

The **tes**-timonial

Directed Heat Drying™

June 2009

TES-timonial: Don Botto, Duraclean



In 2007, Don purchased a Duraclean Franchise in Tarpon Springs, Florida and in his first year made \$225,000.

After meeting with John Otero and discussing the marketing advantages and ways that TES could help him increase his business, he decided to go back to his office and think about purchasing TES.

As he was driving home he decided to set up an appointment with an engineer that he had been trying to get as an account and wanted to see what

he would say about TES. The next day Don asked the engineer how long it takes the national restoration franchise to dry out flooded structures and he stated usually 4-5 days and then sometimes the restoration franchise usually does some reconstruction to the flooded condos. What was interesting to Don was that the engineer told Don that if he could cut the drying time in half he would NOW have the account and would get ALL the Flood jobs. At that point Don decided he couldn't afford NOT to get TES.

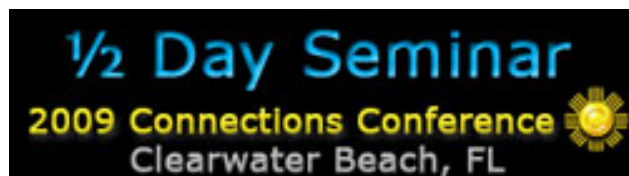
Now from that meeting, Don ordered TES and just two days after he picked up the TES, he put it on a flood job and dried it out in two days. Don was just amazed! Here is what was amazing about Don and his Duraclean franchise: Due to the fact that the resort just loves TES and Duraclean because he can dry out flooded structures so fast, the resort gave Don not only all the flood jobs but all the remodeling jobs as well.



Don Botto went from \$225,000 in 2007 to an UNBELIEVABLE \$2.2 MILLION in 2008! Don stated that he firmly believes that if it wasn't for TES he wouldn't have been able to take a major resort away from a national restoration franchise and that TES is not only the #1 restoration drying equipment, it is also the restoration industries #1 marketing tool.

2009 Connections Convention

TES had a special event for TES and E-TES owners on Thursday May 14, 2009 from 8am thru noon. More than 84 people attended and the information provided was just amazing! The attendees stated that it was well worth coming in early for the convention just to learn more about TES and how to be more successful in the restoration industry. Some customers just flew in for the special TES event and flew out the next day.



Helpful Hints - Overcoming Insurance Adjusters' Objections

"Your Prices Are Too High..."

Here are some proven responses to tough objections that adjusters might present when you submit a bill for a mitigation job.

- Our prices are too high? We very rarely hear that from other insurance firms that we have worked with before.
 - Don't be deceived by today's prices, especially since our prices are taken from Xactimate. You actually are paying less because our company gives you more. More service, more expertise, more quality and more security. Isn't that what you are really interested in?
 - Could you explain to me why you feel that our price is too high?
 - Does your insurance firm pay you only to pay for the cheapest quality? Isn't your client and your company really interested in getting the best value for the dollar? Shall we talk about value?
 - How much did you think it would cost?
 - If the other restoration companies are much less on price, what does that tell you? Perhaps they know how much their services are worth.
 - Have you figured the price of not having high quality? The price breakdown, the cost of wasted time, the extra phone calls, the headaches & the repair bills. You see high quality actually saves you more in the long run. Why not start using our company?
 - Now just because we are using the TES system and we can dry most structures in half the time of conventional drying doesn't mean our prices are half price. New technologies usually don't cost half the price. By using TES our mitigation will be higher or the same price as conventional drying but your reconstruction will be tremendously lower. Now isn't the objective to get your client back to pre-existing condition as fast as possible?
 - Isn't it true that the longer it is wet and stinky the more you have to replace? Isn't that why you should use the TES system - the only Direct Heat Drying system? It will actually save you money in the long run.
 - Why do you think our competitors are cheaper? Where do you think they cut corners? Do they use cheaper materials? Less highly trained technicians? Do they cut back on quality control? Why worry about where they cut corners, why not request our restoration company and sleep good at night?
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Helpful Hints - Overcoming Insurance Adjusters' Objections - continued

- Why worry about possible mold growth when using a company that takes 3-5 days to dry when you can use a company that dries most jobs in half the time and by using heat can actually assist in the prevention of mold growth?
- If this was your home would YOU want to wait 3-5 days to dry when you can be dried in half the time? Now which drying system do you want... conventional or Direct Heat Drying?
- Don't you want to work with a company that is not only concerned about your client but also wants to help you close your file as soon as possible? Especially since you and I realize that the longer the file is open the more you spend. That is why I recommend you use our company since we close more files in half the time compared to other conventional drying companies.
- We are here to restore the structure. As a first responder we have to make decisions and take actions right away that reduce the total claim cost and time in process. We do this by saving all materials that can be restored after drying as opposed to tearing out all the wet materials. This means that we are doing extra things during the dry out phase that you may not see other restorers doing to save materials that other restorers are not saving. Naturally since we are doing more, we charge more. This increases the drying cost, but cuts overall claim costs. Let me take you through a couple of examples of what I talking about on this job....(Review with adjuster.) On top of saving these items we were able to get the area dry in less than half the time other restorers are taking.

TES Product Spotlight - Exhaust



14" Duct Ring

Duct Ring is placed inside 14" diameter lay-flat ducting to prevent collapse and reduce flapping for improved exhaust air flow.

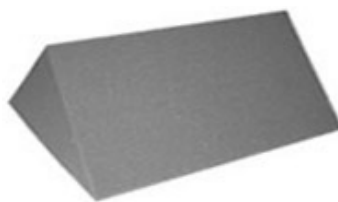
Part # AT56
Contractor Price \$12.95



Lay Flat Ducting

Strong, 4.5-mil poly ducting for nearly any application. Use as much as you need for various sized jobs. Send the air wherever you need it to go. 500 feet per roll.

Part # AC262A
Contractor Price \$29.45



Foam Wedge

Foam blocks used to fill gaps around windows when venting moisture with the lay flat ducting, or between floor and carpet at the sides of heat exchangers for air seal and improved float.

Part # AT66
Contractor Price \$20.50



Exhaust Controller

Thermostat control gives you the ability to adjust your exhaust air flow according to the room temperature in your drying area. Easily programmable for on-off operation of two fans with two different set point temperatures up to 140 degrees.

Part # MB230
Contractor Price \$198.00

2009 Seminars & Events

Date	Event	Host	Location	Registration	Contact
June 02 to 04	Class: IICRC ASD Course Advanced Structural Drying	Reets Drying Academy	Sharpsburg, GA	Class Info & Registration	Danielle Vincent
June 03	tes Seminar 8:00 am to 12:00 pm	New England Steamway an interlinksupply Distributor	Wallingford, CT	203-269-8412	Shane Beaty
June 04	tes Seminar 8:00 am to 12:00 pm	Advantage Marketing an interlinksupply Distributor	Indianapolis, IN	800-242-4952	Kristen Bonwell
June 05	tes Seminar 8:00 am to 12:00 pm	Advantage Marketing an interlinksupply Distributor	Erlanger, KY	800-379-5573	Randy Cinci
June 22	Class: Commercial Drying Course	Reets Drying Academy	Sharpsburg, GA	Class Info & Registration	Danielle Vincent
June 23 to 25	Class: The World's Fastest Drying System	Reets Drying Academy	Sharpsburg, GA	Class Info & Registration	Danielle Vincent
June 25	tes Seminar 8:00 am to 12:00 pm	Central California Cleaning Supply an interlinksupply Distributor	San Diego, CA	877-271-9988	Joe Marin
June 26	tes Seminar 8:00 am to 12:00 pm	interlinksupply of Seattle	Tukwila, WA	866-320-8244	George Cazares
June 26	Class: The World's Best Agent Marketing Program	Reets Drying Academy	Sharpsburg, GA	Class Info & Registration	Danielle Vincent
July 10	tes Seminar 8:00 am to 12:00 pm	Professional Cleaning Supply an interlinksupply Distributor	Dallas, TX	800-681-1822	James Longley
July 28 to 30	Class: The World's Fastest Drying System	Reets Drying Academy	Sharpsburg, GA	Class Info & Registration	Danielle Vincent
July 31	tes Seminar 8:00 am to 12:00 pm	Chem Max an interlinksupply Distributor	North Shores, MI	800-858-7237	Paul Lucas
July 31	Class: The World's Best Agent Marketing Program	Reets Drying Academy	Sharpsburg, GA	Class Info & Registration	Danielle Vincent
August 26	tes Seminar 8:00 am to 12:00 pm	interlinksupply of Salt Lake	Salt Lake City, UT	800-225-9807	Shane Wrigley
August 28	tes Seminar 8:00 am to 12:00 pm	Iowa Paper, Inc. an interlinksupply Distributor	Iowa City, IA	319-354-9379	Ed or Cheryl
September 09	tes Seminar 8:00 am to 12:00 pm	George A. Schaper & Co. an interlinksupply Distributor	Philadelphia, PA	866-592-0812	Eric A. Schaper
September 09 to 11	Connections Convention & Trade Show	Las Vegas Hilton	Las Vegas, NV	Information & Registration	
September 10	tes Seminar 8:00 am to 12:00 pm	Total Supply an interlinksupply Distributor	Medford, NY	800-868-2578	Bill Long
September 11	tes Seminar 8:00 am to 12:00 pm	New England Steamway an interlinksupply Distributor	Wallingford, CT	203-269-8412	Shane Beaty
September 15	tes Seminar 8:00 am to 12:00 pm	The Cleaner's Closet an interlinksupply Distributor	Glen Burnie, MD	800-477-1102	Mike Wheatley
September 16	tes Seminar 8:00 am to 12:00 pm	The Cleaner's Closet an interlinksupply Distributor	Lorton, VA	800-996-1540	Mike Wheatley
September 17	tes Seminar 8:00 am to 12:00 pm	The Cleaner's Closet an interlinksupply Distributor	Richmond, VA	888-743-8690	Mike Wheatley
September 18	tes Seminar 8:00 am to 12:00 pm	The Cleaner's Closet an interlinksupply Distributor	Virginia Beach, VA	800-477-1102	Mike Wheatley
September 22 to 24	Class: The World's Fastest Drying System	Reets Drying Academy	Sharpsburg, GA	Class Info & Registration	Danielle Vincent

To view the complete calendar of events, visit us online at
<http://www.tesdryingsystem.com/events.html>
 You may also contact the [tes hotline](#) at (800) 948-1754.