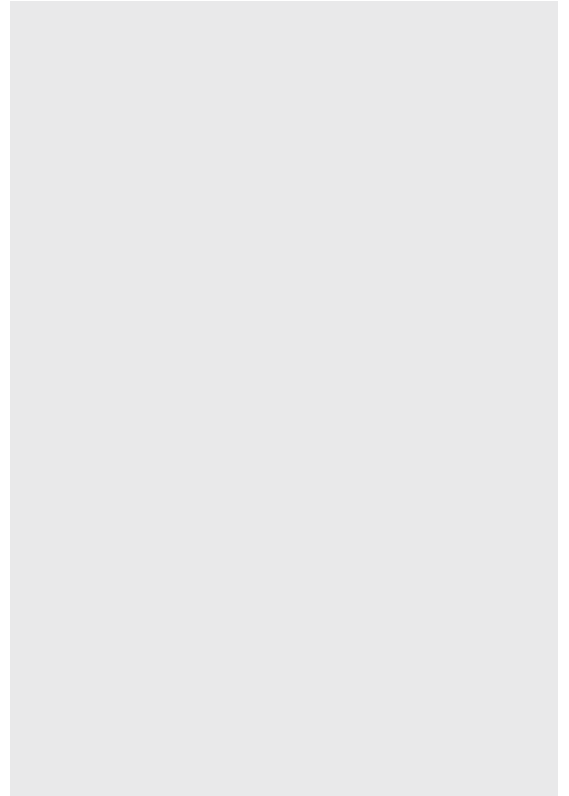




FOUR MYTHS THAT HINDER PROPERTY





MYTH #1

The fastest response time means the fastest recovery

FACT

It's not about who can get to the property the fastest. While a quick arrival might provide temporary peace of mind, it only matters if the recovery provider brings the right resources, expertise and equipment.

MYTH #2

The most locations mean the best ability to respond

FACT

The number of offices the recovery provider has doesn't matter if it doesn't have the expertise, equipment or ability to mobilize in the event of an area-wide disaster. And a local provider may itself be impacted by the same storm and have difficulties in responding to its customers' urgent needs.

MYTH #3

The cheapest prices mean a less expensive recovery

FACT

When recovering from hurricane damage, it's good to be mindful about recovery costs. However, cutting the wrong corners or making poorly informed decisions can produce a significantly larger bill in the end—and a much longer recovery time.

FACT

It sounds good in theory to have a list of 6-8 vendors. The philosophy is that "if something happens, I will call each vendor down the list and someone will show up." But when it comes to major catastrophes, this is a big gamble. In widespread disasters, providers are very busy and focus on customers they have



TOP THREE TIPS TO ACCELERATE RECOVERY

An accelerated recovery starts by developing a deep partnership with a trusted provider who has a