



CLEANING  
AND  
RESTORATION, INC.

WE RESTORE YOUR LIFE. NOT JUST YOUR HOME

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FIRE



SOOT



WATER

# RESTORATION BULLETIN



## PREVENT ICE DAMS

Ice dams can be prevented by controlling the heat loss from your home:

- **Make your ceiling air tight so that no heat or moist air can get into the attic**
- **If necessary increase the insulation in your attic**
- **Remove snow buildup from your roof**
- **Make sure attic insulation does not block roof ventilation**
- **Clean leaves and other debris from the gutters before the first snow**

## Ice Dams

The coldest months of winter are now upon us. As the storms of winter increase, and the snow begins to pile up on our roofs, we can begin to experience trouble with ice dams.

An ice dam is a ridge of ice that forms on the edge of your roof, which prevents melting ice and snow from properly draining off of the roof. The ice melt can start to back up the roof and cause the water to leak into your house. The water that backs up behind the ice dam can leak into the home, and cause damage to walls, floors, ceilings, insulation, and other areas.

Ice dams result from the escape of heat into the attic, which eventually builds up and melts snow on the roof. For ways to lessen your chance of or even prevent ice dams from forming see the preventing ice dams section to the right.

## Winter Dangers

Extreme weather can endanger you and your property.

- Wind
- Snow
- Ice
- Freezing Rain
- Extreme Cold

Be sure as we enter some of our coldest months that you protect yourself and your family from the dangers that old man winter brings along with him.

The key is be aware of what is happening outside and be prepared.

# RELEVANT MARKETING IN 2015

Will your current marketing strategy keep you relevant in 2015



**Customers are using the internet more and more...**

**Here are a few things to think about:**

- Are you findable? If a client searches for you online will they find you?
- Are you available? Even though they are searching online, clients still prefer personal service.

## MARKETING OPTIONS

There are a number of ways that you can market on the world wide web, and it does not take a lot of experience to master some of these skills.

**Here are a few of the options you might consider:**

- A Personal Website
- Use a Blogging Platform
- Facebook Page
- Twitter for quick links and updates
- LinkedIn
- Instagram - people love pictures

Just to name a few. Using the internet for business has become a natural part of life for many of us.

If you are less than familiar with it there are people out there that specialize in building that presence.

Customers can come to us through a number of different channels. The question is, will the same practices we used in 2014 be relevant in 2015? Even as customers diversify their channel preferences and gather information and quotes from a variety of sources -- including digital, mobile and social media -- the personal lines insurance agent remains an essential part of the distribution network.

A recent survey of more than 4,000 U.S. automobile and home insurance customers found that 76% of respondents expressed a strong or moderate preference for setting up and paying for their auto and home insurance policies with an agent. This is good news!

Yet, while agents will remain an important part of the distribution mix, direct insurers continue to gain share as customers grow increasingly comfortable buying policies online. To stay viable in 2015, agents need to be integrated with internet, social media and mobile capabilities, so that customers can obtain information and quotes through their chosen channel, even if the ultimate purchase is made through an agent.