



CLEANING
AND
RESTORATION, INC.

WE RESTORE YOUR LIFE. NOT JUST YOUR HOME

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FIRE



SOOT



WATER

RESTORATION BULLETIN



SPRING CLEANING

The spring season has begun and there are many things to think about when it comes to your home:

- Clear gutters and downspouts
- Repair loose or damaged shingles
- Inspect outdoor structure to make sure that there is no damage to home
- Check lawn for rocks and sticks that have been hidden by the snow
- Make sure your sump pump and back flow valves are working properly

SUMP PUMP FAILURES AND FLOODING

We have experienced many weeks of cold temperatures and snowfall, it's finally starting to look and feel like spring time is arriving. I know most of us are more than ready for spring but, spring can bring about heavy rains and rapid snow melt that can increase chances of of a flood.

Ground water and flooding can effect our homes in disastrous ways. Many of us have sump pumps in our basements to protect from water damage when an event like this occurs. If you have a sump pump, make sure that it's plugged in and working properly. You can test the pump by simply pouring a bucket of water into the sump well to see if the pump activates. If it doesn't work you can check the float, many times they will stick due to lack of use. Also, look over the sump well or trench and make sure that it is clear of debris.

A sump pump failure can cause your basement to flood and it can happen quickly, routine checks and maintenance are key.

BASEMENT WATER

Does your insurance cover water issues in your basement?

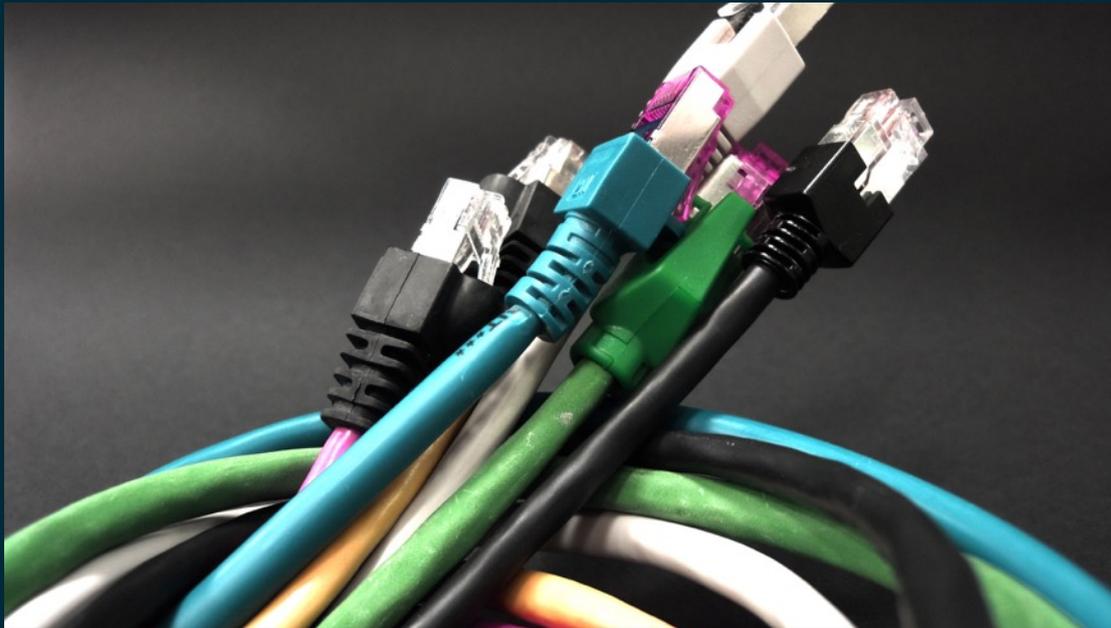
The best way to determine this is to get in touch with your agent and find out.

When water gets in the basement:

- Handle it quickly and carefully.
- Call ProJan to extract the water and get the repairs moving.
- Contact your insurance company to make them aware of the situation.

3 WAYS TO DRIVE SALES VIA SOCIAL MEDIA

Using social media to differentiate yourself.



Social Media and Business

You can use social media to drive sales. Here are a few key things to consider when using social media:

- Be findable
- Teach people what they will need to know about your products
- Deliver great service

INTERNET OPTIONS

There are many ways that you can utilize the world wide web, and there are plenty of people with experience out there that are willing to help you do it.

Here are a few of the options you might consider:

- Build a Website
- Start a Blog
- Facebook Fan Page
- Twitter
- LinkedIn
- Instagram
- Google+

Just to name a few. But before you choose make sure you are determined to follow through.

You must be willing to dedicate a small amount of time to making the information you share relevant.

Be Findable - Just because your company has a website does not mean you are findable. Being findable means when someone is searching for your services or your name that you are the top person or company that pops up in the search results. You can set up your social media to compliment your site, as well as build your reputation. As you add content to your social media and website, you will find that people begin to engage you because of that content. This helps in making you findable.

Teach - Customers are doing their own research before they purchase. You can add value by building a relationship and educating people who visit your social media and website. You can use social media to enhance your personal brand by providing an ideal channel to share thought leadership and subject matter expertise in a low-touch manner. A professional profile along with sharing content 2-3 times per week demonstrates expertise and consequently builds trust without being overly in-your-face.

Deliver Great Service - Delivering personalized service is nothing new to a seasoned professional, but scaling this level of personalization with social media resources is key. You don't want to annoy prospects before they are ready to hear from you and there simply aren't enough hours in the day, so a smart approach is to be low touch until it's the right time to become high touch. It turns out the very type of updates people love to share with their networks on social media happen to be buying signals for many relationship-based sellers. For example, people don't want to hear from a mortgage broker until they are ready to buy a house. They don't want to hear from a life insurance advisor until they're married or had their first child, and suddenly need to plan for the future.

Learn to leverage social media to grow your customer base, and reap the loyalty and referrals for years to come.