

# How Can I Do More Restoration Business? 4 minute read

Every restoration contractor wants more business and every contractor wants more profit. We all know you can increase profit without increasing sales – by doing a better job with scope, estimating, [invoicing](#) (and getting paid in full). However, when you want to dramatically change the landscape of your restoration company, targeting commercial losses is a great way to improve your bottom line.

Savvy restorers understand higher gross sales alone doesn't always translate to greater profit, so they engage a consulting company to guide them thru the perils and help improve their numbers. It's one thing to do a \$4,000 water loss – and then NOT get paid, but it's a much bigger concern (bankruptcy) when you do a \$400,000 job and not get paid! None of us want to take that kind of hit.

You may have looked at other restoration companies and wondered how they got so big – and were making so much money! Looking closely, almost always they are doing a significant amount of commercial work, while maintaining their core residential business. Some of these companies have simply “landed by luck” into commercial work, but most have hired consultants to guide them through the minefields and mistakes of the commercial world.



“How can I do more restoration business?” is most often a case of hiring the right coaches and consultants – expert in Commercial Restoration; including [Sales and Marketing, Admin and Financial, plus Operations and Production](#). These consultants should have a deep and provable track record in helping restoration contractors and restorers get commercial clients, along with being able to help restorers properly invoice and get paid. Hiring a consultant that provides you with very customized and specific coaching and consulting is vital to your ultimate success. Sadly, too many “gurus” provide a generic cookie-cutter type plan, forcing you to conform to their programs and processes rather than giving you one-on-one specialized help.

Nationally, one of the most successful ways to get a “commercial client portfolio” is to build a local base of commercial property owners and managers willing to call you when a calamity hits their building. It's no secret that the most popular nationwide pre-disaster program is [PREP™](#). This exclusive and proprietary program is being followed by many restorers around the U.S.

There are many ways to “do more restoration business,” including a better focus on existing marketing efforts and marketers, adding another “vertical” or industry target to your services, and even refining / perfecting your estimating and invoicing processes. Even a tighter operations department can have an indirect effect on your business.

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