March 7, 2016

PCR Update Letter

Hello Everyone!

Well, 2015 was a disappointing year for us overall. We had a great critique with the group here in May and a great visit to OR for Stuart’s critique. Those events were definitely the highlights. Thanks to everyone for that!

We had about four months of overall work slow-down coupled with some internal inefficiencies that we were unable to recover from for last year. Jason in Repairs left to work for one of our flooring vendors. We replaced him with Ken and it was apparent early on that he might not be the right fit for the Supervisor position. He was a really nice guy with some industry experience. He lacked the organizational skills need for that position. We have since replaced him with Aaron W. and he is training up really well. He understands the procedures and processes and is excelling at them. Brittany, Aaron’s counterpart in repairs, is doing very well also. She has raised her GP% from the high 30s to the high 40s and even some low 50s. Exciting stuff for the repairs dept. We did revise the bonus structure for repairs to better reflect each position’s responsibilities. It is on the website for review.

To counter the disappointment of 2015, we are making some major changes to 2016. Craig and Emily are constantly searching for new lead generators. We now have a young man, Aaron H., in Business Development that is working on our SEO campaign. He is also updating and monitoring the company website.

Another change we are implementing is the addition of another profit center. We are going to begin floor cleaning again. This time around we will have designated cleaners and not utilize the water mit. techs to do the work. This way we don’t have to worry about the cleaning techs getting called away from their job to handle a water loss. Everyone is excited about this. Not only will it provide cash flow, but this center will also serve as a lead source for our restoration services (I personally think it will out-perform plumbers as a lead source).

Both Amanda and Carrie, our repair CSRs, are out on disability at the same time! Fortunately we were able to prepare for this by cross-training Shawn from contents to provide their services with Jessica as a backup if it gets too busy. They will both be back at work around the beginning or April barring any problems.

2016 is starting out good working up to great, personally for Craig and I, also professionally for our company. We have a new grandson born on Feruary 10th. This is why Amanda is on disability! Ethan Craig Gonzales is a beautiful addition to our family. Both mother and son are doing well. Our son, Zach, is finally getting out of Africa!! He will be home for three weeks in March then take up his new post in London. He will love it after being in the desert for two years. We are looking forward to spending some quality time with him after not seeing him in person for two years (FaceTime is just not enough). The whole family will be together in one place again for a short while.

As for the professional side of it, everyone is excelling at their jobs and the “machine’ is working as designed. We have our ORG chart updated and all the on boarding procedures ready and being followed. Mike did an excellent job at getting this all down and implemented. Everyone has access to this information on the company server and in addition we are going to put everything in a binder and attach it to the bulletin board for easy access to everyone!

Nikki put together a budget and list of team building events for the management team to approve. She is very excited about this new responsibility. The bummer is that they are mostly physical activities and she won’t be able to participate. She is expecting a son and he is due in August. The PCR family just keeps growing!! We are training Megan to fill in for Nikki while she is out on disability for the birth and recovery.

As a result of the myriad of events taking place in our personal lives and at work, we will not be attending the Spring meeting in Chicago. We will be there in spirit and wish everyone a productive (and fun) time! Just as a side note, when planning for the fall meeting, Craig and I will be unable to attend a meeting if it is scheduled late in Sept. or early Oct. (Sept 18th through October 6th to be specific) as we have a prior commitment for that time period.

Thanks!

Lorna