

# Free Estimates for Hail Damages?

*“they could cost you a fortune if you’re not careful”*

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## Estimates, Estimates, Estimates....! Can you just give me an estimate please, my insurance company asked me to get some!

Oh boy! Are you confused enough yet?

- Hail Damage Specialist Roofing Co.’s
- Claim Specialist Roofing Co.’s
- Storm Team Roofing Co.’s

The newspapers’ full of ads, the towns littered with signs all proclaiming their insurance expertise. *At the least, many of them are public adjusting without a license, others may be practicing law without a license.*

These roofing salespeople all say the same thing, their roof bid is your deductible, they’ll represent you to your adjuster and work directly with them. If they’re trained how to professionally estimate then this method can work very well. Unfortunately most of these proclaimed insurance specialists are not trained or qualified to prepare an accurate professional “insurance type” damage estimate. If the roofer that you’re considering to give you an estimate or contract with to re-roof your home or business does not use professional insurance estimating programs to calculate your

damage estimate then you’re wasting your time to collect and present those “lump sum” type estimates to your insurance company. They’ll easily deny and refute those estimates because they’re worthless!

Insurance companies can’t be reckless with your premiums and pay-out unjustified estimates. That’s why all the insurance companies and adjusting firms spend millions on estimating software and the training to use it.

The estimating software providers do local pricing research and download these storm related increases to all the insurance companies working in all the “Storm” affected areas. This pricing research is used to build your damage estimate. You’ll never see an insurance estimate without room names, item descriptions, unit costs and a summary page.

Insurance companies tell you to get estimates just to keep you busy while they work to get an adjuster out to your home to prepare a



*By law, contractors are not allowed to represent you in the claim settlement process. They can provide professional insurance type estimates if they have the knowledge and the software to produce them!*

professional line item estimate for the amount of damages covered by your policy.

They’ll thank you for your estimates as a courtesy but tell you that they don’t accept the “free lump sum” estimates that are typical of almost 100% of the contractors that you’ll have to choose from.

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## Xactimate Dominates Insurance Industry Claim Estimating Software market!



Where do they get these prices! If you have a claim for damage from a major storm this may interest you. Starting in 1986, Xactware a software company from Utah built a dominant

presence of almost 80% of the insurance industry using their claims estimating software. Their product, Xactimate speeds the claims estimating process. They collect and utilize construction average pricing all over the U.S. and Canada. They have researchers that call contractors all

year long researching pricing in every market in the country. Your insurance company probably used Xactimate to estimate the damages for your

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## Estimates, Estimates, Estimates .....! continued

The insurance adjusters typically deal with a contractor as a courtesy to you. Quite frankly, the contractors don't have the time and training to "adjust" your damage the way an adjuster would and is paid to do. If you went straight off a contractors estimate you would probably be grossly underpaid because they're not trained to adjust claims and don't know what's covered and what's not. Your adjuster says if your contractors estimate is higher don't begin work until they review it.

Adjusting is a dedicated profession and a good adjusters estimate

actually provides a starting point for the contractor that you select. Most insurance companies allow for additional supplements for items that were overlooked or under estimated by the original adjuster. They deploy supervisors to clean up claims because of all the errors and supplements required after the first round of adjusters go through. If you can document the damage related to the claim they're happy to pay.



*Professional estimating is difficult. Long hours and danger are the order of the day!*

It's their job.

It's important that the contractor you select is very well experienced working with insurance adjusters. An experienced contractor will be able to help the adjuster document and justify supplements and any low unit price adjustments that need to be revised. Remodeling is 10 times harder than new home building. After a major storm it may seem impossible at times. Be patient and realize that it's your responsibility to choose

## Xactimate Dominates continued

claim. Whatever Ins. estimating program they're using, the intended purpose is to as quickly and accurately possible estimate the amount of money necessary to repair all the damages to your property.

Xactimate knows that prices go up with excessive demand on local trades and materials, you can bet that they are busy updating their pricing databases and deploying the up-

dates to the insurance company catastrophe teams \*profiles in the field. (*most insurance companies have Xactimate adjust the market*

***"If a contractor calls themselves an Insurance Claim Specialist they better be able to write a professional insurance type estimate"***

*prices specifically for them. These price lists are called profiles!*

Because of their ability to update prices, ease of use and large user base of insurance companies and adjusting firms they dominate insurance claim estimating business.

They also have an Insurance Contractors version with the average market pricing updates available.

***Successful "Professional Insurance Contractors" choose Xactimate to serve you better and communicate more effectively with adjusters!***

## General Who? General You..., That's Who! Don't be fooled...

Insurance companies base the premiums they charge on anticipated claim payouts to justify their rates. This calculation should take into account the standard 10% profit and 10% overhead that should be paid as part of any claim.

During the past two year in Florida many insurance companies underpaid tens & hundreds of millions by with-holding the additional 20% overhead and profit to unsuspecting homeowners. When you have to

hire all the contractors and sub-contractors then you're acting as the "General Contractor". You'll need the additional 20% just to try to get your damaged home repaired. If you don't see a line item 10% overhead and 10% profit on your summary page then you need to immediately notify your adjuster that he forgot to include it. If they



try to deny you the additional 20% on top of your line item estimate then you may want to complain to the State Board of Insurance & the Attorney General.

***Your paid premium should have factored in the payout of Overhead & Profit regardless if you use a General Contractor or not. Don't be a victim twice!***

## Public Insurance Adjusters..., or P.A. as they may be known

Sometimes it seems that you just can't agree with the valuation of your total claim estimate. There may be coverage issues that affect the settlement in a negative way. Usually we just can't find a general contractor that will agree to repair the damages for the amount of funds the adjuster has approved. This is when you can get really frustrated.

The adjuster says your contractors are too high. The contractors say that your insurance company pays too little. It's a known fact for contractors that some insurance companies pay more for repairs than others. You're caught in the middle!

Public Insurance adjusters represent the insured's interests in the claim settlement process. Most P.A.s' have to be licensed and a lot of them are former insurance company adjusters.

When you retain a P.A. you assign your claim to them for settlement. They deal directly with your insurance company. They'll review your policy for coverage issues, re-write a new estimate and present it to your insurance company for payment.

If the Ins. co. does not cooperate your P.A. will demand appraisal of the claim. Appraisal can help settle money disputes quickly. The insurance company adjuster is removed from the case and your file is handed over to an independent appraiser.

The appraiser and your P.A. select from a list of independent third party umpires. They mutually agree to name an individual as umpire in case they can't agree on a final estimate amount. After they agree on the umpire selection they meet at the insured's house and compare estimates.

If your P.A. and the appraiser agree on a settlement amount the claim award is signed and presented to the ins. co. for payment. If they don't agree they present their estimates to the umpire for settlement. The umpire then determines which estimate to approve. The winning appraiser and the umpire sign the award and present it to the ins. co. for payment.

The P.A. is a professional estimator and uses the same software as the insurance companies. The difference is all in the details of the estimating and how it is broken down.

Public adjusters are very helpful and have incentive to justify your estimate as high as possible in the guidelines of the policy. A good one can easily double insurance estimates that were written early after a major hurricane like Katrina!

## Insurance Roofing Restoration Contractors (your best bet)

There is a small category of contractors known as "Insurance Roofing Restoration Contractors". These contractors usually do mostly claims only. They benefit consumers tremendously having invested in insurance estimating software and training to level the field.

The best thing a contractor can do for you is be able to write and justify a better estimate than your adjuster.

**Can these contractors write your quality estimates for free? Of course they can't, it's way too time consuming and expensive!**

This type contractor is very selective of the clients that they assist

and will only write these estimates for their clients who agree to let

them repair their home for the total amount that the contractor can estimate and justify for the damages.

***Their proposal is very***

***simple. You pay your deductible and they'll look to your insurance company to pay for all the repairs and work directly with your adjuster.***

They require an assignment similar to a "Public Adjuster" agreement. The assignment has a direction of pay requesting that the insurance company pay the contractor directly. The contractors require this to protect their interests in the

job.

If your objective is to get your claim settled easily and the repairs done quickly these people can help.

If your trying to upgrade your home they can show you how to use your claim benefits effectively. If there are repairs you choose not to have done or do yourself you'll receive a credit for those amounts.

**Insurance Roofing Restoration Contractors provide the best value for the consumer and keep you out of trouble with your insurance company.**

Unfortunately there are not enough of them to go around and most homeowners have to rely on contractors claiming to be "claim specialists".

Good counsel regarding estimating and claims is very valuable!

*A professional estimate lists everything that the contractor needs to do on your job. Line item description, quantity and unit cost. That estimate is like a work order!*

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Pro-Estimating & Referral Service

NetRoofer proudly refers roofing and general contractors that are qualified as "Insurance Restoration Contractors" and in fact can provide both types of estimates if necessary.

Many contractors' unintentionally or intentionally may mislead you by saying that they use Xactimate pricing for their estimates.

An Xactimate pricelist for pricing purposes is not the same as an Xactimate formatted estimate prepared to reflect the obvious damages discovered during a thorough damage inspection.

If you have a claim for "storm damage" it's important that an experienced person with both roofing and insurance estimating experience help you through the process.

It's not any fun when the insurance company denies the additional funds necessary for your repairs because improper estimating and invoicing procedures.

Remember,  
If they can't show it... they don't know it! Does your contractors representative actually provide the detailed estimate or not. Can they? Do they really know how to invoice for what they're promising? Don't gamble with your claim

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Hi,

My name is Bert Steffan, I'm the President & Founder of NetRoofer and I hope these articles that I wrote and compiled in this newsletter format are helpful for you.

NetRoofer trains contractors how to use Xactimate and other software tools for their contracting business. Please feel free to share this with neighbors and contractors.

My client contractors' pay for these newsletters to be distributed after storms.

*Did you know that you actually need two types of estimates? One for the actual damages (Xactimate) and one for the work that you're actually going to have done (Contract).*

An Insurance Roofing Restoration Contractors' job is to make your insurance adjusters job easier and your choice of a contractor to handle the claim and do the work obvious.

We hope you choose an Insurance Roofing Restoration Contractor for your storm damage repair!

Thank You,

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*If you are a Contractor and think this publication could be helpful for your clients please contact NetRoofer for permission.*

***It's All in the Details!***