



Sample Press Release

Announce Your Affiliation with REP



One of the best ways to spread the word about a new affiliation or achievement within your organization is to distribute a press release to local and industry-related media. The Restoration Expert Panel has developed some language that you may use to help announce your affiliation with REP. The verbiage below may be used as is or may be modified to suit your organization's needs.

Sample Press Release Language

Local Restoration Company Collaborates with International Experts

[Date, City] - [Company Name] has emphasized their commitment to quality craftsmanship and fair business practices through an agreement with Restoration Expert Panel (REP). Aligning with REP gives [Company Name] access to internationally recognized experts in a variety of subject matters specific to the restoration of property following water- or fire-related tragedies. These experts have made themselves available to support qualified restoration companies committed to development of the industry's skilled tradesmen.

"We are proud to support [Company Name] in their efforts to competently deliver expert restoration services in return for a reasonable and customary price," said Ken Larsen, CR, WLS, CSDS, Senior Consultant for REP, adding "we intend to assist our Program Participants in achieving these goals."

About Restoration Expert Panel

Restoration Expert Panel is the expert third-party consulting division of the International Dry Standard Organization, Inc. (IDSO), a Florida-based company dedicated to the mission of mentoring, documenting and representing restoration excellence. REP is comprised of the insurance restoration industry's most qualified subject matter experts, who work with restoration contractors to assist employees and educate outside entities they work with. To learn more about REP, please visit www.restorationexpertpanel.com.

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