



September 1, 2010 - Visit our website: [www.cleanrite-buildrite.com](http://www.cleanrite-buildrite.com) 

TOPIC OF THE MONTH - CUSTOMER SATISFACTION & EVALUATION

## Knowing Where You stand

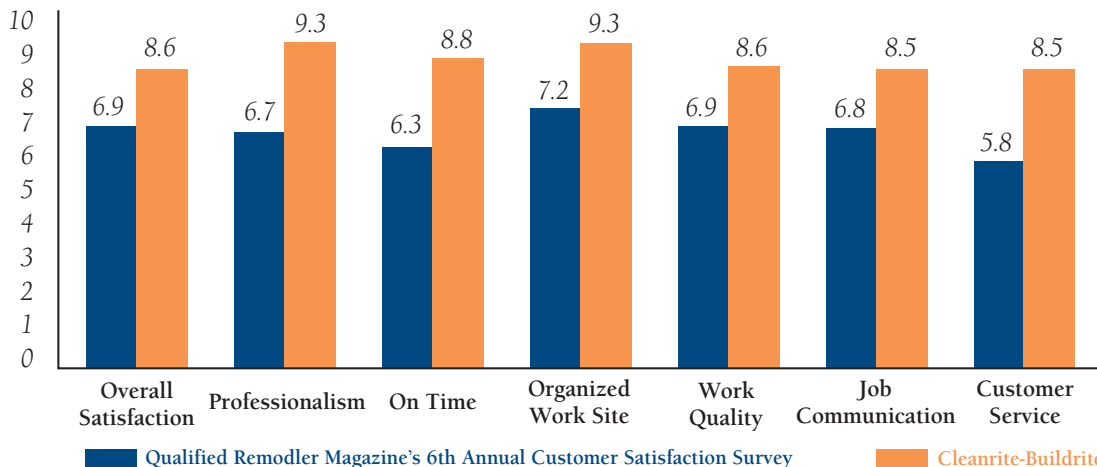
When our economy slows down, the phones stop ringing for many of the smaller restoration and remodeling firms. Over our 50 years in business we have learned from our evaluation that in the long run, this can actually help larger companies to grow because when the economy returns, and people start spending on their homes again, there is usually less local competition, at least for a while. It's the same in many local industries, *how does it effect yours?*

As a local business, it is important to always know where you stand when it comes to your competition, but even more importantly, you must know how your customers feel about your company and services if you are to grow. In response, we have many evaluation systems in place at Cleanrite-Buildrite. Among them is a survey brochure we use to continually assess where we stand with customer satisfaction. Statistically, the results have overall been very positive through the economic downturn. So positive in fact, we wanted to compare our evaluation with current national averages to gauge our real-time effectiveness in our specific industry nationwide.

*Qualified Remodeler Magazine* recently released their *Sixth Annual Remodeling Customer Satisfaction Survey* results for 2010 by asking restoration and remodeling customers about their experiences post-project. Like us, they submitted a brief "rate 1-10" survey to the study's subjects and then averaged their responses in the same categories that Cleanrite-Buildrite regularly tracks through our own survey brochures.

First, we notice the overall numbers suggest that Cleanrite-Buildrite is performing above national averages in the surveyed industries, and second we see similarities in trends between the categories. This consistency across the board tends to add validity to the idea that we are doing well and that our evaluation systems are working correctly from our customers' responses, not from our own opinions.

The below graph shows the survey findings vs Cleanrite-Buildrite, we are quite pleased to find that our survey ratings in the below categories seem to exceed national averages in restoration and remodeling. Many local industries have similar publications so it's a good thing to... *(Continued Inside)*



Dear:  
Friend & Client,



Congratulations to **Natalie Korber** from **Leany Insurance Services** of Chico for winning our **Monthly Newsletter Contest for July!**



**Natalie won a Home Depot \$35 Gift Card and so can you!** Simply answer the question on the back of this newsletter.

We will draw one lucky winner from all our correct answers at the end of each month!

**Good Luck!**



## Dan's Corner

### Customer Service: just words or actions?

**You hear a lot today:**

**"We believe in customer service!"**

*As a statement this is always a goal to master and plan for in your business. But are you monitoring the results and not just saying the words?*

*What procedures do you have in place to systematically and accurately give you the data needed to measure the results of your efforts?*

**Here are some strategies:**

- Quality Assurance (QA) Evaluation Survey
- Internal documentation and data capture of QA results
- Customer referral program
- Promote online reviews
- Encourage employees that interface directly with customers to offer strategic input
- A "Company Culture" that "exercises" customer service daily

*At Cleanrite-Buildrite, we have systems in place that help us view our company through the customers glasses, and we welcome all input as we strive to create 'Cheerleader Customers.'*

*My Door is Always Open,  
**Dan Andreasen**  
President, Cleanrite-Buildrite*



## Introducing our Branch Managers!

With over 50 years in business, Cleanrite-Buildrite focuses on your requirements and needs. You can trust our professionalism and experience to accurately scope any loss within the guidelines of your program requirements.

To assist us with understanding and exceeding your needs, Cleanrite-Buildrite employs five former Insurance Adjusters combining ninety plus years of experience. In addition, the greater part of our staff is IICRC Certified in multiple categories, certified in Lead Renovation, Water Damage Restoration, Blood Borne Pathogens, and Licensed Trauma Screen Clean-up. Our staff has a diverse cultural base with a combination of five fluent languages.



### Curtis Chamberlain

*Branch Manager, Chico*  
7 Years as Project Manager.  
Certified in water, fire, and smoke damage restoration.  
AMRT, ASD, CCT



### Rich Monk

*Branch Manager, Redding*  
25 Years Experience in industry  
3 Years as an adjuster  
Bilingual in Spanish



### Peter Sprague

*Branch Manager, Yuba City*  
15 Years in production and Quality Control, 9 Years in Construction Estimating.



### Bill Stannard

*Branch Manager, Sacramento*  
18 Years experience evaluating damage, directing emergency work, managing reconstruction projects and cost analysis.

You can be assured our four Cleanrite-Buildrite Branch Managers (*above*) understand:

- Critical time frames: inspection, estimate uploads, cause statements, written schedules.
- Communication with the Adjuster and Customers.
- How to create "Cheerleader Customers" with CSI indexes of 90% or higher.
- Subrogation potential and documentation.
- CSI Survey and the re-inspection of jobs to insure customer satisfaction.



### RECIPE OF THE MONTH

## Peanut Butter Pie

1 Baked Pie Shell	1/2 t Salt	2 t Vanilla
3/4 C Sugar	3 Egg Yolks	1 C Crunchy Peanut Butter
1/3 C(-3Tbs) Flour	2 C Whole Milk	1 C Powdered Sugar
3 Tbs Corn Starch	3 Tbs Butter	1 Container Cool Whip

In medium saucepan mix dry ingredients, whisk in egg yolks and milk, cook on med-low stirring constantly, 1 min after boil, add butter and vanilla, set aside. Put powdered sugar in a bowl, mix in peanut butter, press into bottom of pie crust (some on sides too). Pour warm filling on top, let cool completely, top with cool whip and serve.

- Maggie Capitano, Farmer's Insurance in Marysville



## We Want Newsletter Feedback!

We want your opinion for our Newsletter! What articles do you want to read? What do you want to see more of? Want more puzzles?

**Please tell us!**

Marketing@crbr.com or call

1-800-870-0030, ask for Janelle x2115

*"If all the cars in the United States were placed end to end, it would probably be Labor Day Weekend." -Doug Larson*

## Knowing Where You stand (Continued from Front)

...find them and see what they say about what should be expected in your industry. But first you need something to compare, and that is valid statistical data that answers the questions for you, so you don't have to guess.

How are your company's evaluation systems? Do you know where you stand? Do you monitor your website activity in detail? Do you ask customers where they heard about you? These are all very important things to implement if your company is to grow in a recovering economy. Cleanrite-Buildrite does, and we hope to continue to lead by positive example across the board here in the North State.

## September Events

- September is: **National Life Insurance Awareness Month**
- September 9-10: **Sacramento Claims Conference**
- September 11: **KenDucky Derby 19th Annual Gold Country Duck Race** - [www.49errotary.org](http://www.49errotary.org)
- September 11: **Woodland Professional Police Employee Association Concert** The Jim Hunter Band 7:30pm, John Rogers Hall, Yolo County Fairgrounds in Woodland
- September 18-19: **1st Annual Nevada County Italian Festival** Nevada County Fairgrounds, Grass Valley - [www.nevadacountyitalianfestival.com](http://www.nevadacountyitalianfestival.com)
- September 23-26: **24th Annual Draft Horse Classic**, Nevada County Fairgrounds, Grass Valley (530) 273-6217 - [www.nevadacountyfair.com](http://www.nevadacountyfair.com)



- |               |              |
|---------------|--------------|
| April         | May          |
| August        | Memorial     |
| Birthday      | Mothers Day  |
| Christmas     | New Years    |
| Cinco De Mayo | November     |
| December      | October      |
| Easter        | President    |
| Fall          | School       |
| Fathers Day   | September    |
| February      | Spring       |
| Halloween     | St Patrick   |
| Independence  | Summer       |
| January       | Thanksgiving |
| July          | Vacation     |
| June          | Valentine    |
| Labor Day     | Winter       |
| March         |              |

## IT'S IMPORTANT TO CLEAN YOUR MATTRESS

Allergens like bacteria and mold can live in your mattress making you sick, but they aren't the only things likely to be living in your mattress...



**According to Environment, Health, and Safety Online, beds are a prime habitat for mites since humans spend 1/3 of their life occupying them. A typical used mattress may have anywhere from 10 to 100,000 mites inside!**



*We can professionally clean your mattress, and you'll sleep better. Call us today.*

## What People Are Saying About CRBR

*"Your staff was very friendly and professional, we will spread the word of Cleanrite-Buildrite." - Rebecca P, Yuba City*

*"Overall very satisfied with the customer service and technician skill. Thank You." - Michelle A. Chico*

*"The technician was great, we were very busy and he worked around us. Great Job!" - Shirley O. Red Bluff*

Cleanrite-Buildrite and



Our regional area has changed its name to reflect the entire community in which it serves. Please note the new name and web link.  
 American Red Cross of Northeastern California  
 1-888-5-RED-CROSS Martha: (530) 673-1460  
<http://www.arcnec.org>

# This Month's Contest Question!

We invite our loyal readers to participate this month for a chance to:

Win a \$35.00 Gift Card for Home Depot!

**QUESTION:** *True or False: "Based on our findings, Cleanrite-Buildrite is performing above national averages for many services."*

**ANSWER:** IT'S SIMPLE! JUST GO TO:

www.cleanrite-buildrite.com or call: 1-800-870-0030 x2115

or email: janellew@crbr.com We look forward to hearing from you and GOOD LUCK!



## SEPTEMBER HIGHLIGHTS

- September 7th -  
**Labor Day**

- September 13th -  
**Grandparent's Day**

- September 25th -  
**Native American Day**

September is  
**National Life Insurance Awareness Month**

## A Cleanrite-Buildrite "Cheerleader Customer"



Century 21 Realtor John Wallace has personally used and referred Cleanrite-Buildrite services for years. On a house walkthrough early this year, an entryway, kitchen, and dining room was flooded from a leak in the dishwasher line. "Cleanrite-Buildrite worked with our agents, the seller and the buyer seamlessly, they adapt to changes professionally." CRBR was able to present a remolded kitchen within 30 days while working with regulations, the policy holder, the future owner, and two Real Estate Agents.



**CRBR NEWS!**  
September 2010



We're Local! Call today and visit us on the web at: [www.cleanrite-buildrite.com](http://www.cleanrite-buildrite.com)

Chico: 1200 W. East Avenue, Chico, CA 95926 (530) 891-0333 Redding: 19690 North Hirsch St, Ste 1, Anderson, CA 96007 (530) 246-4886  
Yuba City: 350 Bridge Street, Suite A, Yuba City, CA 95991 (530) 742-5024 Sacramento: 5430 Florin Perkins Rd, Suite 200, Sac, CA 95826 (916) 381-1321

# 1-800-870-0030



**SERVING CHICO, REDDING, YUBA CITY, SACRAMENTO AND SURROUNDING AREAS**



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