

ServPro Industries Inc.

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Cleaning up messes may not sound like much of a living, but getting dirty has been turning a tidy profit for Servpro Industries since 1967.

The company specializes in fire, water, mold and specialty cleanup and restoration services and has more than 1,300 individually owned and operated franchises nationwide.

In 1988 the company relocated its headquarters from Sacramento, Calif., to Gallatin, and by 1991 the *Business Journal* had named Servo its "Small Business of the Year."

While growth has always been steady for Servpro, recent years have been especially productive. The company posted \$93.8 million in revenue during 2007, a climb of about 43 percent since 2004.

Whether it's multimillion-dollar disasters or someone's flooded kitchen, providing reliable cleanup service and staying on top of industry trends has allowed Servpro to capitalize on a steadily increasing stream of business, says Rick Isaacson, executive vice president for the company.

"Our market hasn't changed dramatically, people have always and will

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TOP OFFICIAL: Susan Steen, CEO

always need restoration services after a fire breaks out or a home floods," Isaacson says. "But the way the market works has changed. Just in the last 10 years, the technology has vastly changed. The ability to respond to a 2 a.m. flood call, to pump out the water, set up our equipment for drying and monitoring, and then to upload photos and a detailed estimate of the damage to the insurance company within mere hours — that just couldn't have been done 10 years ago."

Servpro does extensive market research for itself and its franchisees. The company's research shows it is held in high regard, especially by home and business owners who have suffered unexpected damage due to uncontrollable circumstances.

The company has used the information to design an advertising campaign around a "heroes" theme that shows how Servpro's services have assisted at times when its customers may have felt helpless.

"Servpro needs to continue to grow its brand awareness," Isaacson says.

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Sue Steen

"We're confident our franchises are delivering a superior product, and as they continue to focus on serving each family and each customer, our success will only continue to snowball"

"In addition to continuing our domestic growth efforts, there are also international expansion plans on the drawing board," he adds.

The ambitious growth plan doesn't surprise Travis Shrum, owner of Shrum Insurance Services in Hendersonville. The Cotton State Insurance rep has seen Servpro's local teams in

action, and he says the top-to-bottom approach the company uses is a winner.

"Their field reps really make the company," Shrum says. "They come and see us all the time, not just when there's a claim. And when we do have a claim, they are right there, on the spot, talking to the homeowners."

"It helps everyone mitigate their losses when they're that fast," Shrum adds. "And it makes the clients with a flooded kitchen very happy."

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