

## A MESSAGE FROM KEN ROBINSON

*Vice President of Marketing  
and Field Operations*

"That wasn't the colour I chose, who can really tell what that colour is on that small chip", my customer said with a sigh. Let's face it; the line between Salmon and Double Bubble is narrow. Our customers encounter this decorating stress all the time as we work with them to restore their properties.

A large fire or flood can affect many rooms, maybe even the whole house. Can you imagine decorating your entire home all at once. You may secretly be saying to yourself "I would love to get rid of all this old stuff and star over". The reality is major stress. An insured is expected to select flooring, wall colours, drapery, furniture, and lighting to name a few. A daunting task! And how much IKEA furniture can one person put together anyway.

Barb Herne from the store "Details" is going to help unravel the mysteries of colour and design, how to decorate without losing your mind or watching hours of HGTV, but most important how do you work with a designer and how are they paid.

January brings thoughts of promise and if you made a new years resolution I wish you success. Last year was the first year of the new Leader format, I hope you enjoyed it. We are working to bring relevant and interesting articles; some light, some heavy, over this new year. In the next few issues we plan on tackling some environmental concerns that relate to the restoration and construction industry such as garbage, asbestos and conservation. We would be pleased to have your input and welcome comments on our PDS website [www.pds.ca](http://www.pds.ca). Thank-you and best wishes to all in the new year.



## DECORATING AND PROVIDING FOCUS

Ten years ago, famous marketer Faith Popcorn described the lifestyle trend of 'Cocooning'. It is all about people wanting to stay home more and make their homes as comfortable as possible. This trend has continued to endure with home renovations everywhere and marketers feeding this frenzy with the creation of home accessories. You no longer just have a television or a stereo - you need an entertainment centre and possibly a home theatre.

Renovating your home is not that easy - it requires direction and discipline. An interior designer can really help you to focus on your particular tastes and uses of the areas which are to be renovated. When it comes to hiring an interior designer, many people hold back at the sheer fear of the cost. This is really a misconception because most interior designers are paid on a commission basis from manufacturers/stores where you will be purchasing your new materials from.

Barb Herne, owner of the store 'Details' in Toronto, describes her approach with customers.

It is a consultation process which really begins with a sit down meeting with clients to discuss the existing space and flow of the house. What will the room(s) being renovated and redecorated be used for? I often request that clients cut pictures out of magazines to show me what appeals to them. There should always be one 'critical inspirational piece' from which we will identify colours and patterns. This piece could be a rug, a piece of art, a fireplace ... anything that the client really loves.

When I listen to their ideas and look at their chosen pictures, I will then discuss what I think will work and what I think will not go with the flow of the house and the functionality of the room. I try to develop a game plan with my clients which takes into consideration their budget, the timing of the renovations and provides them with an order in which to complete the changes. With respect to the creative process, well, you grow together, and things do change as you go along.

My position is that I have no desire to create a 'Show Place' for my clients but rather to create an environment which fits in with their lifestyle and feels comfortable to them.

When discussing the basics such as colour, Barb pointed out that many paint companies now offer large paint chips and small quantities of paint which can be used on a trial basis to help clients make decisions.

When it comes to flooring there are many choices such as hardwood,

Continued on page 2



Success Through Service

## Working with PDS Canada



### Professional Standards

- Every franchisee has IICRC and Mould Remediation Certification
- Emergency Response Program
- 24-hour emergency service
- 2-hour response time

### Consistent Job Costing

PDS Canada provides accurate and professional estimates within 48 hours of a claim, utilizing Xactimate software.

### Efficient Project Management

Projects are monitored and managed utilizing our Job Processing Program software to deliver high quality work on time, and on budget.

### Risk-Free Service

All PDS Canada work is guaranteed through our CSI Warranty Program.

### Services

- Full General Contracting
- Full Cleaning Services, Building and Contents
- Emergency After Hour Services
- Secure Contents Storage
- Mould Remediation

# Decorating and



### Decorating and Providing Focus – continued from Page 1

natural stone and several man-made materials which are being fabricated very well.

What the client needs to be aware of is the level of maintenance these choices incur. For example if you have 5 children running through the house, I would not suggest natural stone floors, as they are very high maintenance.

With respect to windows, there are many possible coverings. Currently the trend is that people are spending a great of money on windows so they are choosing to showcase them rather than cover them up.

When it comes to art and collectibles, this is very personal. I may in some cases make some suggestions about reframing a particular piece of art, but most of this area is left up to the client.



With newer homes we find rooms tend to flow together as kitchens run into family rooms requiring careful selection for colour and furniture. In the large room above the trim, railing and windows have been painted the same colour throughout the main floor tying the spaces together. The wall colours are neutral but warm with only slight variations between rooms. The clean lines of the windows add an architectural detail to the walls, with the bench seating providing a cozy and inviting spot to curl up in.

The wall in the photo below is in the front entrance and provides a collage of family pictures. The use of black and white ties old photos to new as you can see the family resemblance over the generations.

In the living room the fireplace provides a central focus as opposed to the coldness of a television. The closed French doors offer some privacy for adults to relax after a busy day.



## Guaranteeing Integrity

CSI stands for Completion Services Inc. It is an independent corporation which has over \$3 million in cash and investments.

Operating like a performance bond on every job, PDS Canada's CSI program provides insurers with a one-year warranty on all work.

Backed by the CSI Guaranty, a standard customer survey is used along with signed work orders and Completion Certificates.

The CSI Warranty Guaranty is issued yearly to insurers on all jobs up to \$50,000.

This program guarantees job completion and payment and it also guarantees integrity with risk-free service for the Insurer.

## PACK-OUT SERVICES

Paul Davis Systems has integrated Assured Software's Pack-Out Inventory Program with our PDS pack-out and cleaning procedures. After contents leave the insured's property we are able to provide a detailed content listing with integrated photos.

This list breaks out damaged and salvaged items. It lists and photographs existing and pre-existing conditions and, it can be provided in many electronic formats.

For the contents being cleaned, the process is streamlined keeping a full chain of custody as the contents travel from the home to the cleaning facility where they are cleaned, stored and returned.

## Meet Ken Spetz PDS of Saskatoon

After 12 years of working in the construction industry on projects that ranged from bathroom renovations to house additions, Ken decided it was time to hang out his own shingle. Impressed with Paul Davis Systems' job processing program and their estimating software, Ken decided to purchase a PDS franchise. After completing extensive training at PDS head office in Toronto,



Ken opened PDS of Saskatoon in April 2005. It is a full service IICRC firm that welcomes your business

PDS of Saskatoon  
5 - 2225 1st Avenue North  
Saskatoon SK S7K 2A5  
Tel: 306-374-7000  
Fax: 306-374-7014  
Email: saskatoon@pds.ca



## DID YOU KNOW?

Door hardware - hinges, handles and striker should be lubricated every six months. And do not use WD-40, it will make them worse. Use a silicon or non-staining spray lubricant for best results.

## PDS CONTACT INFORMATION

[www.pds.ca](http://www.pds.ca)

### National Call Centre 1-800-661-5975

Paul Davis Systems  
Canada  
Head Office  
38 Crockford Boulevard  
Toronto ON M1R 3C2  
Ken Robinson  
416-299-8890  
PDS of Vancouver  
Chuck Lucas  
604-501-9992  
PDS of Calgary  
John Hill  
403-293-2200  
PDS of Edmonton  
Sung Yoon  
780-437-6051  
PDS of Red Deer  
Greg & Stacey Davey  
403-342-4666  
PDS of Saskatoon  
Ken Spetz  
306-374-7000

PDS of Winnipeg  
Dale Dublin  
204-586-1684

PDS of Brampton/Guelph  
Paul Gresham, Fred Bauer  
905-796-6100

PDS of Brantford/  
Woodstock  
Peter Overgaauw  
519-751-1900

PDS of Durham &  
Peterborough Regions  
Doug Ronson, Dave  
Ronson, Linda Ronson  
905-666-7744

PDS of Halton/  
Hamilton-Wentworth  
Paul Suddes, Peter Heary  
905-333-9288

PDS of Kingston  
Doug Smith, John Reitsma  
613-531-7962

PDS of Kitchener-  
Waterloo  
Mike McCabe  
519-570-0438

PDS of London  
Richard Berardi  
519-685-9595

PDS of Mississauga  
Erwin Pototschnik  
905-270-3399/  
416-410-0300

PDS of Muskoka  
Norm Miners  
705-645-5745

PDS of Niagara/  
Haldimand  
Ron Souter, Pat Souter  
905-984-8200

PDS of North Bay  
& Nipissing  
Bob Clarke  
705-494-1000

PDS of Ottawa  
Richard Normoyle,  
Nathan Normoyle  
613-822-2734

PDS of Renfrew County  
Dean Fuisz  
613-732-2335

PDS of Sarnia/Lambton  
Marco Fracalanza  
519-336-2000

PDS of Sault Ste. Marie  
Dave Ferguson  
705-949-9631

PDS of Simcoe County  
Stephane de Caen  
705-458-8001

PDS of Sudbury  
Manitoulin  
Eddie Burritt, Dan Scott  
705-522-3312

PDS of Thunder Bay  
Grant Murdoch,  
Terry Murdoch  
807-344-7566

PDS of Timmins  
and the Claybelt  
Ron Beaudry,  
705-360-1124

PDS of Toronto  
Carmen Siciliano,  
Stacey Wicks  
416-410-3493

PDS of Windsor Et Essex  
County  
Bruce Jaques  
519-727-4670

PDS of York Region  
Carmen Siciliano,  
Stacey Wicks  
905-856-5737

SPD de Laval  
Eric Melancon  
450-434-5858

SPD Montreal (Est)  
Stephane Giroux  
514-644-9955

PDS of St. John's  
Michael Hall  
709-834-0722



**PAUL DAVIS SYSTEMS**  
Restoration Specialists

Publication Agreement  
Number 7025424

Return undeliverable  
Canadian addresses  
to Paul Davis Systems  
38 Crockford Blvd.  
Toronto ON M1R 3C2