**
A: California B: Illinois C: Ohio D: Nebraska
- 2) **What is the top Turkey producing state in the US?**
A: Arkansas B: Minnesota C: Indiana D: Virginia
- 3) **Which U.S. President declared Thanksgiving Day a national holiday in 1863?**
A: J. Buchanan B: A. Johnson C: U. S. Grant D: A. Lincoln
- 4) **Ben Franklin argued that the Turkey, not the Bald Eagle should be our National Bird?**
True or False
- 5) **(Prefer Cherry Pie) Of the 195 million pounds of cherries produced in 2010, over 75% were produced in what state?** A: New York B: California C: Florida D: Michigan
- 6) **Thanksgiving has always been held on the fourth Thursday of November.**
True or False
- 7) **When did the Dallas Cowboys begin playing their Thanksgiving Day game tradition?**
A: 1954 B: 1960 C: 1966 D: 1973
- 8) **The first Presidential pardon was ceremoniously given to a turkey in what year?**
A: 1913 B: 1960 C: 1947 D: 1929
- 9) **According to the US Census Bureau, in 2010 the United States produced 735 million lbs of cranberries.** True or False
- 10) **The first NFL game played on Thanksgiving was a match-up between the Detroit Lions and which other team?**
A: Chicago Bears B: New England Patriots C: Houston Oilers D: Cincinnati Bengals

NAME

COMPANY

E-MAIL

SEND YOUR QUIZ ANSWERS TO: rsvp@jcrestoration.com