

**8:30 a.m. Registration, meet and greet, get a seat, and get comfortable!**

**9 a.m. Welcome, opening comments by Jeff Cross, ISSA and Cleanfax Media Director and founder of Restoration Strategies.**



Introduction of Peter Crosa, AIC, RPA, a licensed independent adjuster and private insurance investigator; Sonny Ahuja, a website and SEO expert here to help you with all your online marketing; and additional guest speakers. We will build a "Toughest Challenges" list to wake us up.

**9:30 a.m. "Soft Selling Hardened Claims Adjusters" by Peter Crosa**



Peter Crosa, AIC, RPA will cover the issues successful restorers need to know when marketing, selling and dealing with insurance adjusters and other segments of that important target industry. This is where the rubber hits the road when it comes to restoration and damage repair work and the insurance companies. In this session, you will learn what you need to know about adjusters and the most important thing an adjuster needs to know about you. Where do you find adjusters who will use your services? How do you get their attention? Get ready to learn some techniques to get more insurance work and build more business for your company!

**This session will cover:**

- When you meet a hostile adjuster at a job site, learn how to turn this encounter into a lucrative relationship.  
IT CAN BE DONE!
- Learn to distinguish between adjusters who can hurt you and adjusters who can help.
- How to get face time with adjusters when their guard is down.
- How to use "promo and entertainment" with adjusters and agents.
- Learn the terminology that adjusters use.
- Learn why marketing to adjusters is different from marketing to agents.
- Industry specific advertising options for reaching the right people to get work.
- Working the associations and trade groups that serve the insurance sector.
- Do's and Don'ts of gratuities and vendor appreciation protocols.
- Why it is "no accident" when other restorers in your area get insurance work!

**10:45 a.m. Take a break, get some refreshments, and enjoy time to network.**

**11 a.m. "Soft Selling Hardened Claims Adjusters" (part 2) by Peter Crosa**

The session moves into final strategies and allows you to ask specific questions about concerns you have in regard to working with the insurance industry.

**12 p.m. Lunch, enjoy a meal with your new friends and industry contacts.**

**1 p.m. "The Absolute Best Website Strategies You Must Use to Build Your Restoration Company" by Sonny Ahuja**



Every restoration company must have a website. Most do. The problem is that most of them don't generate any leads. Sure, you may get the occasional visitor and some jobs from your website, but after this easy-to-follow session on How to get RELEVANT traffic to your website and how to get MORE visitors to call YOU instead of your competition you will be ready to capture market share and beat your competition where it really counts today: On the Internet!

**This session will cover:**

- How to get more people to call you when they visit your website.
- Easy to follow step by step system to drive relevant traffic to your website.
- How to make the world's biggest search engine Google work for YOU.
- The tools and tricks that get people calling you with click of only ONE button from their mobile phones and iPads.
- Strategies and short case studies of restoration companies getting non-stop leads via internet today.

**3 p.m. Take a break (longer because after all it is the afternoon), get some refreshments, and enjoy time to network**

**3:30 p.m. "How to Identify the TOP Restoration Challenges and Create a Plan to Turn Them into Strategies"**

Sometimes the challenges we face aren't easy to identify, and when we do identify them, we aren't sure what to do next. This session will get everyone involved. As a group, be ready to put your fears on the table and embrace a group therapy-type session. Don't worry, you will be OK, we are all in this together.

**This session will cover:**

- Methodology to business planning that really works.
- Analysis of everyone's toughest business challenges with peer input on solutions.
- Group input exercises that provide what all Restoration Strategies attendees need.
- Final Q&A session to wrap up the day.

**5 p.m. End of session, enjoy a night with your new friends and network and share more ideas. We are all in this together!**

**9 a.m. “Getting Your Foot in the Door: Marketing to Agents” by Peter Crosa**



Most restoration contractors spend most of their marketing efforts attempting to network with, have lunch with, play golf with... adjusters. What many forget is the true power that insurance agents have in regard to referring those valuable restoration jobs. This session solves the mystery of who has the power to get you jobs and adds another effective plan you must implement to reach decision makers in the insurance industry. Get ready to see Peter on the phone with agents (a real, live demonstration) and how he maneuvers his way to finding the decision maker!

**This session will cover:**

- The “insurance wars” and how the typical insurance agent knows how he or she must offer more to the insured when there is a loss.
- How the insurance agent thinks and acts when he or she gets that dreaded “My basement is flooded, and I need help!” telephone call from a policyholder.
- How to find out if an agent really must refer work to firms listed on the Preferred Vendor list or if they can refer you instead.
- How to take stressful events bothering agents and turn them into profit for your firm.

**10:30 a.m. Take a break, get some refreshments, and enjoy time to network.**

**10:45 a.m. “How to ‘Quick Launch’ Into Commercial Restoration!” by Tim Miller**



Did you know that, according to the Insurance Information Institute, incurred losses for commercial insurance are rising dramatically and were more than \$172 billion in 2020? And yet, most restorers are primarily focused on the residential market! Does this make sense? It might, depending on your business model, but now is the time to look at getting into, or doing more, commercial restoration work.

**This session will cover:**

- How commercial restoration can be a major part of strategy to reduce the impact of TPAs on their companies.
- Why “sameness” will kill your marketing efforts.
- A sales process that creates signed deals instead of endless, ineffective route marketing.
- Working with your salespeople to keep them accountable and making money for themselves and the company.
- A new type of ERP that actually works and isn’t just another marketing ploy.

**12 p.m. Lunch, enjoy a meal with your old friends and industry contacts.**

**1 p.m. “How to ‘Quick Launch’ Into Commercial Restoration!” (part 2) by Tim Miller**

The session guides everyone into the strategies you need to make all this happen for your growing restoration company. Even if you have decided to stay with residential restoration, you will get some great ideas as we continue this discussion.

**2:30 p.m. Take a break (longer because after all it is the afternoon), get some refreshments, and enjoy time to network**

**3 p.m. “Final Q&A, Implementation Session”**

It’s not over yet! You learned a lot in the past two days. Let’s keep pushing. After many seminars, most business owners and managers go home and put the book on the shelf and what they learned into neutral. Not with a Restoration Strategies workshop! This final session will reinforce what you have to do to implement what you learned and will give you the “boost” you need to get the job done.

**This session will cover:**

- The most important aspects of your new “game plan” and how you will implement all you have learned in the past two days.
- How you can take what you learned and never forget how valuable it is that you implement specific strategies.
- Specific reasons why your competition might get jobs that you don’t get and how you can change that forever.

**This brings us to the end of this Restoration Strategies workshop...  
final comments, suggestions and planning for your new pathway to excellence!**

**Thank you!**