



February 1, 2010 - Visit our website: www.cleanrite-buildrite.com



TOPIC OF THE MONTH - WATER DAMAGE

The Do's & Don'ts of Water Damage

When water damage occurs, what can the average property owner do before help arrives? What shouldn't be done? Here are the do's and don'ts for how to respond if water damage strikes your property.

The first hours are crucial! Know in advance the location of your water "shut-off" valve. The entire family and friends or neighbors should be instructed as to the location of the valve shut-off. Make sure the valve is clearly marked and accessible so it is easy to locate. If a tool is required to turn the valve off, have that tool in a handy location for all to access.

The Do's

DO take action quickly and don't delay! Without prompt professional attention, small water damage can easily become a large costly one.

DO be careful! Locate the electrical "breaker" and turn off the electricity to affected areas, then unplug and remove any small appliances.

DO identify the type of water damage. A clear water or "grey water" damage (not clear but not contaminated; like dishwasher or laundry overflow) can be addressed with these do's & don'ts. "Black water" from sewage or runoff is extremely dangerous and should be left entirely to professionals.

DO eliminate the source of the running water if possible.

DO run your air conditioner in the summer or your heater in the winter. Use any available fans to promote air circulation as much as possible.

DO remove as much of the water as possible by blotting and mopping.

DO remove any wet area rugs or floor coverings.

DO remove personal belongings and furniture as much as possible. Water travels underneath the carpet much farther than is visible and your possessions can be damaged by exposure or stain the carpet.

DO remove any potted plants from wet carpet and lift draperies away from wet areas.

DO promptly remove any wet fabrics and dry them as soon as possible.

DO plan on having the restoration crew move items from the affected area to a temporary dry location like a garage or storage unit.

DO call your Insurance Agent for guidance on the damages. As an industry "preferred partner" Cleanrite-Buildrite works closely with all Insurance Companies in properly mitigating and restoring your property.

*Know in advance
the location of your
water "shut-off" valve.*



*Dear:
Friend & Client,*



**Happy
Valentine's
Day!**



Although Valentine's Day is primarily a day of conveying ones affection for another, we at Cleanrite-Buildrite would like to use this month to express our appreciation for those we serve.

In 2010 CRBR is focusing on how we can continue to serve all the people we touch with Phenomenal Results.

We believe that "people" are the heart of our service. Both the Industry partner, (Insurance Agents/Adjusters) and the property owners. Additionally all those that we come in contact with in providing our services.

CRBR employees are trained, certified and bonded and we will continue to educate our teams in the business of "people" and the communication that goes hand in hand with serving them.

Valentines Day is just one reminder of the importance for taking time to appreciate those around us and performing with passion for those we serve.

- Continued Inside -



Dan's Corner

Angles and Lines

After serving the North Valley area for as long as I have in the Carpet Cleaning and Disaster response business, I wanted to share a simple maintenance tip with you. Especially in this time of severe weather and freezing temperatures.



The tip has to do with "Angle Stops" and "Supply Lines". Make sure you check these two pieces of hardware throughout your property. The failure of these two items is a common cause of water damage.

Since it is the start of a new year, use this time to check your angle stops and supply lines for deterioration or defects. Being pro-active is important in order to stay ahead of any disasters.

Here's to a phenomenal 2010!
Remember, my door is always open.

Sincerely, Dan Andreasen
President, Cleanrite-Buildrite



Watch out for Frozen Pipes!

*F*rozen pipes are a major wintertime problem during periods of extremely cold weather. As freezing water expands, it generates enough pressure to burst pipes & fixtures. When frozen pipes thaw, flooding can result & cause extensive damage.

Cost: When a pipe cracks or breaks, extensive water damage can wreck a building and potentially bring mold damage with it. It is estimated that every year, about a quarter-million homes and businesses in the United States have at least one room damaged by a frozen pipe. Even more amazing is that statistics have also shown that homeowners have filed insurance claims due to burst pipes 5x more than fire damage claims.

Cause: Freezing can occur in any water pipe exposed to temperatures of 32°F or below. However, freezing is unlikely in pipes when water is flowing. Pipes in attics, crawl spaces & unheated rooms are particularly susceptible to freezing. Pipes in exterior walls also may be frozen with temperatures below freezing during severely cold weather. This problem has become more common in homes where the thermostat has been set back to conserve energy or is near a space heater.

Don't take chances. If you turn on your faucets and nothing comes out, leave the faucets turned on and call a plumber. If you detect that your water pipes have frozen and burst, turn off the water at the main shut-off valve in the house; leave the water faucets turned on. (Make sure everyone in your family knows where the water shut-off valve is and how to open and close it.)

Never try to thaw a pipe with a torch or other open flame. Water damage is preferable to burning down your house. You may be able to thaw a frozen pipe with the warm air from a hair dryer. Start by warming the pipe as close to the faucet as possible, working toward the coldest section of pipe. Do not use electrical appliances in areas of standing water because you could be electrocuted.



RECIPE OF THE MONTH

Spinach Salad with Mango and Candied Pecans

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|-----------------------------------|----------------------------|
| 1 6-ounce bag baby spinach leaves | 1/4 C (packed) brown sugar |
| 1 mango, cut into thin wedges | 3 Tbsp balsamic vinegar |
| 1 cup pecan halves | 6 Tbsp olive oil |

Spray sheet of foil with nonstick spray. Stir sugar, 1Tbsp oil and 1Tbsp vinegar until sugar melts and bubbles, about 3 min. Add pecans. Stir until nuts are toasted, about 7 min. Turn nuts out onto prepared foil. Using fork, separate nuts and cool completely (coating will harden). Combine spinach, mango and cooled pecans in large bowl. Whisk remaining oil and 2 Tbsp vinegar in small bowl, salt & pepper to taste.

Contributed by: Molly Contos, Kevin Cahill – State Farm Insurance

We Thank Disaster Relief Professionals

CRBR would like to acknowledge all the fine people who work in Emergency and Disaster Response in our Community. From State, County, City and Volunteers, these are the people that make a difference for others. Thank you! *Do you know of a HERO? Let us know! Call us at 1-800-870-0030 ask for Bob.*

"Courage is what it takes to stand up and speak; courage is also what it takes to sit down and listen."
- Winston Churchill



The Do's & Don'ts of Water Damage (Continued from Front)

The Don'ts

DON'T wait for your insurance company to call you back before instigating the emergency services and calling a professional. Time is of the essence! Call Cleanrite-Buildrite immediately!

Water damage from such things as broken pipes or a damaged appliance is generally covered under standard homeowner's policies. Check your policy for any exclusion so that you do not end up without insurance you might have needed.

DON'T walk on the affected areas as this can cause further damage or spread any contamination.

DON'T attempt to use a vacuum cleaner to remove excess water. Since water removal requires professional equipment many times more powerful than a household vacuum, all you ultimately are doing is placing yourself at risk for electric shock!

DON'T go into any room with standing water if the electricity is still on.

DON'T attempt to lift tacked-down carpet without consulting a professional. Improper lifting can result in shrinkage and carpet damage.

DON'T leave fabric items in place if they are wet. Remove and hang them to begin drying.

DON'T put books, newspapers, magazines down on wet carpet as the ink transfers easily to wet carpet fibers and may result in permanent staining.

DON'T turn on fans or enter a room where the ceiling is sagging.

DON'T believe any carpet cleaning company can extract the water and mitigate further damage – use CRBR, we're a restoration company you can trust. It is critical that your property be properly restored using the "Science of Drying" which is an Industry standard that is regulated to insure proper mitigation and restoration of your property.

Fun February Facts

February gets its name from the word februa in Latin meaning purification. **Augustus Caesar** took a day from February to make August the same length as July because he wanted the month named after him to be the same length as the month named after **Julius Caesar**. The birthstone for February is Amethyst; meaning sincerity. February was originally the last month of the year. Originally the Roman calendar was only ten months. Two months were added at the end of the year, but later changed to become the first two months.

What People Are Saying about CRBR

"I appreciated Curtis' experience and articulation. He was excellent and very knowledgeable in processes" - R. Spangler, Elk Grove

"We would be happy to refer others to you and we would want your services again if a need arises. Thank You!" - Batham, Chico

"I was impressed by the efficiency and professionalism of the entire crew. Thanks!"
Czuprynski, Quincy

Every year around 1 billion Valentine cards are sent.

Teachers receive the most Valentine's Day cards, followed by children, mothers, wives, and then, sweethearts. Children between ages 6 and 10 exchange more than 650 million Valentine's cards with teachers, classmates, and family.

This year's Valentine's Day celebration is expected to generate some \$14.7 billion in retail sales in the United States

The average U.S. consumer is expected to spend \$102.50 on Valentine's Day gifts, meals, and entertainment, according to an annual U.S. National Retail Federation survey.

About 92% of married Americans with children will spend the most money on their spouses: \$67.22.

The National Confectioners Association estimates 45.8% of U.S. consumers will exchange Valentine's Day candy — adding up to a sweet Billion dollars in sales!

Cleanrite-Buildrite
and

 **American
Red Cross**

6th Annual Crab Feed!

February 13th, 2010

For more information contact:

Red Cross Shasta Area: 530-244-8000

Angie Burris: 530-945-3282

www.threerivers.redcross.org



Win a Free Carpet Cleaning!

In addition to promoting our local communities with our new Weblink Exchange Program, we are now offering a MONTHLY DRAWING for a FREE CARPET CLEANING! Just go to our website for a chance to WIN!

www.cleanrite-buildrite.com

Earn CRBR "Big Bucks"!

Now you can earn BIG BUCKS with the **CRBR Referral program**. Just ask one of our carpet technicians for some CRBR referral cards and you can pass them out to friends and family to start receiving BIG BUCKS \$\$\$\$\$\$ in referral dollars toward your next cleaning. The bucks are good for all CRBR cleaning services such as carpets, rugs, hardwood, tile, upholstery and vehicles or boats!



A Cleanrite-Buildrite "Cheerleader Customer"



Jim Tyler, Palermo's Union School District Maintenance and Operations Director for 21 years called upon Cleanrite-Buildrite for a recent water damage: "Cleanrite-Buildrite was excellent to work with, the timeline, outcome, and quality of workmanship was exceptional." Superintendent Sam Chimento stated, "It was impressive that Cleanrite-Buildrite was able to get it all cleaned up, dried out and repaired so the class was ready for the students on the first day of school."

FEBRUARY HIGHLIGHTS

- February 2 -
Groundhog Day

- February 13 -
Red Cross Crab Feed

 - February 14 - 
Valentine's Day

- February 16 -
Fat Tuesday/Mardi Gras



CRBR NEWS!
February 2010



We're Local! Call today and visit us on the web at: www.cleanrite-buildrite.com

Redding: 5601 Cedars Rd, Ste I, Redding, CA 96001 (530) 246-4886 Chico: 1200 W. East Avenue, Chico, CA 95926 (530) 891-0333
Yuba City: 350 Bridge Street, Suite A, Yuba City, CA 95991 (530) 742-5024 Sacramento: 5430 Florin Perkins Rd, Suite 200, 95826 (916) 381-1321

1-800-870-0030



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