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## *Restoration Business Building Symposium*

Friday, August 23, 2013

**7:30 a.m.** — Registration, continental breakfast, “Meet and Greet”

**8:00 a.m.** — *“The Absolute Best Website Strategies You Must Use to Build Your Restoration Company”* by Jeff Cross

Every restoration company must have a website. Most do. The problem is that most of them don't work. Sure, you may get the occasional visitor and some jobs from your website, but after this easy-to-follow session on website design, search engine optimization and practical “*what my website must have to work better*” presentation, you will be ready to capture market share and beat your competition where it really counts today: On the Internet! The Yellow Pages may still be used by some, but you must keep up with today's modern directories like Google, Yahoo and Bing.

**This session will cover:**

- An overview of what search engine optimization (SEO) is and how simple it really is to get noticed by the major search engines. If you follow these guidelines!
- The top 10 most important things your website must have to get traffic and more jobs.
- How to use blogs to keep fresh content on your site.
- Five ways to market multiple restoration services to targeted groups and demographics.
- Simple steps to get listed with more than 100 local and online directories.
- An analysis of your title bars, keywords, website description, META codes and all of the “under the hood” aspects of your website that makes everything work.

**9:30 a.m.** — Take a break, get some refreshments, and enjoy time to network.

**9:45 a.m.** — *“Soft Selling Hardened Claims Adjusters”* by Peter Crosa

Peter Crosa, AIC, RPA will cover the issues successful restorers need to know when marketing, selling and dealing with insurance adjusters and other segments of that important target industry. This is where the rubber hits the road when it comes to restoration and damage repair work and the insurance companies. In this session, you will learn what you need to know about adjusters and the most important thing an adjuster needs to know about you. Where do you find adjusters who will use your services? How do you get their attention? Get ready to learn some techniques to get more insurance work and build more business for your company!

**This session will cover:**

- Insurance industry terminology and claims adjusting nomenclature.

- How to distinguish the different type of insurer target groups for effective selling.
- Industry specific advertising options for reaching the right people to get work.
- Working the associations and trade groups that serve the insurance sector.
- Do's and Don'ts of gratuities and vendor appreciation protocols.
- Situational ethics: Establish company policies and maintain your reputation.
- Why it is “no accident” when other restorers in your area get insurance work!

**12 p.m. — Lunch, enjoy a meal with your new friends and industry contacts.**

**1 p.m. — “Insider Secrets: Legal Assignment of Insurance Benefits” by Harvey Cohen, Esquire.**

Harvey Cohen is a Florida attorney who knows exactly what pains you suffer as a restoration contractor. He's here today to help you understand how to negotiate and collect what is owed to you, how to use your rights as a restoration contractor to build your business, and much more. He will cover how to use work orders (or how to avoid them), contracts and specific collection strategies.

**This session will cover:**

- The “ins and outs” of legal assignment of benefits.
- What is happening in the courts today.
- When you should sue to collect what is owed to you.
- But wait! Do you really want to sue? There could be another option....
- All the steps you can take when an insurance company simply refuses to pay (or wants to cut your pay drastically).
- Everything you should know about work orders, work authorizations and contracts.
- What to do when an adjuster tries to kick you off a restoration job (and you have already started the job!!!)
- And much, much more!

**3:00 p.m. — Take a break, get some refreshments, and enjoy time to network**

**3:15 p.m. — “Where the Rubber Hits the Road!” by Peter Crosa and Harvey Cohen.**

This final session today is all about *you*. So bring your toughest questions about working with agents and adjusters, getting more restoration jobs, or anything related to legal concerns. This is your time with a REAL practicing adjuster and a REAL attorney! Think about what keeps you up at night. What really concerns you with your business. Get ready for some practical solutions.

**5:00 p.m. — Final comments, end of session. Now go home and implement everything you learned today!**

