



PART.2

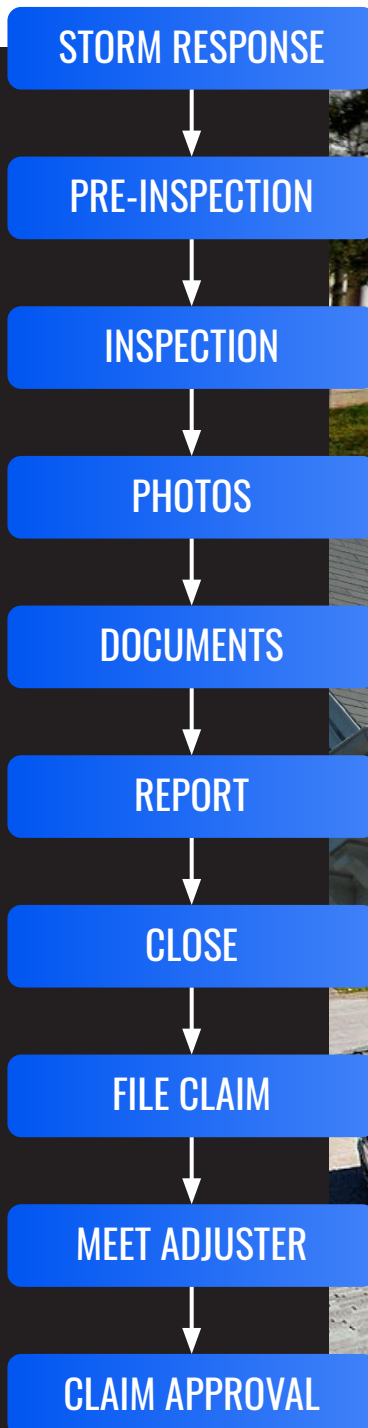
A 3D wireframe illustration of a house with a chimney, showing various areas of roof damage with different textures and patterns. A solid blue vertical bar is positioned to the left of the main title text.

Everything You Need to Know **RESTORATION PROCESS**

Restoration Process Overview

The Roofer's Model

In this section we will cover the insurance process in cases involving a roofing company working with a homeowner and an insurance company ONLY. To see other models that include a Public Adjuster, supplementing, and more see Part 3: Alternative Strategies.



Insurance Process

Roofing Contractor Process

In this model, the roofing company is assisting with gathering all the documents for the report including the inspection, scope of work, photos and more. With the right training and attention to detail, companies are able to successfully process the majority of insurance jobs.



Basic Claim Process

Customarily the process of storm restorations (without a Public Adjuster) follows this high-level sequence:

Inspect and File

When a roof is damaged, the homeowner will have the home inspected and then call his/her insurance company to file a claim.

Adjust and Approval

An adjuster representing the insurance company comes out to the property to conduct an evaluation to compare to the roofer's report and estimate.

Work Begins

If the claim is approved, the homeowner will pay their deductible and hire the contractor to perform the repairs or full replacement.

Cycle of a Claim

The claims process varies from customer to customer and, more so, depending on the insurance company that they are using. Typically when a claim is filed it follows the phases below:



Damage Estimate

The claim is filed and an accurate estimate of the damage is made by the insurance adjuster.

Settlement Offer

Typically, the insurance company is obligated to make a decision within 90 days.

Negotiation

The claim is negotiated through appraisals and mediation to get the best final settlement.

Payout

The final settlement is paid out to the appropriate parties and the repairs can begin being made.

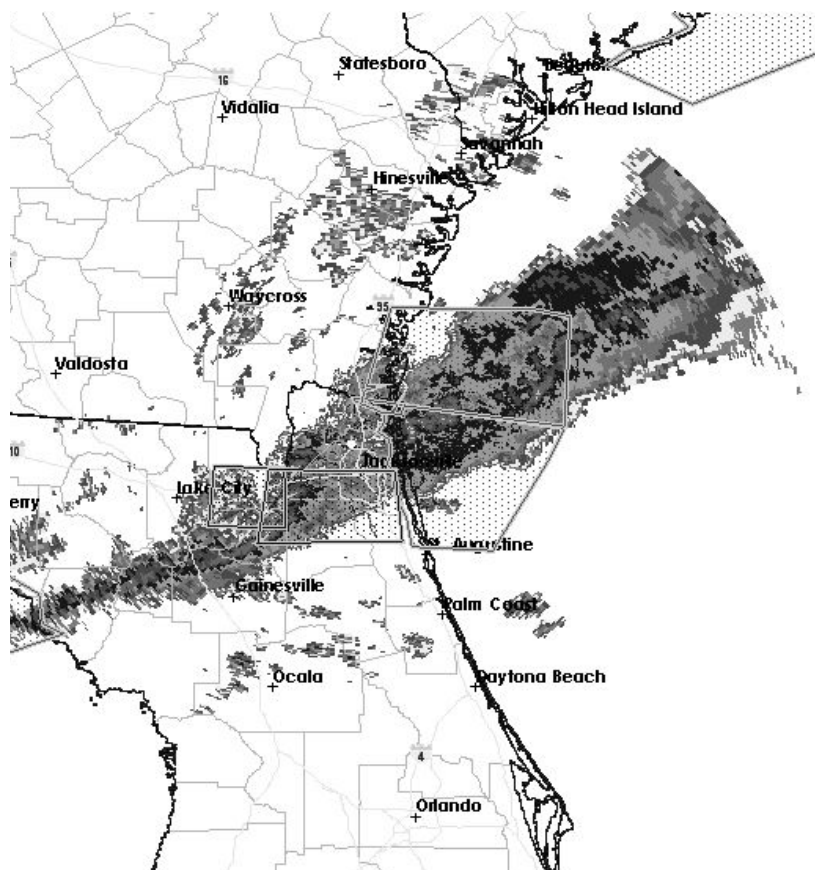
Locating Affected Areas

Storm Tracking

Technology can give roofing contractors a tremendous advantage when it comes to identifying, in real time, areas affected by hail or wind events. Hail and wind verification reports provide a thorough accounting of hail and other weather variables after a storm has occurred.

Today, hail and wind maps, continuously updated meteorological monitoring, and hour-by-hour hail and wind analysis are all at contractors fingertips.

Software applications integrate with other technologies to assist contractors in canvassing hail and wind-struck areas for potential customers in need. Roofing businesses can manage customer information and seamlessly proceed through the processes of surveying damage, creating a roof inspection report, constructing an estimate, obtaining sign-off on work orders, and even ordering needed materials to accelerate the commencement of roof work.



Benefits of Storm Maps

Fast Response



Storm and hail maps provide instant storm reports that are frequently updated with current hail sightings and extreme weather events. Contractors can receive storm notifications to maintain continuous awareness of the latest hail events and weather damage.

Expand Coverage



Restoration professionals can take time to analyze storm data and can observe historical trends in weather patterns. This enables them to act proactively and identify regions to expand their service footprints by adding additional locations in high risk areas.

Important Data



Tracking maps can provide alerts with hail impact metrics, such as Housing and Population affected by various size hail. There's also historical data including hail maps, effective for finding hail damage from previous storms still within the valid claim date window.

Claim Evidence



Hail and storm maps also provide great evidence to share with an insurance company to verify impact. Many times, adjusters may report roof damage as wear-and-tear not related to a storm. With impact maps, the contractor has proof that that home was directly damaged by a storm.

Storm Response: Day 1

Speed is Key!

If a storm rolls into a nearby town, a roofing contractor's response should be **immediate**! The next day, or even that afternoon if it's a morning event, the team should be door knocking in the storm-impacted area.

Immediate Storm Response

Day 1 Strategy

The main goal immediately post-storm is **SELLING** the Roof Inspection, not the roof! Focus on the inspection offer at this point— get on roofs, and focus on **VOLUME**.

1 Introduction

- Introduce yourself, our company, and why you are out meeting with homeowners. Keep a **service-first** mentality.
- Connect with the homeowner. Depending on the intensity of the storm, they may be overwhelmed. Ask them how they are feeling and have them discuss the events so far.

2 Inspection Offer

- Take note of any ground-level signs of damage, like cracked siding, or collateral damage such as small clusters of dents on their car.
- Report to the homeowner what you have noticed at the ground level and why a roof inspection is recommended.
- Educate them, including the fact that the roof inspection is a free service you are performing to check for early signs of damage to prevent leaks and further water damage. The goal is to walk them through the best option for their home, whether that be a repair, a replacement, or just another check up at a later time.

Door Knocking Objective

- Create relationships in our community by going directly to the homeowners.
- Identify storm damaged areas and proactively build market presence by educating our community on common property issues in our area: weather, wear-and-tear, updated building codes, etc.



3 Gather information

- Once they have accepted the inspection, gather as much information from the homeowner as you can. This should include their insurance company, details and history of the roof, their contact info, and the mortgage company information.

Storm Response: Week 1

Week 1 Strategy

After a storm, a community can be a high traffic area for roofing contractors. Homeowners may have already gotten an inspection (or a few) and even signed with a contractor at the point you are knocking on their door. Here are some tips for meeting with homeowners that have already been solicited.

1 Introduction

- Follow the same strategy as Day 1. Make sure to reference the storm date.
- Gather more information pertaining to what stage the homeowner is at in the claims process, currently.

2 2nd Opinion

- If the homeowner has already had an inspection, still follow the process and offer your services as a second opinion to ensure that a claim is really required.



3 Handle Objections

- If the homeowner has already signed or chosen another contractor, still introduce yourself and leave behind some high value branded materials.
- Educate the homeowner. If they have any issues with their current contractor during the claim process, they are not bound to use them for the repair or replacement. Your company can step in if needed.

First Meeting Tips

- A clean, polished, professional look goes a long way in gaining the trust of homeowners. Even if you are doing back-to-back inspections, make sure to freshen up between appointments and give a good first impression.
- Arriving at the appointment with a branded uniform, vehicle wrap, and presentation materials is a great way to leave a strong impression.
- Mirror. A great way to easily relate to the homeowner is to match their level of urgency. If they seem fast-paced or busy, speak quickly and deliberately. If they are more casual and slower paced, match their speed and take time to explain yourself.



Pre-Inspection

Prior to an inspection, there are several points to consider to help identify if the project qualifies for an insurance claim. These questions may have been qualified by the office team, but it is important to verify them onsite, as well.



What storm is the damage related to?

- Identifying in advance what storm the damage is related to already pinpoints what type of damage to be searching for when performing the inspection.
- If the damage found is not congruent to the most recent storm, or if the storm wasn't recorded as affecting that area it may be rejected by the insurance carrier.

What is the date of the damage?

- The date of damage will allow an inspector to know whether the damage found was done during the storm or if it happened prior.
- The date of the damage is also important because, if it's too far passed the date of the storm (2-3 years usually), the claim window for that event may be closed.

Qualifying if the claim is an Insurance Job:

- Homeowners insurance covers the structure of a home, including the cost of roof replacement or repairs necessary due to sudden damage. When a roof is damaged by fire, heavy winds, hail, severe thunderstorms, or fallen tree limbs from a lightning strike, homeowners are likely to be reimbursed for the costs of a new roof.
- If a roof was damaged due to poor maintenance or general wear and tear, insurance companies are unlikely to cover roof replacement or repairs. Coverage is also limited for roofs older than 20 years old. Older roofs are typically insured at their actual cash value, though a lesser payout may be possible based on an older roof's depreciated value.

Coverage: Renter vs Owner

- For those who own homes, homeowners insurance can cover the home and its contents. If a home is mortgaged and not yet fully paid off, such insurance is usually required by the lender.
- If the owner rents the home, he or she (the landlord) would insure the property, while the renter normally must carry the contents insurance.

Inspection Toolkit

The roof inspection forms the basis of a repair or replacement estimate, and is required in the insurance claims process. Certain tools greatly facilitate performance of a proper, thorough, and successful roof inspection.



Measuring Tools Many contractors today use software to measure roofs from satellite or aerial imagery. This can be a safe and accurate means to determine roof measurements, but a conventional tape measure is always good to have on hand. During a careful inspection, contractors examine the roof by getting atop it and scrutinizing the conditions. Manual measurements are often taken at that time.

Chalk Roofing technicians use chalk to mark up damaged spots, such as hail strikes. Chalk is also used for outlining test squares (SQs) which are 10' X 10' areas of a roof.

Moisture Meter Moisture meters help find roof leaks. Using the principle of electrical resistance, pin-type meters use the board as an element in a circuit by driving two pins or electrodes into it. When moisture penetrates a roof system it can cause mold, dry rot, and serious structural damage. Great for attic inspections.

Laser Pointer The roof inspector will always find a laser pointer useful for showing homeowners precisely where damage exists.

Smartphone with Apps Smartphone apps can be great time savers for contractor. Besides the camera feature, smartphones usually have compass and measuring apps, as well, that assist with documentation.

Ladder and Safety Equipment Ladder leveling is very useful with extension ladders positioned on slippery or uneven surfaces, like lawns or driveways. Roofing is one of the deadliest jobs in America, so it's very important to make sure to follow safety guidelines and wear a harness.

Anti-Slip Footwear Just like a mountain climber, roofers spend time on sharp inclines. Shoes that can grip the roof slope are essential as a key safety "tool."

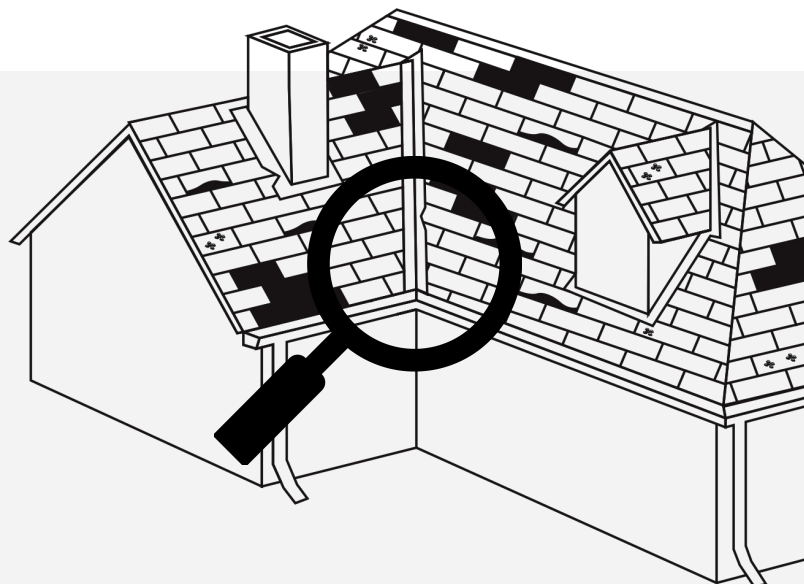
Roof Inspection

For retail jobs, an inspection is provided to customers to educate them on any issues that need repairs or replacement in the short term, or what the property owner should look out for in the near future. For insurance jobs, the inspection is the biggest piece of evidence for the claim.

Performing a roof inspection involves careful procedures and documentation, almost like a forensic investigation. In this section we will walk through the major inspection points related to inspecting the roof and other parts that help determine if there is storm related damage.

Purpose of the Roof Inspection:

- A roof inspection report is evidence of the structural and cosmetic issues related to a roof.
- The report recommends the course of action needed to restore a roof or preserve its existing condition - if in good shape.
- The report is what is used to determine if the damage qualifies for an insurance claim.



Collateral Inspection Checklist

Sometimes, claims get denied because the insurance adjuster will say the damage to the roof is the result of wear-and-tear and not a storm. To build a strong case it's important to notate collateral damage, as well as roof damage. Adding this to your report is more proof that the damage is consistent with a hail or wind storm.

- Paint Chipping
- Dents in Window Cladding
- Holes in Window Screens
- Dents, Cracks, and Holes in Siding
- Damage to Downspouts and Gutters
- Dents in Vehicles at home during time of incident
- Dents in Exterior Equipment like AC Units, Satellite Dishes, etc
- Outdoor Materials and Furniture Damage
- Dents in Garage Door
- Mailbox Dents
- Fence and Additional Property Damage



Performing an Inspection

Material Inspection

The exterior roofing material is what takes the most abuse from the elements. The inspection report describes the state of the material. See the following wind and hail inspection guides for more information on material damage.

- Are there missing, broken, or poorly aligned shingles?
- Are there any areas of stains, moss, or rust?
- Are all seams well-insulated?



- Are all parts of the roofing secured in place?
- Is flashing and caulking around sidewalls and chimneys intact and sealed?

Structural Inspection

The structural inspection is important because it reveals if there are signs of wear that aren't as visible as the top layer of material. Structural issues are an indicator that the homeowner may need a full replacement.

- Are there signs of sagging and uneven roof planes?
- Does the chimney show signs of storm damage?
- How many layers are on the roof?



- What is the condition of the decking? Does the roof base seem spongy under your feet?
- Are there any other signs of water penetration?

Drainage Inspection

Poor drainage can lead to many costly repairs, including mold removal or an entire re-roofing procedure. If the drainage is not directing water away from the building correctly, it may also cause problems with its foundation and basement areas.

- Are drain pipes directing the water away from the building's foundation?
- Are there granules or other signs of storm related damage accumulating in the gutters?



- Is there trash and debris blocking drainpipes and gutters?
- Are drain pipes securely attached to the gutters and the walls?

Performing an Inspection

Ventilation Inspection

Chimneys, vents, and air ducts are vulnerable components of a roof system, as they penetrate the roofing and insulation materials. If these contact points are not insulated well, the building may be subject to water leaks and poor thermal efficiency.

- Check to see if vents are obstructed and ensure that air flows freely through them
- Check if ventilation structures are fitted with storm caps
- Check if the flashing around the protruding structures fits well
- Take note of any signs of moisture, which can indicate vent failure



Workmanship Inspection

When examining the roof it's important to note if the previous installation is up to code. Some areas have laws that require the insurance company to approve funds for upgrading the roof to meet local codes.

- Was the roof recently repaired?
- Was the repair or previous replacement performed up to reasonable standards? (This may hurt the insurance claim if not.)
- Is there discontinued or outdated materials on the roof that need replacement?
- Does the roof meet the local code requirements? Are there needs for upgrades?



Attic/Interior Inspection

A roofing inspection examines the roof's underside — the attic. Thoroughly inspecting the interior provides a complete picture of the roof's condition. Sometimes, leaks and other damage might not be visible on the exterior but can be identified inside.

- Check for dark spots or swelling on wooden beams, signifying moisture penetration
- Check for water spots or bubbling in the walls
- Check for mold or condensation
- Check for signs of rodents, insects, or birds
- Ensure that pipes, ventilation elements, and wiring are well-insulated



Wind Damage Guide

What to Look Out For

Asphalt shingle roofing material has a tendency to flip upwards as extremely strong gusts of wind, especially straight line winds, penetrate underneath edges of the material, sometimes cracking older, somewhat brittle shingles. Newer shingles may curl and remain disformed, while other shingles may become completely dislodged as wind uplifts the material from its adhesive stripping and even rips away from the capped roofing nails along the highside of the shingle. Heavy winds and torrential rain can also cause asphalt shingles to suddenly shed their coarse, granular surface. This compromises the shingles ability to refract sunlight and heat, which will shorten the lifespan of the material. In addition, loose granules flow into the home's gutter system, adding to leaf litter and other debris likely to clog the gutters and cause water to back-up. The wind can wreak havoc on the gutters themselves, pulling them off their anchorings to the fascia. Parts of the roof deck might also come apart under heavy winds. Metal roofs may become loose or come apart from strong winds, as well as break their waterproof seams. Tile roofs can become loose, go missing and even crack other tiles.



SHINGLE CRACKING & CURLING



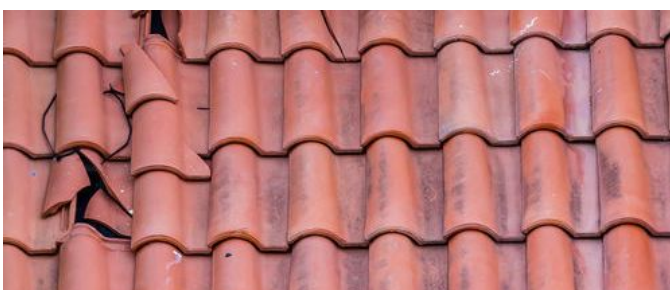
DISLODGED SHINGLES



METAL PANEL DAMAGE



MISSING SHINGLES



MISSING AND CRACKED TILE



DAMAGED GUTTERS

Hail Damage Guide

Hail is notorious for damaging everything in its path. The size of hailstones can vary greatly. Everyone has marveled at images of baseball-sized ice chunks which homeowners have found on their roof or patio after a big storm. But much smaller hailstones can easily inflict damage to a roof and other property subject to outside elements. Round indentations on a roof surface aren't always the result of hail. It should be fairly obvious if other objects are causing abnormal wear to a roof such as falling acorns. That's not something homeowners insurance covers, nor are acorns as destructive to a roof surface.

Hail claims have been on the increase in the U.S. From 2018 through 2020, claims increased 2% from 832,377 to 849,033 and questionable claims (QC) submissions increased 34% from 1,462 to 1,958. Severe storms, including those packing hail are occurring with more intensity and affecting more areas of the country. While debates go on about why so many storms are occurring, the extensive property damage they inflict is clear. The property damage can be as minimal as a few broken shingles to total loss.



There were 4,611 major hail storms in 2020, according to statistics gathered from NOAA—the National Oceanic & Atmospheric Administration. In 2019, 5,382 major hail storms occurred.

Technical Definition of Hail Damage:

Once a shingle has been bruised, a progressive deterioration ensues and culminates with a hole in the shingle. A puncture or "bruise" affects the water shedding capability and the long-term serviceability of a roof and, therefore is considered damage. Hail impacting a cedar roof can cause damage if the hailstones are large enough and have sufficient density, hardness, and impact velocity to split the wood they strike. If a shingle (or shake) does not split when it is impacted, it is not hail-damaged.

Haag Engineering

Hail Size Comparison

SEVERE LEVELS

Pea ¼"



Nickel 7/8"

Quarter ¼"



Golf Ball 1.75"



Tennis Ball 2.5"



Softball 4"



Hail Damage by Material



Shingle Damage

When hailstones slam into an asphalt shingle roof covering they cause indentations that can lead to pin holes allowing water and moisture to penetrate down onto the underlayment and potentially passed it, to and through the roof decking itself! Hail strikes also compromise the granular coating of shingles which affects the ability for the roof covering to regulate surface temperatures. When that happens, the asphalt material underperforms and decreases a roof's lifespan.

- Pin holes through the shingle causing moisture penetration
- Displacement of granular surface coating



Metal Damage

The speed at which hail falls from the sky can exceed 100 mph! Hail pelting down at even much lower velocity can leave small dents in a metal panel roof, adversely affecting the roof's future ability to resist rusting. The dimples and dents caused by hail compromise certain coatings that keep metal roofs from corroding and from absorbing heat from the sun's UV rays.

- Dimples and dents increase vulnerability to rust
- Breaches in metal roof coatings
- Reduction of heat-resisting qualities of coated metal roofs



Tile, Slate, Shake Damage

Tile, slate, and shake are somewhat more forgiving when it comes to hail strikes. Hail is no match to a stone of ceramic surface unless the hailstones are extremely large and compact. The surface of real cedar shake roofs recoil slightly when struck by hail, usually returning to normal form, instantly.

- Tile/slate/ceramic hard surfaces withstand hail well
- Wood shake has a give-and-take quality, cushioning the hail strike and preventing serious roof damage
- Splitting of a wood shingle by a large hailstone(s) is unlikely but possible

How to Perform Test Squares

An insurance adjuster may request that a test square be performed to support a damage claim related to roofing. This usually occurs when the claim is for hail or wind damage. As all roofers know, a roof square (SQ) is a 10-foot by 10-foot area. When a test square is done, there is damage noted in it.

1 Choose Areas

Pick a spot on the slope on which hail strikes or wind damage is clearly evident. Make sure to mark up varied elevations on each side.

2 Draw the Square

Draw four corners of the roof square (10×10 foot square.) Use a chalk color that stands out from the roof material and shows up well in the photos.

3 Label Location

Mark the test square with a N, S, E, or W (North, South, East, or West) that represents the direction that slope faces. Most smartphones have a compass app built in to help you orient yourself if you are not sure.

4 Identify Damage

With chalk, circle several of the hail dents. If the claim is for wind damage, draw a slash mark on each affected shingle. Show areas where shingles may be missing, too. Raise a tab of the shingle to show it is not sealed or has debris underneath it. Take a close-up photo of each hail hit or wind-damaged shingle for back-up.

5 Calculate Hits

Add up all the hail hits or wind damaged shingles within the test square and write that number next to elevation/location of the square, i.e., N,S,E, or W (i.e. W=13 hail strikes).

Business 411 ©



6 Photo Document

Snap an overview photo of the test square before moving on to the next slope. If you have 15 hail hits on the north slope, you should have a total of 16 images for that slope (1 overview image and 15 pictures of the hail strikes). Apply a descriptive name to each photograph in order to help others clearly understand which slope the hail hits are on.

IMPORTANT: Roofing contractors need to think like an insurance adjuster during the test square process. Contractors may be asked by insurance representatives to verify the hits provided in the photos on site.

Brittleness Test

On roofs that have borderline hail or wind damage, it is important to perform a brittle test in order to determine whether or not the roof damage is repairable. In a case where the damaged shingles cannot be repaired, the roof must be replaced. Performing this diagnosis is another reason homeowners need an experienced insurance adjuster and or a roofing specialist to advocate for them when the initial inspection takes place by a field adjuster sent out by the insurance company.

The positive identification of brittle areas of shingle may result in reaching the threshold for damage from the peril (wind or hail) to qualify for a total roof replacement (i.e., over 25% of the roof unrepairable). To be deemed valid, a brittle test must be random, representative, and repeatable.



Performing the Brittleness Test

1

Document

With chalk, outline the shingles you will be performing the brittleness test on. As it is with a test square, it's good to notate the direction of the slope and mark it BT (Brittleness Test) for documentation purposes.

2

Release Adhesion

During a brittle test, shingles are loosened at their lower edge. You can either use a shingle that has already lifted by wind damage, or you can release a shingle. Do not release the shingle by pulling it up by the corner, that will negate the BT. Instead, use a sharp trowel to get underneath the shingle and release the adhesion. The BT is not to see if the shingle is lifted, it's to see if it is in good enough condition to be resealed.

3

Lift Shingle

The edge is lifted and flexed to a 45-degree angle 2-3 times. If the roofing material shows visible cracks and seams, it is beyond the repair stage and, if enough of the test area shows similar fragility, a total roof replacement may be necessary. However, if the shingle remains flexible, the roof could have a longer lifespan without repairs or replacement.

Like with most procedures in the insurance claims process there is no real industry standard for brittle tests for asphalt shingles (or asphalt pavement, BUR, modified bitumen, or anything else made from asphalt.) Each adjuster may have a different method for performing and judging the tests, so it's best to have a strong understanding of the roof material you are evaluating.

Photo Documentation Guide

More is More!

When preparing photo evidence for the claim make sure to document everything you see. There is no such thing as too much evidence when it comes to insurance claims. These photos are the proof of all damage and everything that is reported in the damage report should be clearly visible here as well.



Documentation Example



3

North Slope - Missing Shingles

4

Indicated area is missing entire strip of shingles. Strip above is also lifting.

1

Photo

- Clear, good resolution photos of the roof accurately representing the description of damage. Photos can be taken with a good quality smartphone, professional camera, and/or drone.

3

Location/Title

- Indicating the direction of the slopes affected is a good practice when dealing with wind or hail claims. This helps prove the damage is congruent with the direction of the most recent storm.

2

Mark Up

- Take the time to mark up damaged areas, either onsite with chalk or digitally with your smartphone. Not all photos will require highlights and arrows, but it is a good tool to emphasize key areas.

4

Description

- Although not always necessary, a good description can help with representing information not clearly visible in the photos. For example, some photos are taken to show what *isn't* there—like code violations or missing roof parts.

Photo Documentation Guide

1 Before Photos

Although not always available, photos from BEFORE the storm event are extremely helpful to prove the damage is a direct result of the storm. If the homeowner has any photos from when they purchased the home, or last had it inspected, make sure to include them in the report. If not, try to see if Google Earth or a third-party imaging provider has before photos. Google photos may not be high resolution, but in this example we can clearly see there are no missing tiles on this roof before the storm event.



2 Perimeter

Perimeter photos help orient the other more detailed, close up photos. Checklist:

- Each exterior side of the home, documented with North, South, East, and West.
- Any additional structures on the property. (Detached garage, shed, etc.)



3 Slopes

Like perimeter photos, full slope photos orient the other more detailed, close up damage. Checklist:

- Each roof slope, including dormers and chimneys, documented with North, South, East, and West.
- Roof slopes of additional structures on the property.



Drone photos help with this part of the process. With a drone you can get additional photos like a top view of the roof that you mark up with key damage areas. With permission, you can take photos of neighbors homes with similar damage, strengthening the claim.

Photo Documentation Guide

4

Details

Now that we've taken all the orienting exterior photos, we can start to document damage slope by slope. Checklist:

- To help with organization, work one slope at a time documenting damage areas.
- When documenting a lifted shingle, make sure to slightly lift it with your hand to show the adhesion failure.
- When documenting hail, make sure to circle the hits and test squares.
- Indicate areas of lifted shingles with a dash (--) in the bottom left corner.
- Highlight missing shingle areas with digital mark up tools, if needed.
- Document Shingle Gauge on the shingle and identify the type of shingle.
- Document tarped areas (the homeowner can be reimbursed for tarping costs).
- Document areas that are not up to local code with a description including the specific code.



5

Accessories

Accessories also will show signs of storm damage and often need to be replaced. Checklist:

- For hail damage, shade affected areas with a contrasting color chalk to clearly show impact areas.
- For wind damage, check accessories for detachment and take photos.
- Make sure to document all roof vents, satellite dishes, roof pipes, flashing, etc. for signs of damage or failure.
- Take note of the number of vents and make sure they are up to code for the area and size of roof. If not, document it.



Photo Documentation Guide

6 Gutters

Like accessories, gutters will also show signs of damage from the storm. Checklist:

- Document gutters and downspouts that have dislodged shingle granules.
- Document dents and cracks along the gutters, shading with chalk when necessary.
- Document separated gutters, loose nails or screws, and signs of gutter failure, such as pooling water or water stains on the exterior.



7 Siding/Collateral

Claims can also include siding replacement, if necessary. Make sure to document this and also additional collateral damage to strengthen the case. Checklist:

- Document dents, cracks, and missing siding pieces, shading with chalk when necessary.
- Record any damage to windows, vehicles, equipment, garage doors, mailboxes, etc. that are congruent with hail or wind damage.



8 Attic and Interior

In the interior, we want to document any signs of water damage due to the weakened roofing system. Checklist:

- Document signs of moisture and mold in the attic and ceiling. This is usually only apparent in homes severely affect by a storm or by homes that has not been repaired months after a storm.
- Document any areas that may be exposed due to the layers of the roof being degraded.



Preparing Documents and Contracts

Preparing an insurance claim with a homeowner is a lot of work. Between the in-depth inspection, detailed documentation, and specialized estimating process, the company is spending potentially months on the project. That's why it's important to have a written agreement, among other documents, with the homeowner before the process begins, confirming that they will be using you to perform the approved work.

DISCLAIMER: The following sample contracts are not for immediate use. Any contracts or documents used in this manual are for training purposes only. Any legal documents used in the insurance claims process should be reviewed by a local lawyer for accuracy and to ensure local regulations are followed.

Service Agreement

A service agreement is a contract between the homeowner and contractor that sets up expectations from both parties in the claims process. It is the first step in securing yourself as the contractor of choice in the claim.

Key Points

It's difficult to enforce that a homeowner use you for a project, and usually not worth the effort. It is your responsibility along the way to continue to sell your company and services and make the homeowner a fan. In a worse case scenario, where the homeowner is trying to pocket the insurance money or just goes with another contractor, at least with a simple contract they are liable for a cancellation fee to recoup some of your time. It is also extremely important to outline the rescission period for cancellation as well.

AOB

Assignment of Benefits, commonly referred to as an AOB, allows the homeowner who holds the insurance policy to sign over their insurance rights or benefits to the contractor. The contractor can then file an insurance claim, make repair decisions, and collect on benefits without the homeowner's involvement.

Key Points

AOB's are prohibited in some states due to bad actors taking advantage of this contract and acting unethically. It's important to check local regulations to see if they are allowed. It's important to educate the homeowner on the rescission period of AOB's, so that if they have signed into one already and are unhappy with the service of another contractor, that they have the ability to break the agreement freely.

Direction of Payment

The Direction of Payment agreement is a document that states the homeowner is giving the insurance company permission to directly release funds for the project to the contractor, public adjuster, etc. working the claim. This is a good safety net for contractors to get payment for the job as soon as coverage is approved.

Letter of Representation

More common with using a Public Adjuster, the Letter of Representation is a formal notice to the insurance company that a third party (attorney or public adjuster) will be representing the homeowner on the claim. Contractors are typically not allowed to formally represent the homeowner.

Sample of Service Agreement



Roofing Company Insurance Service Agreement

Owner: _____
 Job Address: _____
 City, State: _____
 Phone: _____
 Email: _____

Representative: _____ Date: _____
 Insurance Carrier: _____
 Date: _____ Claim No: _____
 Type of Loss: _____
 Adjuster/Phone: _____

In this SERVICE AGREEMENT, Roofing Company and the Homeowner/Property Owner agree to the following:

OUR PROMISE:

We agree to inspect the property listed above and act as your general contractor of record to evaluate and discuss the scope of damage to your property. In addition, we will provide you with the following:

1. Travel to and from your property, as needed, to perform inspections and a property damage assessment.
2. Provide all equipment (including safety equipment) necessary to conduct a proper inspection and evaluation of all property damage.
3. Perform an assessment to all damaged building materials reasonably identifiable from a visual inspection.
4. Access weather and satellite data, on weather related claims, to document the cause of your loss and damage.
5. Determine a reasonable method of repair, or replacement if needed, for all damaged property that meets applicable building codes and acceptable industry standards.
6. Estimate the scope of work at a fair market price to return the property to its pre-peril conditions.
7. Report any damaged property that we find to your insurance adjuster or appraiser, answer any questions they have regarding our scope of work or estimate of damages, and answer any technical questions they may have regarding our recommended method of repair.

HOMEOWNER AGREEMENT:

1. In consideration for authorizing us to act as your General Contractor of record for the Property and assisting you in the acquisition of funds to perform all of the work necessary to properly repair/replace your damaged Property, you expressly agree to enter into a Service Agreement with us to perform said work AS SOON AS FEASIBLE after your receipt of funds adequate to perform the Final Scope of Work have been obtained.
2. You agree to forward to us all pertinent correspondence between you and your insurance carrier regarding scope of work and pricing of your claim.
3. You acknowledge we are acting as your General Contractor on this project and as such will be entitled to General Contractor's Overhead and Profit.
4. If you later decide to not pursue the claim OR if you later choose a different contractor to complete the Scope of Work, the Homeowner is liable for time spent in the claims process at a rate of XX per hour.

By signing this Agreement, you agree that you have received, read, understand, and agree with Terms and Conditions of this document and made a part of this Agreement by reference, and acknowledge receipt of a completed and signed copy of this Agreement. IN WITNESS WHEREOF AND INTENDING TO BE LEGALLY BOUND, the parties have executed this Agreement as of the date written below. We agree that we will perform the agreed work and research listed above, per the terms specified in this Agreement upon confirmation of an adequate source of payment for said Work. IF THE FINAL OUTCOME OF YOUR CLAIM WITH YOUR INSURANCE CARRIER IS A DENIAL OF CLAIM, OR IF THERE IS NO OR INSUFFICIENT INSURANCE RECOVERY FOR THE WORK TO BE PERFORMED, WE RESERVE THE RIGHT TO TERMINATE THIS AGREEMENT.

 Owner Signature

 Date

 Representative Signature

 Date

Sample of AOB



Roofing Company Assignment of Benefits

Owner: _____
 Job Address: _____
 City, State: _____
 Phone: _____
 Email: _____

Representative: _____ Date: _____
 Insurance Carrier: _____
 Date: _____ Claim No: _____
 Type of Loss: _____
 Adjuster/Phone: _____

I, the Owner/Agent for the job site, authorized Roofing Company to inspect my property for: wind damage/lift, missing roof components, potential leak areas, and furnish necessary materials, perform all labor necessary to preserve and protect my property from further damage.

AUTHORIZED EMERGENCY REPAIRS: I order the Assignee to perform emergency repairs and/or betterments to the property as: ☐ Tarp(s) ☐ Caulk/Seal ☐ Dehumidifier ☐ Fans ☐ Oust Debris ☐ Remove Tree ☐ Patch

I believe, and understand that in the best judgment of Assignee, these services are likely needed to mitigate further loss or damage to the property. To the extent I made any payments for these services to Assignee, I retain only the right to seek reimbursement under the insurance policy.

TERMS AND CONDITIONS

1. ASSIGNMENT OF INSURANCE BENEFITS: I hereby assign any and all insurance rights, benefits, proceeds, and any cause of action under any applicable policy of insurance to Assignee, for services rendered or to be rendered by Assignee, its subcontractors and/or assignees, including but not limited to tarping, repair or replacement of roofing systems. In this regard, I waive my privacy rights. I make this assignment in consideration for Assignee's agreement to perform labor, services, supply materials, and perform its obligations under this contract, including not requiring full payment at the time of service. I hereby unequivocally direct my insurance carrier(s) to release all information requested by Assignee, its representative, and/or its attorney for the purpose of obtaining post-loss insurance benefits for services rendered or to be rendered. I understand that any portion of work, deductible(s), betterment, depreciation, or additional work requested by me, or otherwise not covered by insurance, is ultimately my responsibility. If I rescind this agreement, then I agree to promptly pay Assignee for all contracted work performed.

2. DIRECT PAYMENT AUTHORIZATION: I authorize and unequivocally instruct direct payment of any benefits or proceeds for services rendered by Assignee to be made payable solely to Assignee and sent exclusively to Assignee.

3. STOP WORK HOLD HARMLESS: In the event Assignee is not allowed to perform its recommended procedures, emergency repairs, to prevent further damage to the property, then I agree to release and hold Assignee harmless, and indemnify Assignee against all claims or actions that may result from such inaction.

Assignee shall provide a copy of this executed agreement to the insurer within three (3) business days after the agreement is executed or the date on which work begins, whichever is earlier.

Assignee shall indemnify and hold harmless Assignor from all liabilities, damages, losses, and costs, including, but not limited to, attorneys fees, should the policy subject to the assignment agreement prohibit, in whole or in part, the assignment of benefits. If I want to rescind this agreement, I must provide a signed written notice of rescission to Assignee during the time period identified in 18pt uppercase and boldface type below.

 Owner Signature

 Date

 Representative Signature

 Date

Claim Report Guide

Below is the ideal outline for an insurance claim report. This structure is extensive and if done correctly and accurately will create a bullet-proof estimate.

1 Basic Information

All parties' (homeowner, insurance, mortgage company, contractor, etc.) contact information, policy information, and cover sheet are necessary to the report. Also note the current roof materials installed on the property.

2 Scope of Work

The complete scope with line items of materials and services needed and cost breakdown.

3 Measurements

Include detailed measurement reports of the property, including total SQs and linear foot breakdowns of all roof parts. A roof diagram is also recommended as it is useful to mark-up key damage points.

3 Inspection Report

The inspection report is a thorough explanation of the roof conditions observed by a professionally trained crew. Include recommendations on actions to be taken, including repair or replacement. It is backed up by the photo report.

4 Photo Documentation

A good photo report will include 75+ photos including top view, all sides, and photos of specific damaged areas with thorough documentation (including chalk markers, descriptions, etc.) Each photo should include a description of what damage has been identified.



5 Local Regulation

Local codes and regulations as further evidence of what needs to be done to the roof to meet them.

6 Roof System Info

Information on the recommended roof system to be installed (can be brochure directly from the manufacturer.) There should also be documentation on why this system is best for the area and what additional materials will be needed to ensure this system is installed effectively.

7 Overhead & Profit

Xactimate for Overhead and Profit to present as evidence for additional compensation.

8 Additional Evidence

Additional information may be added depending on the project such as weather reporting, hail map, etc.

Using Xactimate

What is Xactimate?

Xactimate is a paid software that is used by restoration professionals and insurance companies to review claims and estimates. Today 22 of the top 25 property insurance companies in the U.S. and all of the top 10 Canadian insurers use Xactware property insurance claims tools.

Xactimate is built to shorten the claim cycle by allowing professionals to:

- Create detailed line-item estimates in the format Insurance Companies prefer to review.
- Search and utilize current local price lists.
- Mock up roof diagrams for the report.
- Store and manage their ongoing and past claims projects, documents, and images.
- Easily calculate depreciation, waste, labor, and materials on projects.
- Communicate seamlessly with the insurance companies and other restoration professionals.



Xactimate Certification

Xactimate offers certification through their website. The certification is based on navigating the most recent version of the program by creating an estimate. Users can certify at three different levels: Level 1 - Fundamentals, Level 2 - Proficiency, and Level 3 - Mastery.



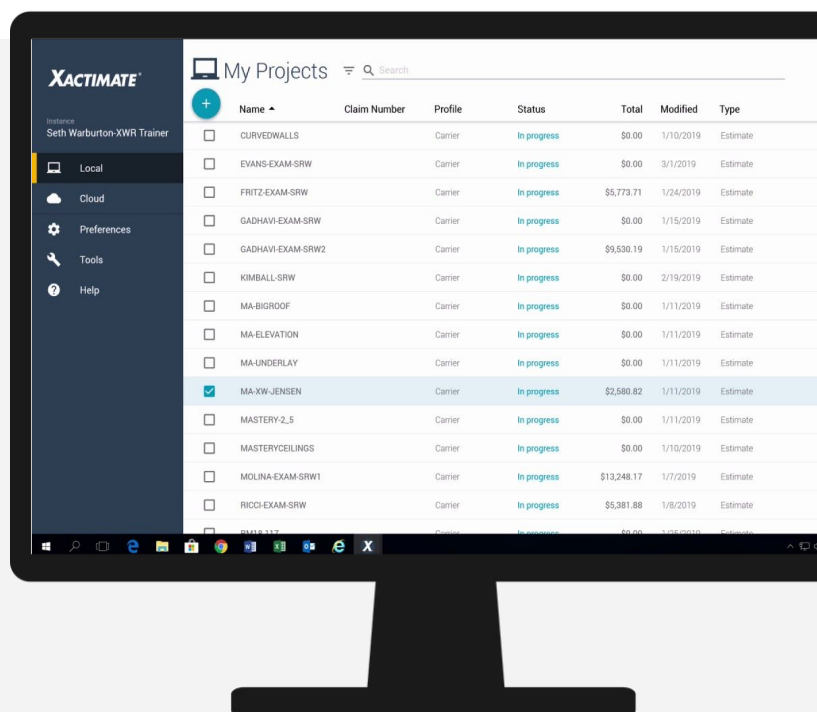
XACTIMATE®

Xactimate Training

In this section, we will not be reviewing the step by step processes of using Xactimate. Xactimate offers training courses online or in person through their website. Many contractors prefer third-party training providers, as well. We will only be reviewing samples of estimates and how they are built to get claims approved faster.

Benefits of being proficient in Xactimate:

- Easily navigate estimate creation, local price lists, and codes.
- Build better communication with insurance companies by creating stronger estimates.
- Shorten the claim cycle and expedite the homeowner's restoration needs.



Building an Estimate

In this section we will review a sample Xactimate estimate for a full roof replacement. There are several ways an estimate can be written, this is a sample of common line items and the purpose behind them. The cover sheet includes the basic contact information for the roofing company and homeowner.

The objective when creating the estimate is to ensure the costs associated with removal and replacement of the current system are covered and the homeowner is restored to pre-storm property value. Start with good correspondence with the insurance company on the cover page.



Roofing Company

Insured:	John Smith	Number:	(987) 654-3210
Property:	1 Main Street City, ST 12345	Email:	johnsmith@gmail.com
Claim Rep:	Joe Roofer	Number:	(321) 456 7890
Business:	1234 Roof Rd City, ST 54321	Email:	joe@roofer.com
Reference:		Fax:	(678) 901 2345
Company:	Insurance Company		
Business:	PO BOX 123 City, ST 98765		

Claim Number: 98-7654-321

Policy Number: 12-3456-789

Type of Loss: Hail

Date of Loss:	9/02/2020 12:00AM	Date Received:	
Date Inspected:	10/04/2020 3:45PM	Date Entered:	10/01/2020 2:34PM
Price List:	1A2B3C_JAN01 Restoration/Service/Remodel		
Estimate:	JOHN_SMITH		

Dear Claims Department,

Please find attached an estimate to complete repairs to the insured's property. This estimate reflects an accurate accounting of the known work required to return the insured to pre-storm condition in accordance with local building codes and manufacturer specifications. Should any unforeseen circumstances arise during construction that requires additional work, materials, or costs, you will be notified in a timely manner. If there are any questions or concerns regarding this estimate, please feel free to contact me at joe@roofer.com or (321) 456 7890.

Thank you,
Joe Roofer
Roofing Company

Reviewing Line Items

DESCRIPTION	QTY	UNIT PRICE	TAX	O&P	RCV	DEPREC.	ACV
<u>DWELLING</u>							
<u>Main Roof</u>							
1. Remove Laminated - comp. Shingle rfg. - w/ felt	72.00 SQ	63.81	0.00	918.86	5,513.18	(0.00)	5,513.18
2. Roofing felt - 30 lb.	72.00 SQ	34.18	0.00	492.20	2,953.16	(1,771.90)	1,181.26
3. Laminated - comp. Single rfg. - w/out felt	83.00 SQ	209.77	0.00	3,482.18	20,893.09	(8,357.24)	12,535.85
4. Remove Additional charge for steep roof - 10/12 - 12/12 slope	22.00 SQ	26.66	0.00	117.30	703.82	(0.00)	703.82
5. Additional charge for steep roof - 10/12 - 12/12 slope	22.00 SQ	64.51	0.00	283.84	1,703.06	(0.00)	1,703.06
6. Remove Additional charge for steep roof - 12/12 slope	49.00 SQ	33.11	0.00	324.48	1,946.87	(0.00)	1,946.87
7. Additional charge for steep roof - 12/12 slope	49.00 SQ	81.57	0.00	799.38	4,796.31	(0.00)	4,796.31
8. Remove Additional charge for high roof (2 stories or greater)	72.00 SQ	6.41	0.00	92.30	553.82	(0.00)	553.82
9. Additional charge for high roof (2 stories or greater)	72.00 SQ	18.12	0.00	260.92	1,565.56	(0.00)	1,565.56
10. Asphalt starter - peel and stick	591.00 LF	1.83	0.00	216.30	1,297.30	(778.70)	519.13
11. R&R Ridge cap - High Profile - composition shingles	738.00 LF	8.44	0.00	1,245.74	7,474.46	(2,100.64)	5,373.82
12. R&R Continuous ridge vent - shingle-over style	188.00 LF	9.28	0.00	348.92	2,093.56	(638.13)	1,455.43
13. R&R Gable cornice strip - laminated	18.00 LF	12.54	0.00	45.14	270.86	(85.89)	184.97
14. R&R Chimney flashing - large (32" x 60") - copper	2.00 EA	934.85	0.00	373.94	2,243.64	(173.66)	2,069.98
15. Step flashing - copper	130.42 LF	21.28	0.00	555.06	3,330.40	(266.43)	3,063.97
16. R&R Counterflashing - Apron flashing - copper	78.00 LF	12.60	0.00	196.56	1,179.36	(88.95)	1,090.41
17. R&R Flashing - pipe jack	4.00 EA	49.99	0.00	40.00	239.96	(68.23)	171.73
18. R&R Rain cap - 8"	2.00 EA	49.57	0.00	19.84	118.98	(35.78)	83.20
19. R&R Exhaust cap - through roof - 6" to 8"	1.00 EA	92.02	0.00	18.40	110.42	(33.37)	77.05
JOHN_SMITH_02							

Line Items Tips

General

- The replacement estimate should include a waste factor between 10-20% depending on the complexity of the roofing system.
- Roof materials listed should be up to manufacturer installation standards.

Line 1

- Identify the existing system, such as 3 Tab, Architectural, Designer shingle etc. The insurance company is required to replace the system with a minimum of what is currently on the home.
- *Like kind and quality clause: "Like kind and quality refers to a condition in property insurance policies that states that the insurer would cover the cost of repairing or replacing a covered loss with property similar to the original in composition and quality."*

Line 2

- Insurance companies will typically only cover 15lb, however 30 lb. felt is applicable to slope pitches 7/12 and above.

Line 4-7

- Include all charges required in order to complete a safe installation on a steep slope roofing system.
- Price varies as slope increases 10/12, 12/12 etc., so do the risk, materials and complexity of installation.

Line 8-9

- Additional charges required for the installation process for a 2-3 story home.

Line 10

- If the insurance carrier is saying they are including starter shingle, or hip and ridge in the waste, make sure it is specified as its own line item to be included correctly.
- Additional upgrades and water protection may later need to be supplemented.

Line 12

- Make sure to document the current vent system, the insurance company needs to match it. To upgrade, you may need to supplement.

Line 13

- Eave returns, cornice returns and strips, gable returns are commonly overlooked items that are not paid for. Make sure to have proper evidence associated for these items.

Line 14

- Remove and replace chimney flashing. This is usually damaged during the tear-off process and needs to be accounted for.
- Ensure that they are paying to remove and replace the flashing and that they have the appropriate size and amount for each job.

Line 16

- Counterflashing, apron flashing etc, along the dormer lines, windows, transitions, behind cladding—line items that are also often overlooked and not paid.

Line 17-19

- Remove and replace all pipe jacks, rain caps, exhaust caps. These typically need to be replaced and they incur costs.

Reviewing Line Items

Main Roof continued

DESCRIPTION	QTY	UNIT PRICE	TAX	O&P	RCV	DEPREC.	ACV
20. Dumpster load - Approx. 12 yards, 1-3 tons of debris	2.00 EA	397.50	0.00	159.00	954.00	(0.00)	954.00

Please supply documentation/receipts of additional dumpster pulls for review

21. Material Only Tarp - all-purpose poly - per sq ft (labor and material)	3000.00 SF	0.29	0.00	174.00	1,044.00	(0.00)	1,044.00
22. Roofer - per hour	16.00 HR	115.55	0.00	369.76	2,218.56	(0.00)	2,218.56
Labor to tarp around perimeter of roof to protect from further damage during tear off							

Copper Roofing

24. Roofing felt - 15 lb.	2.76 SQ	64.51	0.00	283.84	1,703.06	(0.00)	1,703.06
25. R&R Copper panel - standing seam 1" - 16oz	276.00 SF	20.42	0.00	1,127.18	97.23	(508.72)	6,254.38
26. Remove Additional charge for high roof (2 stories or greater)	2.76 SQ	6.41	0.00	3.54	21.23	(0.00)	21.23
27. Additional charge for high roof (2 stories or greater)	2.76 SQ	18.12	0.00	10.00	60.01	(0.00)	60.01

CODE UPGRADE

23. R&R Drip edge	591.00 LF	6.41	0.00	3.54	2,077.95	(0.00)	2,077.95
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Code item - paid when incurred

28. Ice & water barrier	276.00 LF	1.43	0.00	78.94	473.62	(0.00)	473.62
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Code item - paid when incurred

Dwelling Totals:			0.00	11,691.04	70,146.47	(14,965.98)	55,180.49
Code Upgrade Totals:			0.00	425.26	2,551.57		2,551.57
Totals: Main Roof			0.00	12,116.30	72,698.04	14,965.98	57,732.06

Line Items Breakdown

Line 20

- Make sure to include dump fees appropriate to the job size. This needs to reflect how many layers the roof has and the size of the roof.
- If there is more trash that needs to be disposed than allotted, make sure to document and supplement later.

Line 21-22

- Properly tarp and protect landscaping, pool, and overall property.
- This is a commonly overlooked line item on a job site but it is required to protect the property from further property damage. We must also include the labor required to properly tarp and protect the property.

Line 24

- Outline all installation areas must have felt installed as well.

Line 26

- Example of a steep slope charge since it is more labor intensive to remove and old roof and replace on a 2 story or greater home.

Line 23 & 28

- Code Upgrade: Items necessary to be paid and covered by the insurance company due to local regulations for the home to be up to code.
- Some insurance carriers may not pay for ice and water if it is not a code requirement, unless the roofing system already had ice and water shield.

Common Roofing Abbreviations

Abbreviation	Description
RFG	Roofing
HIP	Hip rafter
R	Ridge
SQ	Squares
TR	Linear feet of truss
TSF	SF under truss system
GRFW	Squares in a gable roof - user defined waste
LAB	Labor only
SDG	Siding

Abbreviation	Description
SFG	Soffit, fascia, & gutter
TMP	Temporary repairs
WDS	Windows - skylights
R&R	Remove and Replace
D&R	Detach and Reset
O&P	Overhead and Profit
LF	Linear feet
SF	Square feet
SQ	Roof Square

Adjuster Meeting

Start with Good Intentions

The relationship between Insurance Adjusters and Roofing Contractors can be strained at times. Especially when there are disagreements on scope of work and qualification for the claim. During the adjuster meeting, the best way to move forward in the claims process is with good intentions and respect.

1 Before the Meeting

It is recommended that the contractor attend the field adjuster meeting. The adjuster inspection process is not supposed to be a bad experience.

- Review the inspection report, photos, measurements and the estimate. You should be an expert on the case.
- Review local code, those items are supposed to be automatically covered for upgrade.

2 Arrive Early

Differentiate yourself from other contractors by respecting the adjuster and providing support if needed.

- Always show up 15-20 minutes early. This gives you time to set up the ladder before hand.
- The homeowner should also be present for the meeting. Greet them and prep them on how the adjuster meeting works.

3 Adjuster Arrival

- Introduce yourself to the adjuster and build rapport with them. Make sure to trade business cards.
- Since you have an established relationship with the homeowner, take time to introduce them to the adjuster, as well.

4 Adjuster Inspection

The goal of the meeting is to observe the inspection and be there to answer any questions that may come up.

- If necessary, prime the adjuster with some of the case information, like date and type of loss.
- Get on the roof with the adjuster but give them space to review and do their inspection. Take notes of their comments and any approvals.
- If they are inspecting a part of the home that is not up to code, make them aware that you noticed it and made a note of it in the estimate.

5 Post-Inspection

After they have completed their review of the roof and any other affected structures, make sure to check in to see if they have any questions for you or the homeowner.

When everything has been completed, remind the homeowner of next steps while waiting for judgement. The goal should always be to come to an agreement on what is the best outcome for the homeowner. By working positively and fairly with the insurance adjuster, you can build a referral relationship leading to future new business.



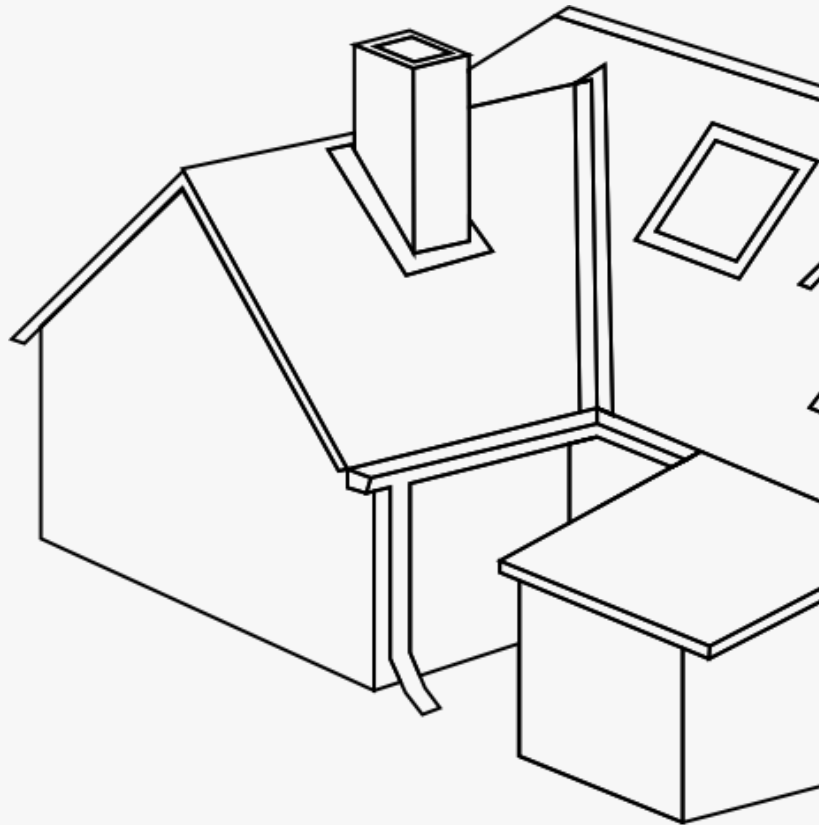
Claim Approval



Fully Approved

If the process is followed through correctly and the claim is filed in good faith, you should get a full approval. Next steps:

- Unredacted copy of insurance documents.
- All specialty estimates ordered or received.
- Discuss with client potential supplements on the claim.
 - Explain the process of supplementing and prepare them for additional funds from insurance company - they are fully covered.
- Ask if they have a mortgage company - if so prepare them for the process of distribution through mortgage company.
 - Documents we need to complete from mortgage company.
 - Mortgage Companies sometimes may delay process for payments significantly.



Releasing Depreciation

To release the remainder of the claim funds, most insurance companies will require a certificate of completion. This can be a contract or they may just ask for receipts proving work was completed, and photo evidence of the repair or replacement. The older the roof, the more money will be held back in depreciation so its important to keep these logs and prove the work was completed.



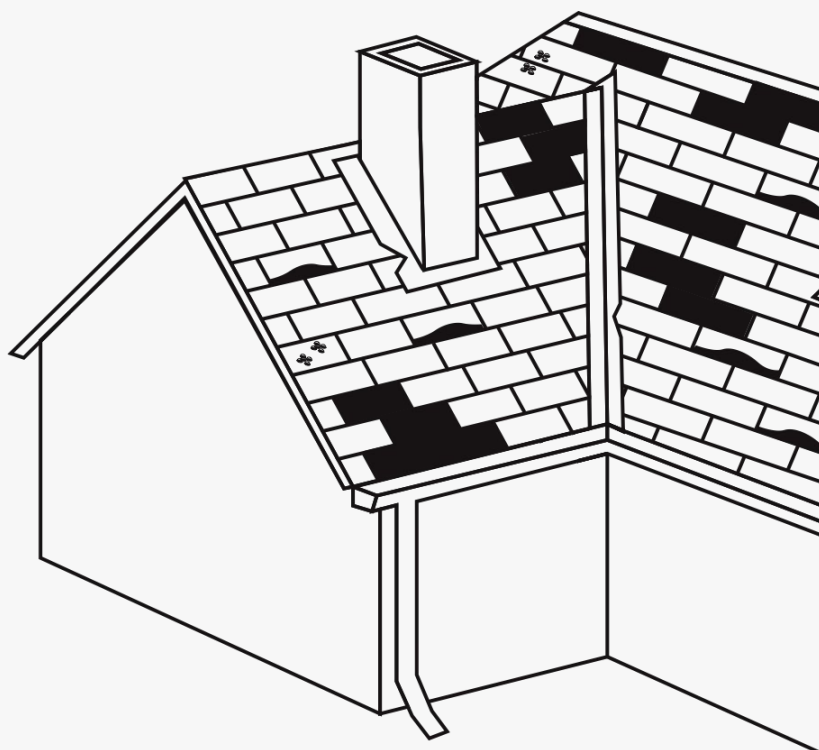
Claim Denial



Partial Approval/Denial

Even when accurate evidence is provided, there is a chance of denial or just partial approval. It's important to educate the homeowner on this outcome in case it does happen and let them know it is not the end! If they really want to fight it, which they should, we can push for re-inspection.

- Recommend the homeowner call their insurance and get a second adjuster inspection.
- Follow up to make sure the insurance adjuster has responded and is scheduled for re-inspection.
- If necessary, escalate the process by having the homeowner call their insurance agent to complain about the denial or partial approval.
- If you haven't heard back from the homeowner, follow up with them and make sure the urgency of the repairs is clear.
- Meet with second adjuster.



Continued Denial

If the insurance company continues to deny the claim, there are a few more actions to take, if the homeowner is willing. They can hire a public adjuster to dispute the claim or sue their insurance company. Both options can add a significant amount of time to the claim since it has already had a previous denial.

Either way, it's important to communicate with the homeowner that their roof damage needs to be mitigated as soon as possible to prevent more serious costly damage. At this point, you may want to lead them into financing options while the claim is being worked on.

Scope of Work

Structural Damage Claim Policy

This estimate is priced based on estimated market pricing for the cost of materials, labor, and other factors at the time of the loss.

Adjustments in market pricing and timing of the repairs may impact the final cost of covered repairs. Should you or the contractor you select have questions concerning our estimate, please contact us. If your contractor's estimate is higher than ours, you should contact us prior to beginning repairs. Insurance Company will work with you and your contractor to determine the actual and necessary cost of covered repairs at the time repairs will be completed, subject to policy terms, conditions and limits.

- We want you to receive quality repair work to restore the damages to your property.
 - We will provide you with a detailed estimate of the scope of the damage and costs of repairs. Should the contractor you select have questions concerning our estimate, they should contact your claim representative directly.
 - Depending upon the complexity of your repair, our estimate may or may not include an allowance for general contractor's overhead and profit. If you have questions regarding general contractor's overhead and profit and whether general contractor services are appropriate for your loss, please contact your claim representative before proceeding with repairs.
 - There may be building codes, ordinances, laws, or regulations that affect the repairs of your property. These items may or may not be covered by your policy. Please contact your claim representative if you have any questions regarding coverage which may be available under your policy.
- 1**

 - Insurance Company cannot authorize any contractor to proceed with work on your property. Repairs should proceed only with your authorization.
 - Insurance Company does not guarantee the quality of the workmanship of any contractor or guarantee that the work will be accomplished within any specific time frame.
 - It is understood that the contractor is hired by you, our insured, and that they work for you - not State Farm.

If you have any questions or need additional information regarding your claim, please contact your claim representative immediately.

Our company's goal is for you to receive quality repair work and restore the damages to your property in an expeditious manner. Attached I have supplied you with a detailed itemized estimate of the covered damage to your property. The listed work to be performed was based on local accepted industry standards for restoration practices. This estimate was prepared based on local material and labor rates for your region. Therefore amounts allowed should be acceptable to numerous reputable restoration contractors in your area. Because the estimate is itemized and detailed, if any changes need to be made to restore your property they can be added after contacting us for review.

You may select a contractor of your choice to perform the listed repairs. It is important that you provide the contractor with a copy of this estimate. If your selected contractor has any questions/concerns regarding the work to be done or the cost allowed they should contact me prior to starting repairs. Any additional or hidden damage discovered during the course of repairs should be reported to me immediately.

Reviewing Scope of Work

Insurance Company

Insured:	Smith, John	Estimate:	12-3456-789
Property:	1 Main Street City, ST 12345	Claim #:	98-7654-321
Type of Loss:	Other	Policy #:	12-3456-789
Deductible:	\$1,000.00	Price List:	1A2B3C_JAN01

Summary for Dwelling

Line Item Total:	2		\$5,953.10
Material Sales Tax:		@ 10.00% x 1,520.00	_____
Subtotal:			\$6,105.10
General Contractor Overhead:	3	@ 10.00% x 6,105.10	\$610.51
General Contractor Profit:		@ 10.00% x 6,105.10	_____
Replacement Cost Value (Including General Contractor Overhead and Profit):	4		\$7,326.12
Less Depreciation (Including Taxes):	5		(\$832.50)
Less General Contractor Overhead & Profit on Recoverable & Non Recoverable Depreciation:			(\$166.50)
Less Deductible:	6		_____
Net Actual Cash Value Payment:	7		_____

Maximum Additional Amounts Available If Incurred:

Total Line Item Depreciation (Including Taxes):	5	\$832.50	
Less Non Recoverable Depreciation (Including Taxes):	8	_____	
Subtotal:			\$312.50
General Contractor O&P on Depreciation:		\$166.50	
Less General Contractor O&P on Non Recoverable Depreciation:		_____	
Subtotal:			_____
Total Maximum Additional Amounts Available If Incurred:	9		_____
Total Amount of Claim If Incurred:	10		_____

Reviewing Scope of Work

This scope of work is a sample and is provided for reference only. This paperwork may vary in language from each insurance provider.

Scope Breakdown

1 Homeowner Responsibility

Insurance companies will emphasize to the homeowner that it is the homeowners sole responsibility to hire and authorize the right contractor to do work on the property. This is why it is extremely important to educate the homeowner on why you will be delivering the best service.

2 Line Item Total

Total value of all items in the estimate plus possible adjustments for labor minimums. Labor minimum is to cover a certain minimum number of hours for drive-time, set up time, and applicable administrative costs and repairs.

3 General Contractor's Overhead and Profit

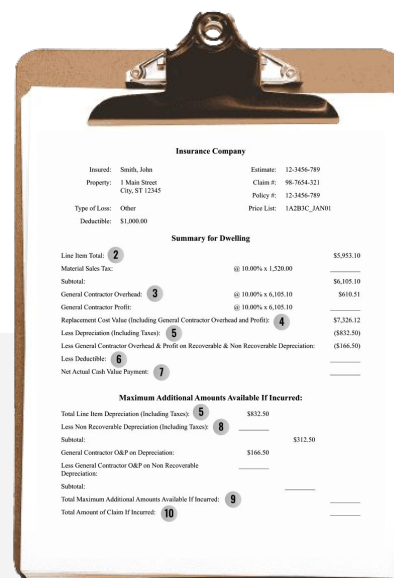
General contractor's charge for coordinating your repairs.

4 Replacement Cost Value (RCV)

Estimated cost to repair or replace. Replacement cost value (RCV) is the amount it costs to replace a property with a new property without deducting for depreciation.

5 Depreciation

The decrease in the value of property over a period of time due to wear, tear, condition, and obsolescence. A portion or all of this amount may be eligible for replacement cost benefits.



Insurance Company

Insured: Smith, John Estimate: 12-3456-789
 Property: 1 Main Street Claim #: 98-7654-321
 City, ST 12345 Policy #: 12-3456-789
 Type of Loss: Other Price List: 1A2B3C-JAN01
 Deductible: \$1,000.00

Summary for Dwelling

Line Item Total: 2		\$5,953.10
Material Sales Tax:	@ 10.00% x 1,200.00	120.00
Subtotal:		\$6,073.10
General Contractor Overhead: 3	@ 10.00% x 6,073.10	\$607.31
General Contractor Profit:	@ 10.00% x 6,073.10	\$607.31
Replacement Cost Value (including General Contractor Overhead and Profit): 4		\$7,287.72
Less Depreciation (including Taxes): 5		(\$833.50)
Less General Contractor Overhead & Profit on Recoverable & Non Recoverable Depreciation:		(\$166.50)
Loss Deductible: 6		
Net Actual Cash Value Payment: 7		

Maximum Additional Amounts Available If Incurred:

Total Line Item Depreciation (including Taxes): 5	\$833.50
Less Non Recoverable Depreciation (including Taxes): 8	
Subtotal:	\$312.50
General Contractor O&P on Depreciation:	\$166.50
Less General Contractor O&P on Non Recoverable Depreciation:	
Subtotal:	
Total Maximum Additional Amounts Available If Incurred: 9	
Total Amount of Claim If Incurred: 10	

6 Deductible

The insurer will pay for losses, up to the policy limits, in excess of your applicable deductible.

7 Net Actual Cash Value Payment (ACV)

The repair or replacement cost or the damaged part or the property less depreciation and deductible.

8 Non Recoverable Depreciation

Depreciation applied to items that are not eligible for replacement cost benefits.

9 Total Maximum Additional Amount Incurred

Total amount recoverable depreciation after actual repair or replacement of the property.

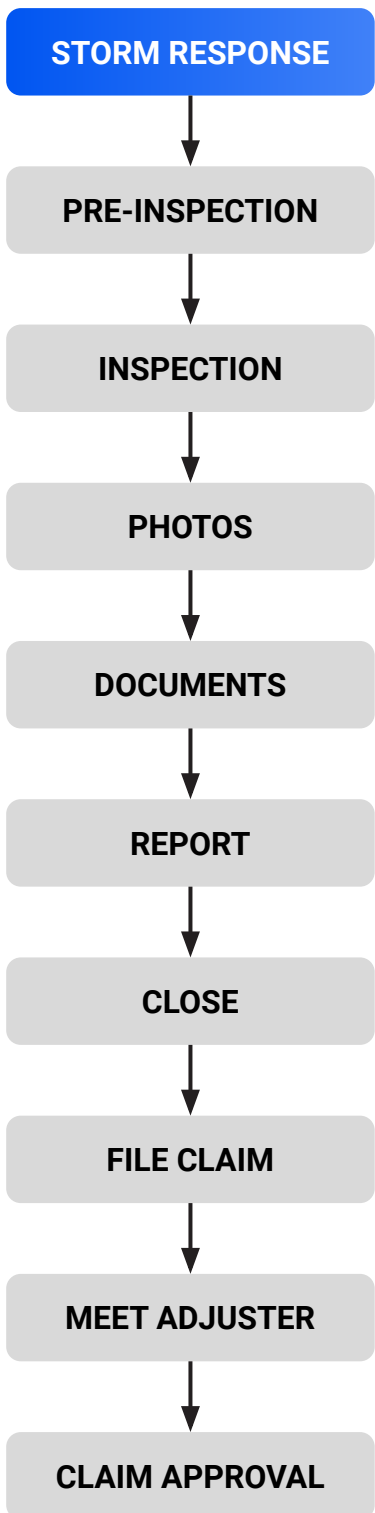
10 Total Amount of Claim if Incurred

Total amount of the claim, including net actual cash value payment and total maximum additional amount available if incurred.

Our Restoration Process

Training Worksheet

Every company is different in their restoration approach. During training, take the time to fill out this worksheet with the specific products, systems, and more that our company uses.



What is our main lead strategy after a storm?

Our standard door knocking script:

[illegible]

How do we differentiate ourselves from other contractors in our pitch?

Our Restoration Process

Training Worksheet

Every company is different in their restoration approach. During training, take the time to fill out this worksheet with the specific products, systems, and more that our company uses.

STORM RESPONSE	What technology do we use to check if an area was affected by a storm?
↓	_____
↓	_____
PRE-INSPECTION	_____
↓	What is the “claim window” for our area?
INSPECTION	_____
↓	_____
PHOTOS	Script to use when the damage is not storm related:
↓	_____
DOCUMENTS	_____
↓	_____
REPORT	_____
↓	_____
CLOSE	_____
↓	_____
FILE CLAIM	_____
↓	_____
MEET ADJUSTER	_____
↓	_____
CLAIM APPROVAL	_____

Our Restoration Process

Training Worksheet

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STORM RESPONSE	What additional items do we need in our inspection toolkit?
↓	_____
PRE-INSPECTION	_____
↓	_____
INSPECTION	Do we use any technology to aid in the inspection process?
↓	_____
PHOTOS	_____
↓	_____
DOCUMENTS	Note any additional inspection points:
↓	_____
REPORT	_____
↓	_____
CLOSE	_____
↓	_____
FILE CLAIM	_____
↓	_____
MEET ADJUSTER	What roof material do we inspect most often?
↓	_____
CLAIM APPROVAL	_____

Our Restoration Process

Training Worksheet

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STORM RESPONSE	Do we use any additional technology to assist with photo documentation?
↓	_____
PRE-INSPECTION	_____
↓	Do we use a drone in our inspection process?
INSPECTION	_____
↓	_____
PHOTOS	Note any additional photo documentation points:
↓	_____
DOCUMENTS	_____
↓	_____
REPORT	_____
↓	_____
CLOSE	_____
↓	_____
FILE CLAIM	_____
↓	_____
MEET ADJUSTER	Where do we upload our photo inventory?
↓	_____
CLAIM APPROVAL	_____

Our Restoration Process

Training Worksheet

Every company is different in their restoration approach. During training, take the time to fill out this worksheet with the specific products, systems, and more that our company uses.

STORM RESPONSE	What paperwork do we typically have the homeowner sign?
↓	_____
PRE-INSPECTION	_____
↓	_____
INSPECTION	_____
↓	Are AOB's permitted in our area? Do we enforce them?
PHOTOS	_____
↓	_____
DOCUMENTS	_____
↓	_____
REPORT	What are main points in our service agreement that homeowners should be aware of?
↓	_____
CLOSE	_____
↓	_____
FILE CLAIM	_____
↓	_____
MEET ADJUSTER	_____
↓	_____
CLAIM APPROVAL	_____

Our Restoration Process

Training Worksheet

Every company is different in their restoration approach. During training, take the time to fill out this worksheet with the specific products, systems, and more that our company uses.

STORM RESPONSE	What is our preferred estimate structure?
↓	_____
PRE-INSPECTION	_____
↓	_____
INSPECTION	What tools do we use to produce the measurement report?
↓	_____
PHOTOS	What tools do we use for the estimate?
↓	_____
DOCUMENTS	_____
↓	_____
REPORT	What are the major codes and regulations we need to include?
↓	_____
CLOSE	_____
↓	_____
FILE CLAIM	_____
↓	_____
MEET ADJUSTER	What additional evidence do we typically include?
↓	_____
CLAIM APPROVAL	_____

Our Restoration Process

Training Worksheet

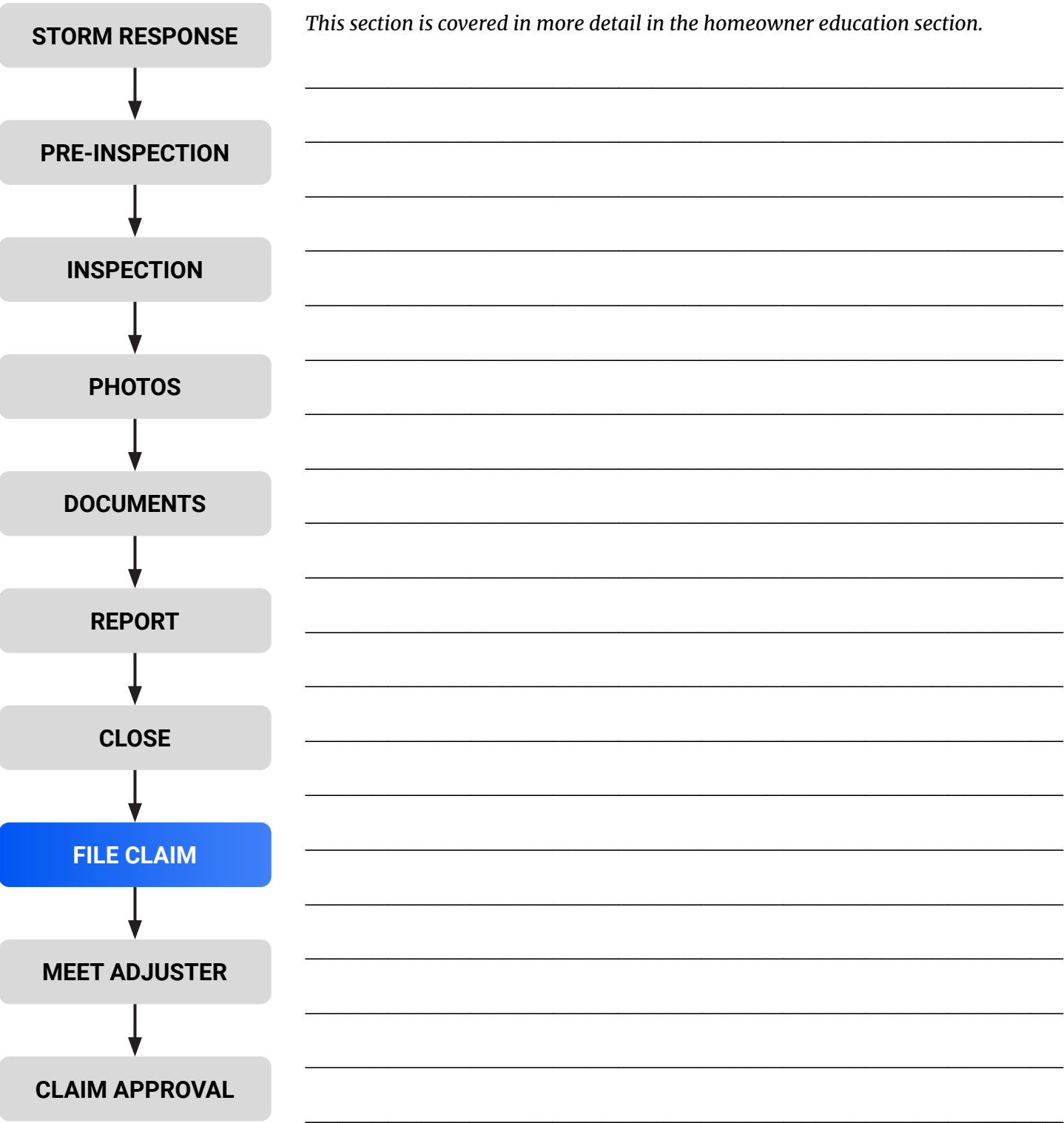
Every company is different in their restoration approach. During training, take the time to fill out this worksheet with the specific products, systems, and more that our company uses.

STORM RESPONSE	<i>This section is covered in more detail in the homeowner education section.</i> What is our presentation outline?
↓	_____
PRE-INSPECTION	_____
↓	_____
INSPECTION	_____
↓	_____
PHOTOS	_____
↓	_____
DOCUMENTS	What are our post-close next steps?
↓	_____
REPORT	_____
↓	_____
CLOSE	_____
↓	_____
FILE CLAIM	What paperwork do we finalize at this point?
↓	_____
MEET ADJUSTER	_____
↓	_____
CLAIM APPROVAL	_____

Our Restoration Process

Training Worksheet

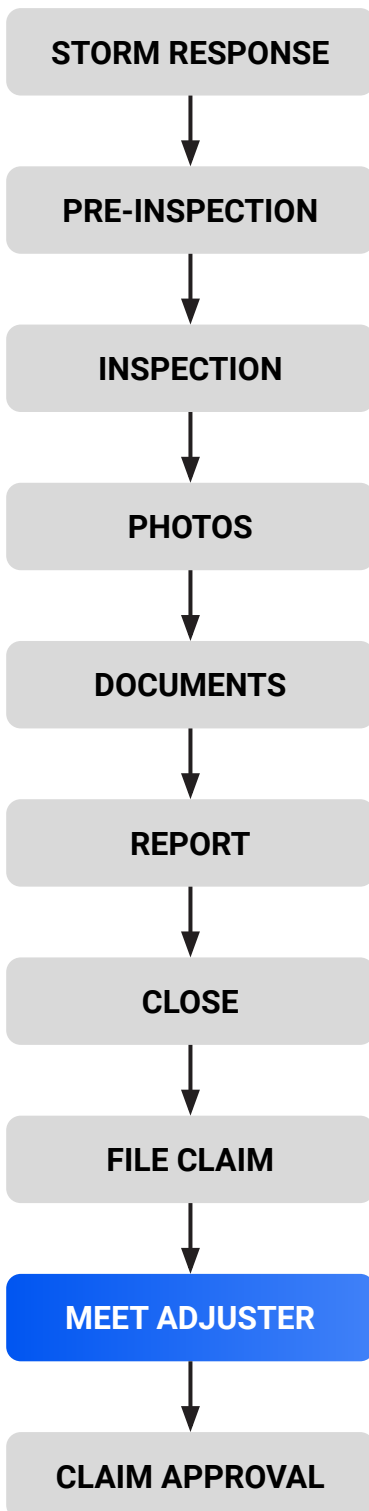
Every company is different in their restoration approach. During training, take the time to fill out this worksheet with the specific products, systems, and more that our company uses.



Our Restoration Process

Training Worksheet

Every company is different in their restoration approach. During training, take the time to fill out this worksheet with the specific products, systems, and more that our company uses.



What is our typical process for the adjuster meeting?

Do we have local relationships with adjusters?

How do we deal with a problematic adjuster?

Our Restoration Process

Training Worksheet

Every company is different in their restoration approach. During training, take the time to fill out this worksheet with the specific products, systems, and more that our company uses.

STORM RESPONSE	What are our next steps after claim approval?
↓	_____
PRE-INSPECTION	_____
↓	_____
INSPECTION	_____
↓	_____
PHOTOS	_____
↓	_____
DOCUMENTS	What are our next steps after claim denial?
↓	_____
REPORT	_____
↓	_____
CLOSE	_____
↓	_____
FILE CLAIM	_____
↓	After continuous denial, what strategy do we use?
MEET ADJUSTER	_____
↓	_____
CLAIM APPROVAL	_____

Notes

[illegible]

Notes

[illegible]