

C P P C

February 2017

Claims Journal

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Day

50th

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April 28th & 29th at the Hilton – Lisle/Naperville in Lisle, IL

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CPPC Member Interview

We welcome a member interview with Matthew Martell of Michael's Restorations.

1. What position and with what company are you associated?
President/Founder – Michael's Restorations

2. How long have you been associated with this company?
Almost 25 years

3. What other positions have you held in our industry if any?
Only this position. I got started in van line claims when I was a child working with my father and uncle and never left.

4. How long have you been a member of the CPPC?
15 years?

5. What do you find as the best kept secret of the CPPC?
Networking. It's a one stop shop for making contact and being seen by a majority of the people and companies who can send us work!!

6. Do you have a favorite story from your association with the CPPC or industry related that you would like to share?
Yes...but to protect the adjusters who participated with me I must digress. The nights out at the conventions are the story makers. Great times with great people-always.

7. What personal factors would you like to share about yourself with the membership?
I am married to my beautiful Farrah. I have 3 children-two daughters 19 and 17 and a 4 year old son.

8. What is something that other members might be surprised to know about you or your family?
My uncle-Tim Martell- was somewhat a pioneer in this industry. He was one of (if not the) first repair firms who specialized in handling damage claims from the van lines- this was probably 50 plus years ago. He was sent as far as Saudi Arabia to handle claims before there was such an extensive network of firms. My father worked with Tim for almost 40 years and together they have handled thousands of damage claims. Both have since passed away but Michaels Restorations is keeping the legacy alive. I trained under both Martell's and use their repair techniques to this day.

9. Is there a CPPC Member that has made a positive impression on you during your membership?
Several. Too many to list all individually but, Brandi

Johnston at Atlas Van Lines has been the biggest help and longest friend I have had in the industry. She was there day one when I was breaking into the claims world on my own. Also, Jeff Dwyer. Jeff was a funny and smart a\$\$ kind of guy who always had my back. Jeff worked at Allied Van Lines and passed away 8 years ago. He and his wife, Angela Camardo both kept me in line and let me know when I slipped up. I remember at my first convention Jeff was going to introduce me to all the adjusters at Allied and help me get work. I showed up and I remember Jeff walking up to me and saying quote "dude.....I am trying to get you in the door and get you some work and you show up looking like you just came from the beach!!!" This plays to my point about letting me know when I was "slipping" as I did in fact show up in shorts, a t-shirt and flip flops. I was young. Thank you Jeff(and Angela).

10. What are some of the elements of the CPPC you would like to see enhanced, expanded or developed?
Overall the CPPC has done a great job for me and for the industry I believe. I've often thought that a rating system might be useful for adjusters when they source the CPPC for a firm in an area they might not have much experience with. Most firms probably cringe when they hear "rating" but, if done properly it could be useful.

11. Where do you hope to see the CPPC in 5 years?
Growing. It used to make me nervous as I saw more firms joining the CPPC but, 20 plus years in the industry I now see it as a piece of a healthy economy and industry.

12. What would you tell a perspective New Member about the CPPC and the benefits of membership?
Join and participate. Attend the conventions as often as you can.

13. Have you attended a CPPC function? If so, what would you share about the experience? If not, why have you chosen not to attend?
Several conventions. Great opportunities to network and have fun with the adjusters we work with every day. It's very cool to put faces to the names and voices!

14. Is there anything else you would like to share with others about yourself, your business or the services you provide?
Working with the van lines is more than an "area" of our business or a service we provide. It's a legacy and a passion and it's who we are. My Martell family has been



in the industry from Arizona to Ohio for over 50 years and we have no plans on going anywhere for a long time to come. We started out in Arizona and now have branches

in Southern California, Las Vegas. Colorado and Northern California are coming very soon-stay tuned!! ❖

Do You Have a Collapsible Metal Bed Frame in Your Shop Inventory?

By Mark Romano - Mark F. Romano Furniture Repair

One of the items we see all too frequently on damage claim forms are beds. Big ones, small ones, poster beds, sleigh beds, platform beds, raised panel, leather wrapped, upholstered, wicker, etc. etc. There are hundreds of styles, models and assembly scenarios; many of which require instructions or specialty hardware for assembly.

Sometimes the damage that occurs to beds, while in transit or during assembly and disassembly, can be pretty nasty;; especially when the damage occurs to areas where the side rails join to either the headboard or the footboard. We see many side rails that are shattered where the bed plate hooks are anchored, or headboard or footboard posts that are sheared off and fragmented where the side rail locking pins are located. Usually when such damage occurs, we need to remove the bed (or the damaged parts) from the home in order to fabricate new side rails or piece in damaged posts. These repairs can be lengthy in nature and very often the bed is out of service for 1-3 weeks depending on many factors.

A bed that is missing from a customer's home, even temporarily while being repaired, can have a negative impact on the user's quality of life. If the customer has no other bedroom available, with a bed to sleep in, then they are basically forced to sleep on their mattress and box spring as it sits on the floor. This may be no big deal for some people; but for others it can be quite difficult or impossible to bend down or rise up from a mattress in a very low position. It is especially challenging for elderly individuals or folks with back, knee, hip, and shoulder problems; as well as pregnant women. Some people find it so difficult; that they choose to sleep on the sofa, or worse, a recliner!

To make the in-shop repair process less of an inconvenience for our customers, we have a collapsible metal bed frame available for temporary use that we set up and remove free of charge. I'm sure you all have seen these. You can purchase one at any mattress store. We use the type that expands from twin size to king size and assembles in about 5 minutes with two nuts and bolts to hold it together. Average cost: \$75.00 and worth every penny. I urge every repair firm to purchase one.

In this business it's all about providing great customer service. The customer will feel that their mover has hired

a professional, who will perform a first class repair in shop, rather than a hasty (and possibly unsafe) repair in their home. You will gain their confidence as a seasoned professional who they will realize has fixed many damaged beds and is prepared to set up a bed frame to make them comfortable while repairs are being addressed. In addition, the moving company will appreciate the extra mile you are going in order to make their shipper more comfortable after their furniture has already been damaged. As a craftsman you will be able to spend the time to perform a first class repair in shop, match the color correctly, or wait for specialty parts to arrive to complete the repair while knowing that your customer is more comfortable than they could be because they are not forced to sleep on the floor. Everyone wins. So, stock a bed frame; it's the right thing to do! ❖

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