

# HEALTHY, WEALTHY & WISE

July 2020

Published exclusively for clients of Service First Restoration

## What is That SMELL?

What's that smell? We have all had the experience of walking into a room or building only to be greeted by an unpleasant odor. They may range from mildly annoying to downright putrid. Besides being embarrassing, malodors are also a real cause for concern.

Since unpleasant odors are sometimes an indication of a potentially infectious, hazardous or unsanitary condition, the presence of bad odors can induce psychological or emotional stress and even cause physical discomfort. Spraying deodorants and perfumes will simply mask odors temporarily and are not effective for long-term success.

Effectively eliminating odors requires an understanding of the principles of deodorization. The type of odor neutralizer and application process must be chosen based on the source of the odor, type of materials affected and the degree of penetration. To avoid a recurrence of the malodor we suggest using the following procedures:

**See "SMELL" on next page**



Christian Rovsek  
CEO & Founder  
(949) 610-9251  
christian@callservicefirst.com



Austin Jones  
Account Manager  
(949) 613-0461  
austinj@callservicefirst.com



Ryan Coffelt  
Account Executive  
(949) 877-9730  
ryan@callservicefirst.com

**Step 1:** Find and remove the source. Odor is an effect. Since every effect has a cause, our first challenge is to find and remove the cause. If the odor comes from a dead animal, you must find the carcass and remove it. If the odor is from a pet accident, you must first locate the deposit and remove it from the carpet and other surfaces before treating the offending odor. The same applies to odors from smoke, cooking, mold, mildew, etc.

**Step 2:** Clean the affected area to remove any remaining odor-causing residue. Actually, cleaning is just a continuation of source removal. Start cleaning in the source area and work outward until all residues are removed. Residues can be sticky or oily residues, crystallized materials or dust and soot. The type of residue and the material you are cleaning determines the cleaning method. For instance, removing soot from a concrete block wall requires a different cleaning

method than removing the same soot from silk drapes. Depending on the odor, source removal and meticulous cleaning may be all that is required. If not, move on to the next step.

**Step 3:** Recreate the conditions of penetration. This is where specialized equipment is often required. For instance, if the odor is from smoke, it may have penetrated into wood, fabrics, drywall and many other porous and semi-porous materials. Any deodorizing products must penetrate the materials in the same manner in order to neutralize the odors.

If odors have penetrated into areas that are inaccessible, it may be necessary to use thermal or Ultra Low Volume fogging equipment, oxidation, ozone or dry vapor exchange equipment. Generally, odors caused by liquids such as urine or spoiled milk that have saturated porous materials must be saturated with a suitable odor counter-agent. In

most cases, properly applying steps 1 through 3 will achieve the desired results. If there is still an odor proceed to step 4.

**Step 4:** Seal the affected material. In some cases, odors may have penetrated into materials to the degree that it is impossible or impractical to remove them completely. In these cases it is necessary to apply a topical sealant to encapsulate the odor-causing molecules and prevent them from evaporating into the air. If the molecules can't reach your nose, you won't be able to smell them. The type of sealer you choose depends on the type of material, the nature of the odor source and the degree of penetration into the material.

Call **Service First Restoration** for more tips, help or to schedule your next appointment.

## The Good Life



### Good Clean Funnies

**Why aren't there any knock-knock jokes about the U.S.A.? Because freedom rings.**

**I stayed up all night wondering where the sun went. Then it dawned on me.**



### Ingredients

- 6 large ripe peaches (peeled, pitted and sliced)
- 1 tablespoon fresh lemon juice
- 2 (8 ounce) containers vanilla yogurt
- 1 teaspoon lemon zest
- 1 (10 inch) prepared angel food cake

Recipe courtesy [allrecipes.com](http://allrecipes.com)



## Fresh Peach Trifle

### Directions

Place peaches in a large bowl, and gently toss with lemon juice.

Place 1 cup of peaches in a blender, set aside remaining slices, and blend until smooth.

Place yogurt into a bowl; stir in the peach puree and lemon zest until well blended.

Cut the angel food cake into squares and place half in the bottom of a glass dish. Spoon half of the peach slices over the cake. Cover with half of the yogurt mixture.

Place remaining cake squares over the yogurt. Top with peaches, reserving 5 or 6 slices for garnish.

Cover with remaining yogurt mixture. Garnish with peach slices. Refrigerate until ready to serve.





## QUICK Workouts for Better Health



If your work schedule interferes with fitness, try turning coffee breaks into exercise breaks.

For those who are out of shape or out of time, 30-minute exercise sessions can be daunting.

If your muscles and your schedule aren't up to it all, three or four ten-minute sessions will do beginning exercisers just about as much good.

In one test by Stanford University, overweight people were divided into two groups. One group exercised for 40 minutes a day, 5 days a week. The other exercised in 10-minute sessions four times a day, 5 days a week. After 20 weeks, both groups boosted their

aerobic capacity and experienced similar weight loss (15 to 20 pounds).

But those assigned to short periods stuck to their schedule better than the other group. This suggests that beginning exercisers may find it easier to break up their workouts into small, manageable segments.

Try 10 minutes of brisk walking before work, 10 minutes of stair-climbing or a quick run at noon, and 10 minutes of cycling in the evening, or any other schedule or activity that suits your time and preferences.

## STRATEGIES for Financial Crises



The current stock market is volatile. If you are worried about the financial crisis, here are some helpful strategies:

Don't look. If you have 30 years to go before retirement, don't look at your 401(k) numbers. Keep contributing. You have years for the market to rise and it will. Don't look. Don't sell. Keep putting money in.

Breathe deeply and peek. If you are a couple years from retirement, take it easy. Even in your 60s, you are still a long-term investor. However, you might want to rebalance your assets.

As you near retirement, maybe fewer stocks are best along with other more secure investments.

What you can do before retirement, is make sure you don't have credit card debt, but do have an emergency fund.

Breathe, peek, and maybe put off that vacation. If you are retired in the current crisis, you've seen that fat load of earnings of the last two years circle the drain. Everyone has. It is not just you. Don't panic. Talk to your investment advisor about risk and rebalancing. But, it is not a good time to sell.



Don't make any hasty moves. Talk to a financial advisor.



## BENEFITS of Doing Chores



Lists of age appropriate chores and responsibilities can be found on many helpful websites.

There's no question that working parents need all the help they can get when it comes to keeping up their homes. That means kids help too. But as they do their chores, are they helping themselves as well?

New research conducted at the University of Toronto indicates the answer is an emphatic "yes".

The study of children ages 9 to 14 shows that those with regular responsibilities showed greater sensitivity to the needs of others, were more responsible in other areas, and were more likely to

spontaneously pitch in, both at home and at school.

The key to making kids more responsible was having them do tasks that benefited the entire family.

Doing things that benefit all gets kids in the habit of thinking of others. They were more likely to become responsible and considerate adults.

What if your kids don't want to do chores? Give them a number of choices and let them decide which ones to take on. They'll be more likely to help out without complaining.





WATER | MOLD | FIRE | PLUMBING | REPAIRS

Water Damage Restoration  
Fire/smoke Damage Restoration  
Mold Remediation  
Sewage Remediation  
Smoke and Odor Removal  
Plumbing  
Leak Detection  
Repipe and Reroute  
Tarp Over and Board Up  
Contents Restoration/Pack Out/Storage  
Full Reconstruction and Repair Services

**(855) 883-4778**

**[ineedhelp@callservicefirst.com](mailto:ineedhelp@callservicefirst.com)**

**[www.callservicefirst.com](http://www.callservicefirst.com)**



Service First Restoration, Inc.  
27071 Cabot Road, Suite 105  
Laguna Hills, CA 92653

## Referral Rewards

Win An  
**amazon echo**

Take home an Amazon Echo, plus a  
**\$50.00 DONATION** to your favorite charity.

**Winners announced every month!**

Congratulations to last month's winners:

**Jim Hopwood**, Insurance Solutions

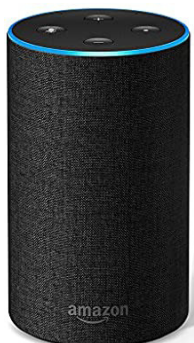
**Dan Chesworth**, PowerStone property management

## How to refer us?

Call 1-855-883-4778

Email [ineedhelp@callservicefirst.com](mailto:ineedhelp@callservicefirst.com)

Submit [www.callservicefirst.com/submit](http://www.callservicefirst.com/submit)



## Why ServiceFirst?

24/7 immediate response & customer care  
Licensed, bonded, insured & family owned  
One-stop-shop  
Mitigation focused on saving time & money  
Certified staff utilizing eco-friendly materials  
Dedicated job status website  
Comprehensive warranty  
6 and 12 month financing  
Equipment rental program

## Our Guarantees

1. No Pressure- We guarantee we will never hard sell you into making a decision you aren't comfortable with.
2. Price- We guarantee you will not pay a penny over your deductible on covered claim items when filing an insurance claim.
3. Total Satisfaction- If you are not satisfied with our service, we will go back after at no charge and make it right.