

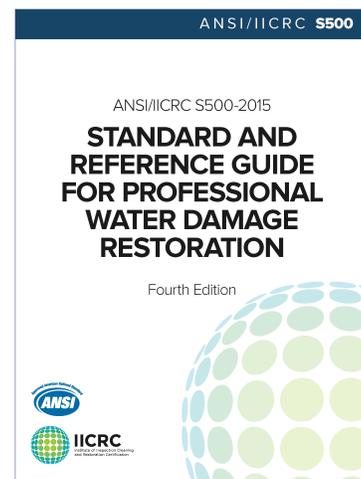
# Become a Standards “Guru”



Become a standards guru in your market! This one day event is anything but a boring day learning about our industry standards. Rather, it is an interactive day on how to use the industry standards in your favor to increase sales, increase efficiency, improve processes, and, ultimately, increase profits. This class is literally for everyone in the company that deals with production, sales, estimating, invoicing, administration, management and ownership. There is something for everybody here.

Why would you learn about the standards changes from anyone else? We have unlocked the secrets behind the 5 biggest changes in the latest S500 and S520 that impact your sales, gross margins, and profit. Beyond that, we will share, for the first time, Howard’s master cheat sheet of pull quotes to be used in the F9 notes of Xactimate, or in reports, emails and other correspondence. Howard did all the work for you, by pulling the most relevant quotes out of the S500.

Finally, you will learn exactly how to implement the standards in your business. We will take parts of the standards and tie them to your policies and operating procedures, then your estimates and invoices and finally into your brochures, communications and reports. At the end of the day, you will be called ‘guru’!



## Standards Guru Intinerary

Schedule	Description
8:30am-11:30am	The 5 biggest changes in the S500/S520 that impact your top and bottom line the most
11:30am-12:30pm	Lunch
12:30pm-1:00pm	Howie’s Helpful Hints
1:00pm-2:30pm	Xactimate Templates and Macros
2:30pm-4:00pm	Integrating Standards into your reports, SOPs, and administrative support

### Section 1 Highlights: The 5 biggest changes in the S500/S520 that impact your top and bottom line the most

- Discussing the five biggest changes to the new S500/S520 standards that impact your sales, margins and profits. (Hint, it is not the new air mover calculations)
- Knowing what is really in the standards from one of the people closest to the writing of them, is the best defense against the rogue adjuster, TPA, claims consultant or competitor.
- Learn to use the standards to increase both sales and profits.

### Section 2 Highlights: Xactimate Templates and Macros

- Howard will share his master cheat sheet. It contains all relevant pull quotes from the standards to be used in your Xactimate estimates, reports, and communication.
- Do not wait for an adjuster to challenge a line item. Properly annotate every estimate with this useful tool.
- Learn how to build macros according to the standards.

### Section 3 Highlights: Integrating Standards into your reports, SOPs, and administrative support

- Learn how to properly and easily develop reports and communications according to standards
- We will work on writing a proper:
  - Preliminary determination
  - Moisture map
  - Drying Plan
  - Scope of Work
  - Drying Verification
  - Material Evaluation and Final Report

For more information go to [www.hw3group.com](http://www.hw3group.com) or call 888-835-3871