

Operating since 1978, Lydale is one of Western Canada's most trusted disaster clean-up, restoration, and reconstruction specialists. Lydale's success has been built on the principles of honesty, integrity, open communication, and continual training and education. Our team members are committed to excellence in all of these areas and hold themselves to the highest professional and ethical standards.

As Good As News

LYDALE'S UPDATES AND INFORMATION FOR INSURANCE PROFESSIONALS AND THEIR CLIENTS

Welcome to our new and improved newsletter!

As Good as News is our revamped, renamed Lydale newsletter. We hope you find the contents both informative and interesting. Your comments and suggestions are welcome!

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If you have received this newsletter in error and would like to update your company's contact information, please contact Jaimie Peters.

"Help! My basement's flooded!"

When you get the call, how can you best manage the expectations?

No space is more personal than someone's home – and when that space gets violated unexpectedly, it's understandable that people are upset. "Some people initially think the permanent damage will be far more serious than it really is," says Lydale Saskatoon's Cleaning Manager, Dave Boser. "The homeowner should try to avoid jumping to conclusions until we get there and can make a realistic assessment." In the meantime, clients should be warned of the potential hazards and *do's and don'ts*, such as:

- Stay out of the affected area if at all possible. Electrical cords and carpets loosened from tackless strips are dangerous, especially for children. Walking from wet carpets to smooth surfaces is a significant fall hazard.
- Optimal drying temperature is 22°C (72°F). Turning up the heat past this point can create excess humidity, secondary damage and increased drying time.

be an average chain of events in the cleaning and restoration process:

- Lydale's crew will remove the contents and, if necessary, the carpets, walls, etc. This can take three to four days, and involves careful handling of all items that are salvageable. Some items will be dried on site; others will be taken to the Lydale shop for treatment.
- The structure is cleaned, disinfected and drying equipment is installed. Within three to four days, the structure should be dry.
- The remaining procedures – restoration of furniture and other belongings – will be determined along with a schedule.
- During the drying process, the estimate for reconstruction will begin. Once the estimate is complete, it will be submitted to the insurance representative for approval.
- Once approval is given, the reconstruction work can be scheduled.

Part of what to expect depends on the nature of the home and its contents. Older homes built prior to, say, 1970, generally have more porous basements, so a lingering musty smell could be more likely. As for the cleaning products, Lydale now uses a wide range of scent-free products that will not affect people with scent allergies. A lot of modern furniture contains particle board which soaks up water, making the piece unsalvageable. The homeowner, in consultation with their insurance professional and Lydale, will assess the contents, and decide what to claim. Lydale will provide support during the assessment, but is not involved in the actual filing of the claim.

Fast response is a Lydale trademark.

Lydale has a useful guide, *Now What? A Homeowner's Guide to the Water Damage Restoration Process*, that is available from us, or in PDF format at www.lydale.com. Please feel welcome to reproduce this PDF pamphlet, include it in your own web site, or refer/link your clients to Lydale's site.


Fast response is a Lydale trademark, and under normal circumstances a Lydale representative will arrive at the scene within a few hours of receiving the initial call. That first visit determines how to proceed and largely what the homeowner can expect. In Dave's experience, water main breaks can be among the worst kinds of damage, because of the debris and mud. If you're going to have any kind of water damage, the "best" kind is a clean water break such as a burst water tank.

Using a one thousand square-foot home with serious flooding as an example, here is what might





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Rallying the troops

When "Alberta's Flood of Floods" hit Calgary and Southern Alberta in June 2005, a Lydale *super team* answered the call.

It topped the list of The Weather Network's news stories for 2005: "In Calgary, one in ten dwellings reported damage. Insurance losses were staggering and, together with uninsured infrastructure, could easily top \$400 million, including \$275 million in insured losses -- making it one of the costliest natural disasters in Alberta's history." Compared to the normal 80 mm for June, 248 mm of rain came pouring down.

Both Lydale Calgary's Darren Cherban and Lydale Lethbridge's Kelly Odland wasted no time in calling Lydale's other branches in Edmonton, Prince Albert, Regina and Saskatoon. Within 24 hours, the crews, technicians and equipment started arriving.

"At our peak, we were managing numerous crews of workers for water extraction, demolition and drying," says Darren. "We worked with insurance adjusters from across the country to handle 15 to 20 times our normal volume of claims. The situation was similar in Lethbridge." One of the most difficult aspects of the work was that it was spread over 7400 square km, with the crews sometimes separated by over 100 km. Coordination of the teams was vitally important.

"Although Lydale has handled disasters in the past, each disaster is unique in circumstances and unique in the lessons we learn," concludes Darren. "The most important thing is that each

time we are called upon to respond to a disaster, we think like a team, act like a team and come through like a team. It gives Lydale branches everywhere The Power of One."



www.lydale.com



Western Canada's trusted specialists for disaster clean-up, restoration and reconstruction.

Please direct comments and suggestions for As Good as News to Jaimie Peters, Saskatoon - jpeters@lydale.com.

- Saskatoon 1-877-333-9444 or (306) 934-6116
- Regina 1-877-333-9442 or (306) 751-4868
- Prince Albert 1-877-959-3253 or (306) 922-3355
- Edmonton 1-866-457-1200 or (780) 822-1200
- Calgary 1-877-844-1200 or (403) 571-1200
- Lethbridge 1-877-380-6222 or (403) 380-6222

JULY 2006

Drop by and say hi!

Lydale will be attending the following:

IBAS Convention Tradeshow
(Insurance Brokers' Association of Saskatchewan)

October 12-14, 2006

We participate in the tradeshow event on:

Thurs., October 12, 2006

Delta Regina
1919 Saskatchewan Drive
Regina, SK

IIBAA Annual Convention
(Independent Insurance Brokers Association of Alberta)

May 6 - 9, 2007

We participate in the tradeshow event on:

Sun., May 6 - Mon., May 7, 2007

Jasper Park Lodge
Jasper, AB

"Your pleasant attitude, friendliness and efficient efforts were greatly appreciated in helping us clean up our flooded basement. We appreciated your speedy but careful handling of our items and your patience in allowing us to list the items at your establishment. We would definitely recommend your organization to any others."

Excerpt from a thank-you card