



# Emergency Response Program

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# Introduction

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If disaster struck your commercial property today, what would happen in the first few crucial moments after the danger had passed?

What would you do? What **could** you do?

How fast could you get help to your site?

How soon could you be back in business?



**This book is the answer those questions. And the answer is in a single program that's free of charge.**

What you'll be able to do is call for help immediately and know exactly what you're getting. As for how soon, you'll be back in business as soon as the best team in disaster recovery—our team—can get you up and running.



We're LDR Cleaning & Restoration. We work in unison with LDR Construction Services to form a fully insured, licensed and bonded restoration company. We specialize in complete restoration after fire, smoke, water, storm or vandalism damage to commercial and residential properties. We've proudly served Northern Illinois and Southern Wisconsin's stateline area since 1991, ready to help 24/7/365.

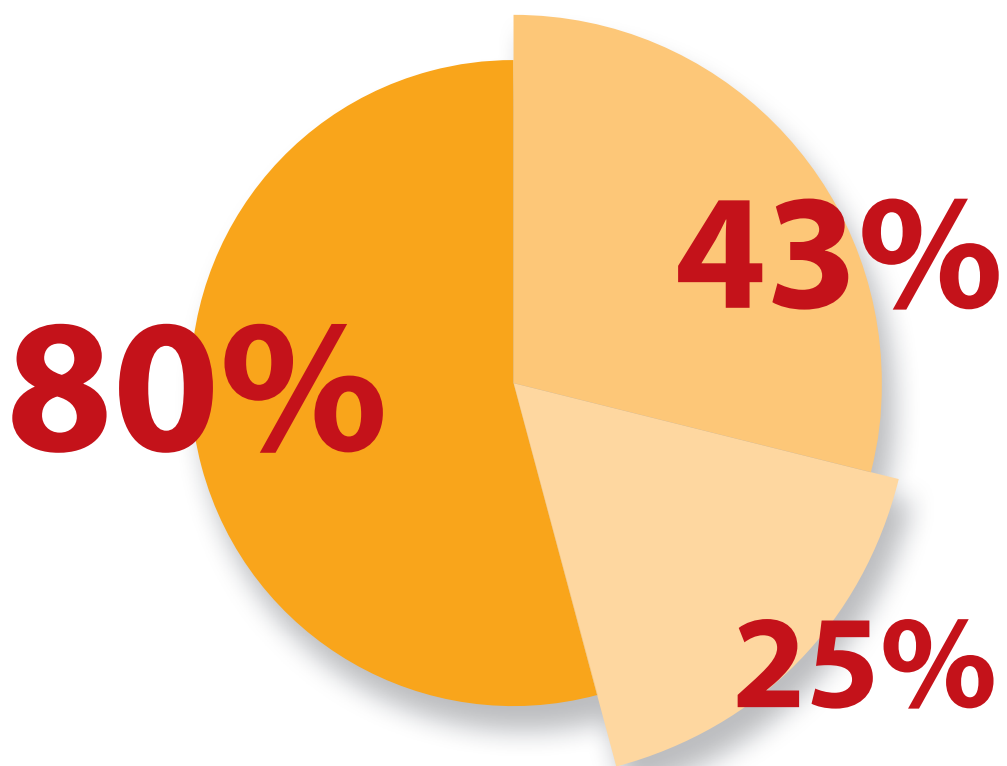


Together, we can make sure your business is ready to recover from any emergency. Let's take a look at how.

# Fast Facts: Why Lost Time Can Lead to a Lost Business

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- **Fact:** 25% of businesses that close because of a disaster never reopen.
- **Fact:** 80% of businesses that do not recover within one month after a disaster go out of business
- **Fact:** 43% of businesses which experience a major loss of business data never reopen.
- **Fact:** Mold can easily establish itself and grow within 24 to 48 hours, possibly creating a long-term health concern for your staff.



# The Emergency Response Priority Program—An Overview



**Time is money. That goes double after an emergency.**

Every hour your business is closed because of an emergency is lost revenue. That's why LDR designed the Emergency Response Priority Program (ERPP) for commercial properties of all sizes.

And the best part? It's free for qualified participants.

## **Priority status**

The most significant benefit of the program is immediate response. Priority customers are taken care of before those who are not in the program.

For example, in the winter months, LDR and other restoration firms may receive as many as 20 to 40 calls per day dealing with broken pipes. Our crews handle each as soon as they can, but if a crew is not immediately available, customers are placed in a queue until one is freed up. However, if a priority customer calls during the same period, they are placed at the top of the queue and the next available crew is dispatched to them immediately.

## **Full preparation**

During our pre-approval process, LDR will tour your facility. Information about the site, contents, insurance, special instructions, emergency equipment needs, contact information and anything else we need to minimize the interruption of your business operations will be stored in a secure database. In the event of an emergency, our crews will be able to act quickly with just the right equipment and manpower.

## **Instant communication**

LDR issues identification cards to each priority customer. On the card, you'll find a dedicated phone number, manned by a live operator 24/7/365. The card also lists your priority access code. When a property loss occurs, you won't lose a moment searching for our contact information; you can simply reach into your wallet or purse. Dial the number, give the emergency operator your code and a crew will respond **immediately**.

All this is available to you at no cost or obligation. Call LDR to request a free consultation.  
888-874-7066.

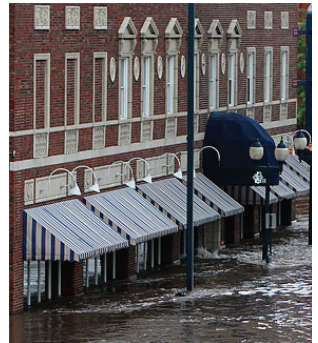


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# Fast Facts: Six Reasons Immediate Response is Key

When damage from disaster strikes your business, it can take many forms: Fire (and the water damage that results from fighting it), smoke damage, flooding from nature, accidental discharge of a sprinkler system, chemical spills, tornadoes and other severe winds, storm surge, burst pipes, roof leaks, sewage backup, vandalism—even an overflowing toilet. But no matter what the damage or source, speed is your friend. Here are 6 reasons why:

1. Your insurance policy probably requires that you take as much action as possible as early as possible to secure your property from further damage. If you fail to do so, they may not cover some claims.
2. **Water itself is an emergency.** It can compromise structural components such as drywall, insulation, flooring and even ceilings to the point that it might be necessary to remove them, especially if it's left more than 24 hours.
3. If water is addressed within 8-16 hours it can be dried with very minimal structural damage. This will save you repair costs and time as well as reducing the inconvenience for your employees or tenants.
4. Dealing with the water in 12 hours or less can reduce your drying time by a whole day and reduce structural damage further.
5. **Significant mold growth** can occur in any water damaged area not dried and repaired within 72 hours, adding time and cost to your total cleanup.
6. As previously mentioned, the longer your location is closed, the greater the chance it will be closed permanently.

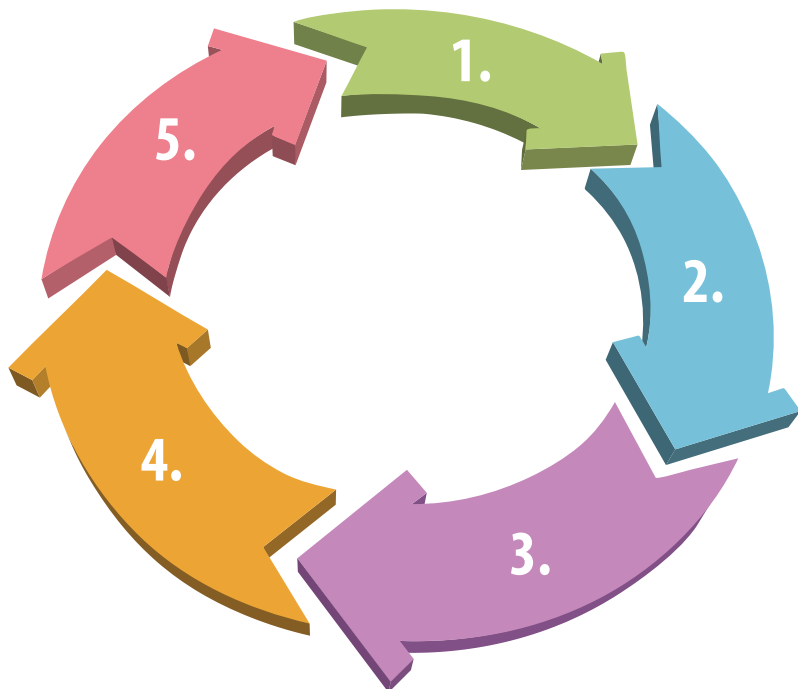


# Restoring Your Business in Five Simple Steps

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The Emergency Response Priority Program can save you money and save your business, but how does it work?

1. You contact LDR and enroll in the program by completing an ERPP registration form.
2. Your property is assigned a Priority Customer number. We tour the facility and collect all the information that allows us to act quickly in an emergency.
3. LDR provides ERPP cards to key personnel at your property. Each card displays our dedicated emergency phone number and your Priority Customer number.
4. In an emergency, property personnel simply call the dedicated line and provide the live operator with the Priority Customer number. LDR crews are dispatched immediately.
5. LDR secures your property from further damage, begins cleaning and restoration and gets you back in business as soon as possible.



# Why Sign Up Today?

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- Priority, immediate response.



- Structural damage is minimized by fast action, reducing your repair costs.



- Lost business and lost revenue are minimized. Our goal is to return your property to its pre-loss condition as quickly as possible.

- Priceless peace of mind. You'll know that no matter what comes, you'll have a quick, effective response to the emergency and the resources to handle it.

- Quick action and expert help will lead to increased tenant and/or customer satisfaction.

- There's no cost to enroll.

Request your complimentary ERPP consultation. There's no cost or obligation. 888-874-7066



# Why LDR?

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It's clear acting as quickly as possible in an emergency is crucial to the survival of your business. Here are six reasons LDR is the team to call into action when disaster strikes:

**Experience.** Over two decades working with property owners and the insurance industry to restore damaged sites.

**Training.** LDR teams are trained in Advanced Structural Drying (ASD). ASD allows us to dry your structure and its contents in a timely and efficient manner using various instruments, extraction systems, drying equipment and chemicals. Our teams are also fully trained in fire/smoke and mold remediation.

**Care.** Detailed photos, technician notes and moisture readings are taken on every job.

**Full Spectrum Service.** Working together, our two divisions provide all necessary cleaning, restoration and general contracting services to get your business back in the game.

**The Latest Methods.** In addition to the importance of quick response, LDR utilizes the latest science and technology to ensure we provide the most efficient restoration service available.

**Network Access.** As a member of the DKI network, LDR is affiliated with approximately 300 independently owned restoration contractors throughout North America.

**Bilingual Staff.** Spanish speaking staff personnel is available upon request.



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# LDR Services

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Accelerated Structural Drying  
Board Up & Security Services  
Commercial Carpet Cleaning  
Carpentry  
Content Cleaning & Restoration  
Corrosion Control  
Debris Removal  
Decontamination of Structures  
Dehumidification  
Deodorization  
Document & Records Recovery  
Dry Cleaning & Laundry Services  
Drywall  
Electrical  
Electronic Cleaning  
Fabric Cleaning  
Fire Restoration  
Flooring  
Frozen Pipes Repair  
General Contractor  
Green Certified Restoration  
HVAC Cleaning & Decontamination  
Indoor Air Contamination Removal  
Insulation  
Masonry  
Mold Remediation/Decontamination  
Odor Removal  
Painting  
Plumbing  
Roofing

RRP Certified for Lead  
Sewage Back Ups  
Smoke and Odor Removal  
Soot Removal  
Storage Facilities  
Structural Cleaning – Interior/Exterior  
Structural Restoration  
Thermal Camera Imaging  
Upholstery Cleaning  
Vandalism Removal  
Water Damage Restoration  
Water Extraction



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# Conclusion

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You can't predict when disaster will strike your commercial property, but you can make sure you're ready for it when it does. To recap, remember these facts when you're working on your disaster preparations:

**Lost time reduces your bottom line and can end your business.** Getting your site back in pre-loss condition as quickly as possible will make all the difference. Fast action can even save parts of your structure which would otherwise have to be rebuilt.

**Becoming a Priority Customer through the ERPP program will move you to the top of the list.** When others are waiting for service, you'll be able to dial a dedicated line and get immediate help.

**Advance preparation will make your recovery faster and more effective.** Pre-approval facility tours and storage of vital emergency information will ensure we know exactly what your needs are and can begin restoration the moment our crew arrives.

**Knowing your options ahead of time will give you peace of mind now and later.** In an emergency, you won't have to research, choose and locate a restoration team while you're under enormous stress. You'll already know who to call and what we can provide.

**Our Priority Customer system is simple, free, easy to use.** Pull out your card, call one phone number and leave the rest to us.

**Your business deserves the best.** LDR will be ready to provide the best available service in the fastest timeframe, 24/7/365.

**Call today to enroll in our free ERPP program. There's no cost or obligation. 888-874-7066.**



# About LDR Cleaning & Restoration

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LDR Cleaning and Restoration specializes in complete fire restoration, water restoration and repairs from smoke, wind and vandalism damage to both commercial and residential properties in Northern Illinois and Southern Wisconsin.

For more information, contact:

LDR Cleaning and Restoration  
[www.LDR4service.com](http://www.LDR4service.com)

**24-HOUR SERVICE: 888-874-7066**

