

When first responders leave the scene of a disaster, the survivors are left to figure out their recovery on their own. For those who have suffered damage to their home, this can be the beginning of a nightmare. *The Red Guide to Recovery* is a recovery road-map handed out free-of-charge by first responders. It walks disaster survivors step-by-step through the recovery process, while raising awareness of the many pitfalls that present themselves in the days, weeks, and months following disaster events.

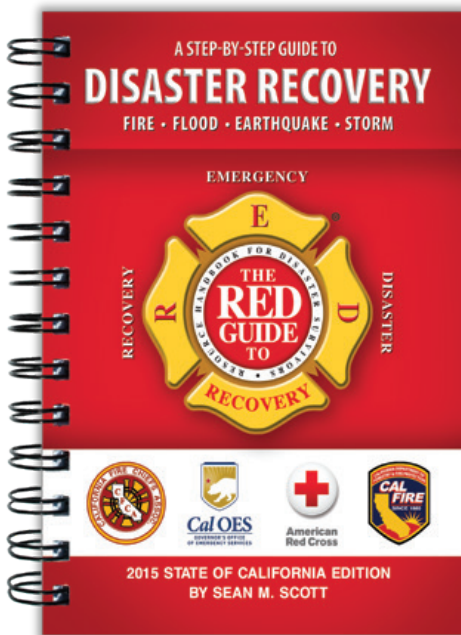
## PARTNERING WITH FIRE DEPARTMENTS LEVELS THE PLAYING FIELD

When *The Red Guide to Recovery* is handed out by first responders, it provides the most pertinent information that disaster survivors need to make informed decisions, including who they will use for emergency services and restoration.

These days disaster chasers pose one of the biggest threats to a restoration company's business. *The Red Guide to Recovery* stands in the gap by educating survivors on what to do and what not to do once the fire department leaves the scene.

This gives qualified restoration companies the opportunity to present the services they offer at the moment when mitigation or restoration services may be needed most. Now, instead of watching your competition get the work you need or waiting for the phone to ring, you can be first in line!

# YOU CAN PLAY A KEY ROLE IN THE RECOVERY PROCESS!



## BENEFITS OF THE GUIDE:

- 1) It emphasizes the importance of using a qualified restoration firm rather than a home improvement contractor to address emergency services, water damage mitigation, mold remediation, fire damage repair, etc.
- 2) It addresses post-disaster health and safety precautions.
- 3) It builds partnerships with fire departments, relief organizations, and municipalities.
- 4) It encourages disaster survivors to contact their insurance company first and educates them on how to work with their adjuster.
- 5) It provides detailed information to help people avoid making uninformed decisions or getting scammed.
- 6) It gives people, who have never experienced a disaster, the knowledge of what to do, who to trust, and where to turn for help.

## WHO USES THE GUIDE?

*The Red Guide to Recovery* is used by fire departments, emergency management agencies, Native American tribes, relief organizations, restoration companies, and communities across the U.S. For fire departments that cannot recommend a restoration contractor, *The Red Guide to Recovery* offers a unique opportunity that allows your company branding to be placed into the hands of a potential client at the moment they need a board-up, water damage mitigation, pack out, deodorization, cleanup, or other restoration services.



*"As a first responding agency we are focused on the response and mitigation of an incident but know all too well that when we leave the scene the road to recovery for most will be long and hard. When we saw **The Red Guide** for the first time, we knew that we wanted to be able to provide this to the residents of the City and County of San Francisco to give them some direction and to assist them in beginning the recovery process as soon as possible."*

Joanne Hayes-White  
Fire Chief  
San Francisco Fire Department

# DO YOU NEED LARGER RESTORATION PROJECTS?



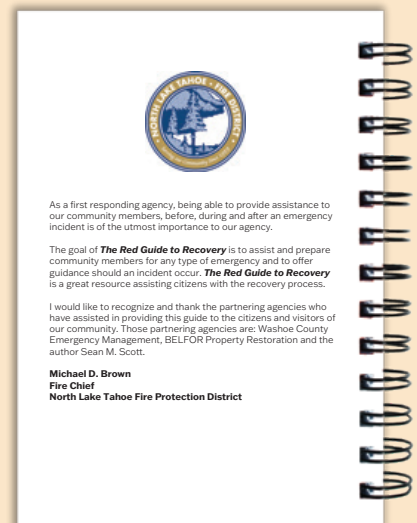
## LET US CUSTOMIZE THE GUIDE FOR YOUR COMPANY!

Here are some ways we can tailor the guide for your company and community:

- 1) Placement of your logo on the cover.
- 2) Placement of a personal message to survivors.
- 3) Acknowledgement of stakeholders who support or distribute the guide.
- 4) Customization of content to include local resources specific to your community.
- 5) Placement of a recognition page to acknowledge sponsors.
- 6) The rear utility pocket can hold brochures, business cards, coupons, or other materials.



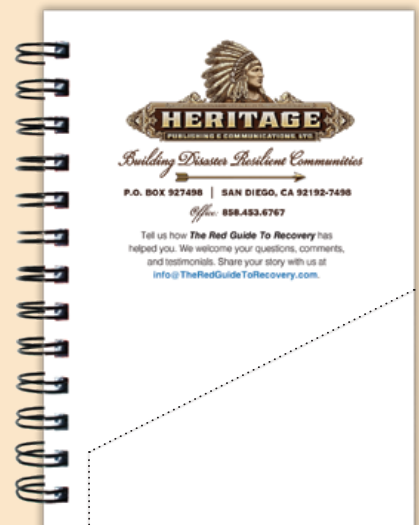
**FRONT COVER**



**PERSONALIZED LETTER**

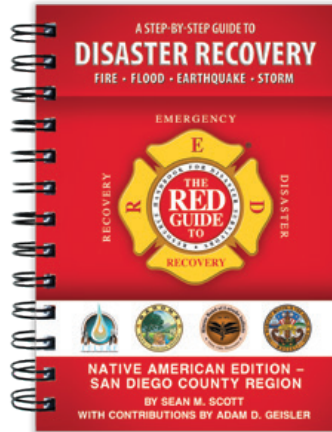


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# DO YOU WANT TO PARTNER WITH FIRST-RESPONDERS?



**CALL TODAY and find out how you can help your community recover and rebuild!**

## The Red Guide to Recovery Resource Handbook For Disaster Survivors

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### PARTNERS AND SUPPORTERS

