

## Case Study:

### How a Fire & Water Restoration Company Increased Profitability by 10%, Reduced Liability, and Improved Customer Relations—A General Manager's Experience

#### ABOUT THE GENERAL MANAGER



Robert is the General Manager of a well-known Fire & Water company in the RDU area with 75 employees across 3 locations in multiple cities. As with most GMs, Robert's greatest area of concern is ensuring his company is meeting the highest margins possible on every job while also maintaining the highest level of customer satisfaction possible.

#### BACKGROUND

From time to time, Jeanine, Robert's Contents Manager, would call us to restore sentimental items for their clients that were beyond cleaning. While she didn't call on us for most jobs, as we continued to work together, she began to realize the wide scope of items that we restore. Then one day, Jeanine called us to assist her team with a fire job that caused substantial damage to her client's high-value art—little did we all know that this job would change the trajectory of our partnership forever.

#### THE CHALLENGE THAT JEANINE FACED



Jeanine's client had 25 delicate vases and 14 high-value, antique Japanese art pieces from the 1800s. Not only were they beyond cleaning, but her client was also very attached to them. She knew her team did not have the expertise to handle them, the liability for she and her company was significant, and her client—and his vases, were fragile.

While Jeanine had used other vendors in the past for less critical jobs, she knew she could not trust this job to anyone that did not have a deep understanding and knowledge of how to identify these pieces and vast experience in restoring them.

25

Delicate vases

+

14

Art pieces

*Quote from Jeanine: "I was overwhelmed with not only the number of delicate items that I knew our team couldn't handle but the fact that they were also very high-value antiques. I knew Mumford Restoration was well-qualified to handle the restoration of these pieces and would store them, so I didn't have to worry with the liability and logistics of it all."*



## JEANINE'S GOALS



Jeanine knew that this could easily be a nightmare restoration job. With so many high-value pieces that were beyond cleaning and the client's sentimental attachment to them—Jeanine needed a solution that would minimize her liability and satisfy her client without crushing her margins.

# \$350k

Potential loss



## WHAT DID MUMFORD RESTORATION DO?

Our team met Jeanine at the homeowner's residence—we evaluated each piece for restoration and talked with her client to reassure them they were in the best of hands. For the pieces that could be restored, our logistics team moved them all to our location. Our Art Restoration team then evaluated each of the items and determined the best approach to restore the client's fine art and antique vases.

The vases alone were valued at **\$25k** each, for a total potential loss of **\$350k**. We worked directly with the insurance company and submitted a restoration claim for \$30k, apart from the F&W claim.

*Quote from Jeanine: "The peace of mind knowing that my client's precious pieces would be handled with kid gloves and expertly restored was priceless."*

*Quote from Robert: "From a GMs perspective, seeing how fluidly this aspect of the job unfolded and the expertise of Mumford Restoration taught me a lot about our approach to vendor relationships. The quality of the vendors we work with can make a significant difference in our outcomes, our margins, and our customer's satisfaction. Rather than choosing vendors ad-hock like we've always done, we're going to approach them with an eye on expertise, results, and impact to our team."*

## THE RESULTS ROBERT & JEANINE ACHIEVED



The \$30k claim for restoring the art and vases was approved and as a token of our appreciation, we granted 10% of that claim back to the F&W company. By making one phone call to Mumford Restoration,

Jeanine increased her margins on that job by \$3k.

Our team took responsibility for all 39 items—we stored them, restored them, and delivered them back to the client

She eliminated her liability for the \$350k vases while optimizing her storage space.

Mumford Restoration dealt directly with the client and the insurance company so her team could focus on what was important—saving time and resources.

Her client was elated, knowing their irreplaceable, high-value items were handled with meticulous care and were restored to their original beauty—increasing customer satisfaction, trust, and credibility of the F&W company. The adjuster was beyond relieved that he avoided a payout that could have been well over \$500k.

*Quote from Robert:  
"The impact to our  
contents team was  
significant. Mumford  
Restoration handled  
things that normally  
we'd be liable for or  
trust a lesser  
experienced vendor  
with and hope for the  
best. Not only did we  
save time, we  
increased our  
margins."*

Margins increased by

**\$3k**




**Saved time  
&  
resources**



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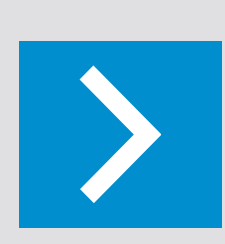







 [www.mumfordrestoration.com](http://www.mumfordrestoration.com)

## WHAT DID ROBERT & JEANINE LEARN?

When Robert, the GM, reviewed the margins for this job, he was astounded at the bottom line results—especially given the high-dollar, delicate antiques that he was certain would have been a cluster had they had to deal with them.

Robert met with Jeanine and made a strategic decision to partner with Mumford Restoration on any job with contents that are beyond cleaning, understanding that their vendor relationships can be a significant asset in the overall success of a job, its margins, and a win for their clients.

They learned:

-  To view vendor relationships strategically—with a critical eye to the actual value they bring long-term.
-  To look for items beyond the team's ability to clean—instead of throwing away items that could've been restored.
-  That they can creatively use that 10% to:
  -  Reward her employees or incentivize them, increasing team morale.
  -  Purchase supplies needed for the job—increasing her margins there.
  -  Use as a credit for us to repair items that her crew may damage on a job—protecting her margins.
-  That they would rather make 10% on \$1000 than 10% & 10% of \$100.
-  Wouldn't you?

About Us: Mumford Restoration has 100 years of combined experience in the period-correct identification, repair, and restoration of sentimental furniture and antique pieces. We partner with Fire & Water Restoration companies to provide restoration and repair expertise when their customer's treasured pieces are damaged beyond cleaning.