

# ServPro 'cleans up' after disasters

BY LINDA RODRIGUEZ BERNFELD

ServPro of Kendall and Pinecrest is in business to help the customer. That's owner Ronnie Weingarden's philosophy and he's working hard to promote it.

"I'm part of this community and I want to help," Weingarden says. "We're legitimate, we're honest and we're going to try to help our customers fix it the best and cheapest way we can. We understand that people are going through some difficult times."

Weingarden provides a "contents claims inventory service" which he describes as helping people gather the information necessary for filing an insurance claim. Weingarden determines all the contents of a home or business that were damaged in a disaster, then catalogues them on a CD.

"I do it for my commercial customers," Weingarden says, and adds that he now makes the service available to his residential customers, too.

Weingarden says he remembers how difficult it was to locate information in the chaotic aftermath of hurricanes Andrew and Wilma. He says he wants to make it easier for his customers to deal with their insurance agents after any kind of future disaster, not just hurricanes. He has developed a survey that he emails to his customers. Once the form is completed and returned, Weingarden retains the information on file. If ServPro is needed in an emergency, then Weingarden already has the basic information to work with; time-saving information such as where to park his trucks and the location of the entrances to a property.

"Our business is not based on hurricanes," Weingarden says. "It's the everyday things that can occur in a house, like when the dishwasher leaks. Every day, I get calls from people who say, 'Can you come to my house?'"

Weingarden says ServPro may be hired by the insurance company or by the homeowner. He says he prefers to have people to call him direct because it saves time, and after a water leak, time is of the essence.

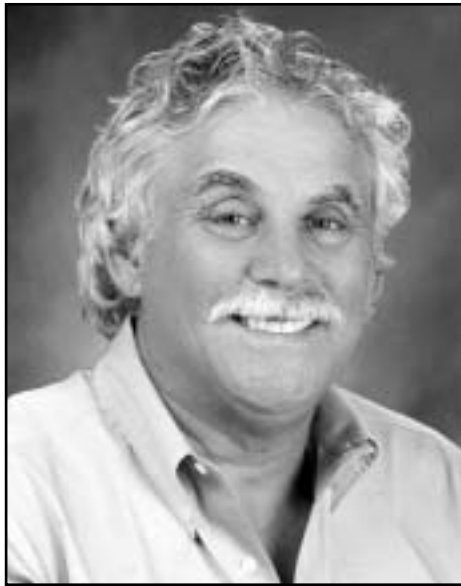
"The key is get to it to get to it quickly," he says. "If you get to it quickly, you can minimize the damage and inconvenience."

Weingarden says his business is accessible 24 hours a day, seven days a week.

"Someone in our company is always available," he says. "We're going to be at

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ServPro owner Ronnie Weingarden

your house within two hours after you call; we're not going to get there six hours later. It doesn't matter if it's two in the morning."

Weingarden also guarantees that anyone who calls with an emergency will get a return call within 15 minutes.

"I can handle the biggest jobs," Weingarden says. "ServPro took a million gallons of water out of the Pentagon after 9-11."

Weingarden says ServPro can remove the water from a broken dishwasher or a clogged bathtub, dry out a carpet, replace dry wall and repair wood floors. He says insurance companies often call ServPro for help after a fire or a water leak.

"We do the build back if we have to go in and deal with drywall," he says. When not involved with calamities, ServPro employees clean ducts, tile and grout, and also deodorize properties.

"All the products we use are environmentally friendly, kid friendly and pet friendly," Weingarden says. "We do sell some products and 10 percent of the proceeds go to Friends Forever, a pet rescue service. They specialize in dogs."

For more information, call 786-293-7545 or visit <[www.servpro.com](http://www.servpro.com)>.