

# 1-800-PACK-RAT

## Case Study

### Company

SERVPRO® of Kendall County  
Oswego, Illinois

### Case Study Snapshot

1-800-PACK-RAT gives SERVPRO of Kendall County the means to grow its business and assist more customers in the region with vital restoration and remediation services.

### Industry

Restoration and Remediation

### Solution

Portable Storage & Moving



## Overview

Fires, floods, storm damage, and mold build-up can severely compromise a home or business, and cleaning up after any disaster can be stressful, time-consuming, and costly. SERVPRO of Kendall County, IL is there to help expedite the process and restore homes and businesses as quickly and efficiently as possible.

Providing relief for beleaguered residents or business owners can be a challenging ordeal, even for a company that specializes in that field. Depending on the size of a job and the customer type, SERVPRO began running into issues with moving and storing customer belongings and items that needed extensive restoration services. Meeting these challenges with 1-800-PACK-RAT has not only helped give SERVPRO's customers some peace of mind during a turbulent time in their lives, but it has also allowed SERVPRO of Kendall County to expand its own business beyond the borders of Illinois.

## The Problem

Providing restoration and remediation services for customers in and around the Kendall County area requires the ability to move and store customer belongings in a place that is both out of the way and secure. For Steve Pearson, Owner/Operator of SERVPRO of Kendall County, this meant that he and his team would need to haul small trailers to and from the job site or rent a truck. Soon enough, the wear and tear on Pearson's vehicles and the costs of renting trucks became an issue, as carting items in and out of an affected area would be an arduous task. Additionally, customers wanted an easily accessible location to store their belongings in while the restoration job was underway. Pearson knew he needed to make a change.

*"The process of having to drive a trailer to and from the job site or spend money on a rental truck for a prolonged period of time was both costly and time-consuming for my team. If we didn't have a clean place at a customer's residence or place of business, such as a garage or basement, to store their items in, we would have to find alternate means of doing so," said Pearson. "Even though we have a 14,000*

*square foot shop, we simply did not have the means to move and store our customers' belongings at our shop on a daily basis, which meant we would have to leave a trailer at their residence or business if it was a long-term fix."*

Since some customers were still living in their homes or utilizing their businesses during a cleanup, Pearson and his team wanted to create as little disruption as possible. His team could not afford to store items from a damaged room in a clean room, as this would create an additional mess that the team would need to clean as well. This created headaches for both the SERVPRO team and for the customers themselves. With the restoration and remediation industry already turning to portable storage as a solution to these issues, Pearson and his team decided to do the same.

## The Solution

Pearson and his team initially used a major competitor as a means of storing customer items and reducing the amount of cleanup that needed to be done. In 2010, Pearson decided to meet with 1-800-PACK-RAT as an alternative. The combination of having a regional office located in Chicago as well as the personalized service and commitment to excellence made the switch to 1-800-PACK-RAT an easy decision to make.

*"1-800-PACK-RAT made me feel like a unique customer, and they were the only one who met with me personally to learn more about my company and its needs," said Pearson. "That kind of relationship is rare today, and I know that whenever I have an emergency job to complete or an issue, I can call at any time and have someone assist me with what I need. The 1-800-PACK-RAT team has a terrific understanding of what my business is and what it needs, which helps make my life a lot easier."*

## The Results

By leveraging 1-800-PACK-RAT's containers at job sites, SERVPRO of Kendall County was able to provide its customers with critical peace of mind in an extremely stressful situation. If there is not a clean place to store their belongings, Pearson has a container delivered to the job site. This gives his customers the ability to store their items and access them safely and securely, 24/7. For Pearson and his team, this offers the flexibility to manage multiple sites with multiple containers, instead

of having to drive trailers or trucks around to sites, costing both time and money. Pearson's team could also move damaged or messy items directly from an impacted room to a container, minimizing overall cleanup.

*"1-800-PACK-RAT saved us time and money as they gave us the ability to have multiple containers delivered at one time, which is something the competition could not do. Since my team was not busy coordinating and driving trucks and trailers around to multiple sites, they could better focus on the job at hand," said Pearson.*

*"By researching the various solutions, they can provide for the logistical issues we face; 1-800-PACK-RAT is always ready to meet our needs. They have helped us make a bad situation for home and business owners a little more manageable, as well as get their lives back on track," said Pearson. "They are there when I need them, day or night, and have helped me grow my business and expand the reach of the company itself."*

## Special Focus: Tornado Damage Cleanup

On June 22, 2015, multiple tornados struck in and near Coal City, IL, including one that reached peak winds of 165 MPH with a width of  $\frac{3}{4}$  of a mile. Hundreds of homes were damaged or destroyed, and the town's high school and fire station were also affected. SERVPRO of Kendall County was soon called upon to provide restoration and remediation services for the area. To help as many people as possible, Pearson called upon 1-800-PACK-RAT to assist him and his company. Using upwards of 10 containers, Pearson was able to reach more home sites, packing out customer belongings and begin the process of cleaning out their homes in a fast and efficient manner.

*"It wasn't easy getting in and out of the area due to the amount of damage the tornado left behind, so we needed to stay in the local area as much as possible to assist in the cleanup efforts. 1-800-PACK-RAT was able to deliver the containers where we needed them, allowing me to keep my team in the field and reach more tornado victims who desperately needed our help," said Pearson.*

Pearson plans to work with 1-800-PACK-RAT to assist in more storm-related cleanup efforts in multiple states in the region.