

HONOR GOD IN ALL WE DO. EXCEL WITH CUSTOMERS.

HELP PEOPLE DEVELOP. GROW PROFITABLY.

January 2009

### In This Issue

Letter from Service  
Master

### Quick Links

Services  
Insurance Industry  
Contact Us  
Employment

### PHOTOS

### Join Our List

[Join Our Mailing List!](#)

### Frozen Pipes



A major cause of water damage is split and cracked water pipes after abnormally cold weather. During the winter, an unusually long and sever cold spell can cause pipes to freeze and break.

During this cold season, remember to keep the pipes insulated and to CALL SERVICE MASTER in an emergency for you or your customers.



*The clean you expect.  
The service you deserve.®*

## Letter from SERVICE MASTER:

As we enter this New Year, we are watching as many around us loose their jobs, their homes, their families...and their lives. In this economy, ServiceMaster can take a proactive, budget saving approach that says: trim down our personnel by cutting jobs, cut cost and be creative in our marketing tactics and then hope for the best. OR we can do as my wife and I did over 10 years ago when we started the company - We were without any jobs, any contacts, and most importantly any money. Our biggest prayer was, Lord how will we feed our family? But we believed that if we were willing to serve people with excellence and give back to the community God would be our increase, not our marketing or technical skills. Today, we still believe this and every Monday morning when we conduct our company devotionals: We say "Yes, we want to be excellent and grow profitably" BUT above all we WANT TO HONOR GOD IN ALL WE DO!

The question then becomes, HOW DO WE HONOR GOD IN ALL WE DO? Is it by being the best restoration company in the state? Yes, but no. For ServiceMaster, we HONOR GOD IN ALL WE DO, as we are conscious of the needs of others, and pray that God will use us as HIS instrument to impact others during these trying times. Therefore, we have decided the following:

**Starting immediately, when an agent calls our office with a claim we will absorb up to \$500.00 of his/her customer's deductible. If they donot have the balance of that money we will finance up to \$500.00 for a total of \$1,000.00.**

**In addition, we realize a great concern in today's economy is our senior citizens that have lost their hard earned retirement and many have to go back to work to feed themselves. With this in mind, we have decided to absorb the ENTIRE DEDUCTIBLE (up to \$1,000.00) of those citizens who have worked very hard all their lives and given so much to their communities.** I have a mother who gave so much to my siblings and worked so hard to provide us an education by

working factories at night. I want to treat someone's mother and father with the same respect and honor that I pray others treat mine.

Someone once said, "if we do not serve our customers someone else will". As the insurance industry suffers from the downfall of the construction industry we will see many of our peers competing for our customers. NO longer will we maintain our agencies based on new business being written. Our personal touch during their most difficult times, a LOSS, will make the difference between keeping a customer or losing that customer to another agent who is willing to be there for that person and not just refer him/her to an 800 number. Old fashion customer service will make the difference between keeping a customer or losing it to another agent.

When my wife and I started our business we were very impacted by our agent. It was amazing that after so many years in business with a large agency, the agent still went and saw his customers every month. When a loss came in he did not depend on some program to take care of his customer, he believed that if he did not take care of his customer someone else would and in less than seven years he could lose his agency. I remember when he was able to keep a large condominium account mainly because when they had a loss on a Friday afternoon, and the business owner was trying to contact someone at the 800 response center to file a claim, the agent was on site with me taking care of the customer before the owner could reach anyone at the 800 number. Later on we found out that the agent kept that contract based on the personal care he took with his customer.

I pray that the above initiative serves two purposes: First and foremost, to be there for your customers when they most need help, and secondly, to help you be a solution for your customers and to show them that you care thus helping to keep your business growing.

God bless you always,

Jorge L. Valdes

**CONTACT US FOR YOUR RESTORATION AND  
CLEANING NEEDS!  
770-486-3770  
[www.svmtotalclean.com](http://www.svmtotalclean.com)**



[Forward email](#)

✉ **SafeUnsubscribe®**

This email was sent to april@eventsbydw.com by [jkunkel@svmtotalclean.com](mailto:jkunkel@svmtotalclean.com).

[Update Profile/Email Address](#) | Instant removal with [SafeUnsubscribe™](#) | [Privacy Policy](#).

Email Marketing by

