

# Servpro specializes in restoring businesses hit by disaster

Company says speed and prevention are keys to successful recovery.

By ARLA SHEPHARD  
MASON COUNTY LIFE

Few homeowners or business owners expect or prepare for disaster.

From flooding to oven fires to damage from fallen trees, the holiday and winter season is the busiest time of year for disaster remediation companies like Servpro of Mason County.

Not many people understand what a disaster remediation company does, until they need it, but it's important to respond to disasters as quickly as possible, in order to mitigate damage to a home or business, said Amy Faeth, marketing manager for Servpro.

"Speed is key," Faeth said. "A lot of times, owners of businesses and properties wait to call us because they think something has to be completely redone. It's better to restore than to have to replace. That's what mitigation is. We can get businesses open quicker."

Servpro works with insurance companies to assess the damage of a disaster. A team of at least two certified technicians arrives at the site within four hours to evaluate the situation.

Depending on the situation, the technicians then work to restore the property, whether that means

performing mold clean-up after flooding, cleaning up sewage backups or restoring homes after a fire, crime or other catastrophic loss.

The technicians do more than just assess the property, however, said Carl Betcher, co-owner of Servpro of Mason County, Gig Harbor and North Tacoma, with his son, Matthew Betcher.

"Whether there's a fire or water damage, usually there is something that's really important to the client that we prioritize," Carl Betcher said. "With each damage, there's a special concern people have, and that's where Servpro excels."

For example, one client suffered a fire at her home, but she wanted to save a childhood blanket that had belonged to her deceased son.

While the fire department retrieved the blanket, Servpro restored the blanket to its original condition for her, said Matthew Betcher.

"When we meet people, they're in crisis," Faeth added. "Part of our job is to communicate with them: Here is how the process is going to look like."

Servpro has a technician on call 24/7.

"I think we care for people best," Faeth said. "We commit to returning calls to a disaster within one



PHOTO BY ARLA SHEPHARD

From left, Servpro owner Carl Betcher, marketing manager Amy Faeth and owner Matthew Betcher work together to remediate disasters. Servpro of Mason County is offering complimentary comprehensive reviews of business sites to help them prepare for disaster.

hour. If you call during business hours, you get a human being. We work to the best of our ability to respond in a quick fashion."

Servpro is a national company, but the local Servpro franchise has existed in Gig Harbor for more than 35 years.

The Betchers are the second family to own the franchise and have done so for the past 10 years.

Throughout that time,

they've continued to serve Mason County, where they derive 40 percent of their business.

"We remain committed to Mason County," said Faeth, who spends at least one day a week visiting businesses in Ma-

son County. "Our heart is there."

This season, Servpro of Mason County is offering complimentary comprehensive reviews at job sites, where a technician will perform a walk-through of the business

to identify key shut-off switches and compile a list of key contacts and service providers to the business owner.

The result is a hard copy that will be available and accessible to owners 24/7 via a mobile app.

"That way, an owner of a business can be in Hawaii golfing and if they get a call from a tenant that says, 'We have two inches of water here,' the owner can say, 'The water shut off is located at X, Y and Z,'" Faeth said.

Servpro wants to do more education to prevent disasters because the company has seen it all.

Don't set candles under towels or leave oil on the stove, Matthew Betcher said.

And if you're leaving for the winter, make sure you shut off your water and prepare the home for cold weather, added his father.

"Prevention is the key to prepare for when it happens," Carl Betcher said. "The more people can prepare, the less real impact a disaster is going to have."

For more information on Servpro of Mason County, visit [www.facebook.com/ServproMasonCo](http://www.facebook.com/ServproMasonCo) or [www.Servpro.com](http://www.Servpro.com), or call Faeth at 800-426-6540. ■

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