



October 1, 2009 - Visit our website: www.cleanrite-buildrite.com



TOPIC OF THE MONTH - BUSINESS RELATIONSHIPS

When It Comes to Technology, Relationships are King

In an age where the daily pace of technology development outstrips our ability to comprehend it, much less stay current, something new—and yet very old—is emerging as the key factor in buying decisions. That something is human relationships, and the power of those relationships has been demonstrated in a recent LinkedIn insurance industry survey from St. Nick Media Services. The survey asked, “How do insurance companies develop and maintain business?” The most popular answers by far were “personal references” and “relationships”.

It really is rather ironic that in today’s business community devoted to the niceties of cold, hard computing, it is the warm fuzzy relationship that seems to hold so much weight. But is that really surprising? Many successful Insurance models were built on customer service and the delivery of such. Whether it is a national strategy or a local one, relationship building is the long term, proven foundation of many successful agency models. “Serve and develop the BOOK of Business,” is the mantra of many long term agents. Particularly in a very cost conscious environment. Showcasing ones services continuously can maintain and build value in the customer relationship. Customers may turn to the technology for information but will turn to people for a decision. Especially those who position themselves as a value added resource to that decision.

Top relationship building actions:

1. Current customer data base marketing program. Repetitive, focused and consistent.
2. Referral program. Turn customers and prospects into “sales agents” for you.
3. Join a Club or Chamber of Commerce. Community involvement.
4. Put yourself out there. Spend a minimum of 2 hours a day developing business.
(This can vary depending on the current size of your business)
5. Provide valuable, outstanding customer service. Welcome customer feedback, good or bad.
6. Educate yourself to make a difference. Study your products and services. Be a resource.
7. Develop a Business and Personal Network.
8. Understand price vs. value.
9. Partner with other Business Professionals to exchange business opportunities and services.
10. Have passion in what you do and share it with someone daily.

Additional findings from this survey emerges when one looks at the responses along age lines. Among the four age groups delineated, only 17% of those in the 18-24 range cited “relationships” as a method to filter out the best vendors. Instead, these young workers favor “insurance publications” and “technology” (both 33%). Once we move into the 25-34 age range, however, “relationships” takes the lead at 37%, and never looks back as the figure rises to 64% (ages 35-54) and 100% (ages 55-plus).

Thus, this survey confirms the value of personal relationships in the sales cycle, but also underscores the effectiveness of technology in terms of the younger age groups. A strong business strategy with that tactic can develop strong relationships as well. No matter how impersonal our increasingly automated the world tries to be, it will always be the personal dimension that holds sway over our decisions — at least as long as humans are involved.

Good Related Websites:

www.strategymeetsaction.com
www.sas.com
www.insurancejournal.com
www.iso.com
www.claimsmag.com

Dear:
Friend & Client,

We have some great news here at Cleanrite-Buildrite that we want to share with you. Cleanrite-Buildrite has opened a brand new **Sacramento Branch Office** to better serve our Professional Partners and customers!

Our Sacramento Branch Manager is **Art Khan** who recently comes to us from Pilot Catastrophe Services and AAA Insurance of Northern California, Nevada and Utah. He has experience in Earthquake, Hurricane and Fire CAT losses, he is a licensed California Independent Adjuster with over 20 years experience in handling insurance claims. He is a former AAA Claims Supervisor managing 30 Direct Repair Contractors in three Western States.



Art can be reached at:
916-220-9791 or 916-381-1321

I appreciate and value your trust in Cleanrite-Buildrite and welcome you to develop that same trust in Art and his staff in our new Sacramento Branch.

Thank you,
Dan Andreasen
President, Cleanrite-Buildrite



A Division of Cleanrite, Inc.

Women in the Insurance Industry are Honored

Industry professionals gathered at INN's "Women in Insurance Leadership Forum" in Dallas, where 10 of the industry's most successful female insurance executives were honored. The 10 women recipients were recognized for the significant impact they have made on their businesses.

Kendall Blythe is VP of enterprise business and technology services at Tokio Marine Management. Blythe played an important role in Tokio Marines' modernization project, which included its new business and claims processing units.

Darby O'Neill is VP of information technology at Princeton Insurance. O'Neill played a large role in Princeton's imaging project. She worked to ensure that the implementation included improvements in productivity and workflow. She has positively affected the revenue, operating income and earnings growth of the company.

Shawn Pate is VP of software development at Fidelity Investments Life Insurance Co. Pate was the mastermind behind the development of a record-keeping platform for launching new products. Her vision has realized significant benefits to the company's revenue line, and contributed to 50% year-over-year growth in sales.

Connie Phillips is president of Connie Phillips Insurance Inc. Connie started her own insurance agency in 1986 in one small room with no employees. Now the agency is full-service with approximately 3,000 policies, and is moving toward a paperless environment. *< continued >*

Cleanrite-Buildrite Cleans Recreational Vehicles

Cleanrite-Buildrite also cleans Cars, Trucks, Boats, and RVs! From top to bottom, we can restore your RV to a like-new condition. Call us today to find out more!



RECIPE OF THE MONTH

Grilled Salmon & Asparagus

- 4 (8 oz) salmon fillets
- 4 cloves fresh chopped garlic
- 2 Tablespoons olive oil
- Sea salt & ground black pepper

Salmon: Pre-heat grill, place salmon fillets on a sheet of tin foil on the grill. Mix olive oil and garlic together then drizzle over salmon. Season with salt and pepper. Grill until light pink in color approx 4-5 minutes on med heat. Remove from foil and grill 2-3 minutes for a slight golden brown color.

- 1 1/2 lbs of fresh Asparagus
- 6 oz Feta cheese, crumbled
- 3 Tablespoons of Olive oil
- Sea Salt & freshly ground pepper

Asparagus: Heat grill, trim tough ends off asparagus and place on baking sheet, toss with oil and season with salt & pepper. Grill till tender and serve topped with sea salt and feta cheese and drizzle with Olive oil.

We Thank Disaster Relief Professionals

CRBR would like to acknowledge all the fine people who work in Emergency and Disaster Response in our Community. From State, County, City and Volunteers, these are the people that make a difference for others. Thank you! *Do you know of a HERO? Let us know! Call us at 1-800-870-0030 ask for Bob.*

Dan's Corner

Promoting an "Open Door" Policy

As I reflect on the year so far, I am reminded of the strong professional relationships I have nurtured over the years.

Cleanrite-Buildrite was built on strong business and community relationships and that philosophy continues today. I promote an "open door" policy in my business for employees and customers alike to provide valuable feedback about our services and image in the community.



There are several ways to build on relationships and all of them are important. The key is to be committed to the strategy as it does take time, time most people may not have in building their business, but it is critical for a long term strategy.

I value the relationship our company has with all of you and welcome those that will develop a new relationship with us. For 50 years we have been building on those relationships and remain focused on that strategy daily.

*Sincerely, Dan Andreasen
President, Cleanrite-Buildrite*

"Passion without Action is just a Dream"

Julia Boland is SVP and senior area IT manager at Chubb Corp. Boland was instrumental in creating the business analyst and business consultant career path at Chubb. She also was a co-founder of the IT women's council in 1995.

Maureen Hegarty is VP, claims operations at Electric Insurance Co. In 2007, Hegarty decided to cross train claims adjusters so internal resources could be redeployed to support multiple claims during periods of increased claims volume. This proved successful in 2008 with Hurricane Ike—the largest volume hurricane in the company's history. The claims operations team was able to process approximately 1,000 claims, of which approximately 90% were closed.

Jamie Ohl is SVP and director of the retirement plans group at Hartford Life Inc. Ohl was recruited to the Hartford in 2006 as part of the new retirement plans group. She oversaw three acquisitions within months of each other. Now the retirement plans group is one of The Hartford's fastest-growing businesses. In 2008, the group's assets under management increased by 30% and sales rose 51%.

Heidi Peterson is director of underwriting services and administration at Markel Corp. Peterson was tapped to create a new department—underwriting technical administration. In the seven years she headed the department it made major transitions, including augmenting automated workflows and moving forms online. But most significant, she transitioned underwriting to a paperless environment.

Peggy Stewart is EVP and COO of Brokering Excellence Worldwide at Aon Risk Services. Stewart heads a global team responsible for the development and implementation of the Aon Global Risk Insight Platform, a proprietary system that provides real-time trade information broken down by line, industry and geography.

Jane Tutoki is EVP and chief claims officer at Zurich in North America. Tutoki reinstated an internal response process to Hurricanes Ike and Gustav. The process ensures that claims that are at an impasse can be resolved through the catastrophe adjusting process.

Fun October Facts

Other than the ever-popular Halloween, October boasts many points of interest. The first frost usually happens in October as the weather begins to change, and farmers are focused on the harvest. Football and Hockey start in October for you sports fans. October is Breast Cancer Awareness Month, the Opal and the Tourmaline are the birthstones, and the Calendula is the flower.

Columbus landed in America on October 12, 1492; Wyatt Earp, his two brothers and Doc Holliday, had a shootout with the Ike Clanton gang at the OK Corral in October, 1881; the Chicago fires began in October 1871; the first Model "T" Ford was released on October 1, 1908; 25,000 women marched in New York City demanding the right to vote in October, 1915.

What People Are Saying about CRBR



- "The staff was extremely attentive and communicated very well throughout the process." - *Randy M, Elks Lodge, Chico*
- "You are a Cut Above the Rest. Thank you Cleanrite-Buildrite." - *Peter B, Red Bluff*
- "Curtis demonstrated professionalism and knowledge with the Insurance Company. High quality of work and you respected our property during the clean up." - *Roger F, Rocklin*
- "Thank you to your staff and all the workers. I appreciated the support in a difficult time." - *Waltraud C, Yuba City*
- "Your staff came back and removed additional spots on the rug. Very impressive." - *Bob F, Willows*

Cleanrite-Buildrite Fire Damage Rebuild



All fire & smoke damage removed



Rebuilding the structure



Kitchen restored as it was "before"



Structure completely restored

Call us today for a
FREE ESTIMATE
and experience how we've
been "Doing It Right"
for over 50 Years!

Cleanrite-Buildrite
and



**American
Red Cross**

Due to the recent fires we have experienced in the North State, people need your help. Please contact the American Red Cross for any type of donation: articles of clothing, food, cash donations of any size.

For more information on how you can help:

1-888-5-RED-CROSS or call Martha Griese: 530-673-1460

www.threerivers.redcross.org



Win a Free Carpet Cleaning!

In addition to promoting our local communities with our new Weblink Exchange Program, we are now offering a MONTHLY DRAWING for a FREE CARPET CLEANING! Just go to our website for a chance to WIN!

www.cleanrite-buildrite.com

Earn CRBR "Big Bucks"!

Now you can earn BIG BUCKS with the **CRBR Referral program**. Just ask one of our carpet technicians for some CRBR referral cards and you can pass them out to friends and family to start receiving BIG BUCKS \$\$\$\$\$\$ in referral dollars toward your next cleaning. The bucks are good for all CRBR cleaning services such as carpets, rugs, hardwood, tile, upholstery and vehicles or boats!



A Cleanrite-Buildrite "Cheerleader Customer"



Stoner Jeffers & Associates - Certified Public Accountants
3120 Cohasset Road in Chico, (530) 893-8761

"We use Cleanrite-Buildrite to keep our office looking clean and professional. We serve our customers locally at our office so providing a clean professional image is important to us. Cleanrite is always on time, quick but efficient and most of all reasonable for the quality of service provided. They guarantee their work and always do it right the first time. Additionally, they work around our schedule which we appreciate."

We're Local! Call today and visit us on the web at: www.cleanrite-buildrite.com

Redding: 5601 Cedars Rd, Ste I, Redding, CA 96001 (530) 246-4886 Chico: 1200 W. East Avenue, Chico, CA 95926 (530) 891-0333
Yuba City: 350 Bridge Street, Suite A, Yuba City, CA 95991 (530) 742-5024 Sacramento: PO Box 277577, Sacramento, CA 95827 (916) 381-1321

1-800-870-0030



SERVING REDDING, CHICO, YUBA CITY, SACRAMENTO AND SURROUNDING AREAS



Graphic Design by ID International, LLC The Cleanrite and Buildrite logos are Trademarks of Cleanrite-Buildrite, Inc, TM 2009. All Rights Reserved.

OCTOBER HIGHLIGHTS

- Month of October -
Breast Cancer Awareness Month
Visit: www.nbcam.org

- October 12 -
Columbus Day

- October 31 -
Halloween (Boo!)



CRBR NEWS!

October 2009



Pre-Sorted Standard
US Postage
PAID
Paradise, CA
Permit #6

