

# THE BUZZ...News You Can Use

NOVEMBER 2024

Published by your Restoration Hero!



## Do You Really Need ALL Those MACHINES?

**When ServiceFirst, Your Restoration Hero** gets the call to handle a water damage situation, whether its a broken pipe, plumbing issues, toilet overflow, natural disasters and flooding, etc., our goal is to get your structure and routine back to normal as quickly as possible.

**To be successful, we follow these steps.**

**Protect-** Provide for the safety of workers and occupants

**Inspect-** Locate and document damage

**Mitigate-** Minimize or control damage; dry structure and contents

**Monitor-** Keep daily records of drying conditions and progress

**Restore-** Clean and repair structure and contents

While each of these steps requires special equipment, the machines used in mitigation are the most visible to you, the customer. This article explains why we need them and how they work.

*See "ALL Those MACHINES" on next page*

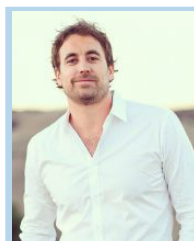
## Need a HERO?

CALL (855) 88-FIRST (34778)

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

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

## We are your Restoration Heros!



Christian Rovsek  
CEO & Founder  
(949) 610-9251



Garrett Hatfield  
Account Manager  
(949) 339-0769



Matt Windau  
Account Manager  
(949) 572-0430



Anthony Gutierrez  
Account Manager  
(949) 339-0678

**We are the #1 Restoration HERO  
servicing your Industry!**

The first principle of drying is to remove excess water. In most cases, we use a powerful vacuum extractor to quickly remove water from carpet and other floors since this is where most of the water ends up. This can be a noisy process, but the more water we remove in the beginning, the less time it takes to dry everything else.

After extraction, we coax water out of wet materials and into the air through the process of evaporation. One of the challenges we face is that air at the wet surface becomes saturated; unable to hold any more water vapor. This slows the drying process significantly. Air movement is needed to replace moisture-laden air at the surface with drier air. We use high-velocity air movers to increase airflow and promote evaporation.

The water vapor produced by evaporation moves into the surrounding air, increasing humidity. Air is like a sponge. If the sponge is dry, it will absorb water. But if the sponge is wet, it will release water into dry materials like dry-

wall and wood. Left unchecked, increasing humidity will slow the rate of drying, causing additional damage and possible mold growth. We need keep humidity under control.

We use dehumidifiers to remove water vapor from the air. Again, if you think of the air as a sponge, the dehumidifier basically wrings the water out of the sponge so it can hold more water.

The most common dehumidifier is the refrigerant dehumidifier. It works by condensation. Humid air enters the dehumidifier and flows across cold copper coils. This causes water to condense out of the air. The condensed water drips into a container and is pumped into a drain or outside. The now dry air flows over another set of coils that are hot. This heats the air, resulting in hot, dry air exiting the dehumidifier; perfect for promoting rapid evaporation.

Desiccant dehumidifiers work on a different concept; absorption or adsorption. Those little "do not eat" packets you find in new shoes, electronics and oth-

er products, contain silica gel, a highly moisture-adsorbent material. When air enters a desiccant dehumidifier, it is drawn through a rotating panel coated with silica gel, drawing water from the air. The water is then baked out of the desiccant with hot air and exhausted outside.

The dry air that exits the dehumidifiers can now absorb and hold more water evaporated from wet materials. This process continues until all materials reach normal moisture content.

As you can imagine, this process can kick up quite a bit of airborne dust. So we may need to use air filtration devices to clean the air during the restoration process. This helps to protect you from irritants, allergens and pollutants that are present inside every home.

Again, our goal at **ServiceFirst, Your Restoration Hero** is to get your home and routine back to normal as quickly and safely as possible. Please share this information with your friends, neighbors and family. We deeply appreciate your business and referrals.

### The Good Life



### Good Clean Funnies

**What nails do carpenters hate hammering?** Fingernails!

**What has hands but can't clap?** A clock!

**Why can't Cinderella play soccer?** Because she's always running away from the ball.

**How do you keep a bull from charging?** Take away its credit card!



I serve this Thanksgiving spinach salad every year. The flavor of the apples and cinnamon make it great for the season.

## THANKSGIVING Spinach Salad

### Directions

Mix cranberries, apple, onion, lemon juice, honey, chili powder, and cinnamon together in a large bowl. Let rest for the flavors to blend, about 20 minutes.

Add spinach and toss to coat.

It's very quick and easy to prepare, too!

- Prep Time:** 10 mins
- Additional Time:** 20 mins
- Total Time:** 30 mins
- Servings:** 4



Recipe courtesy allrecipes.com

### Ingredients

- 3/4** cup sweetened dried cranberries, chopped
- 1** McIntosh apple - peeled, cored, and diced
- 1/2** small red onion, finely chopped
- 2** tablespoons lemon juice
- 2** teaspoons honey
- 1** teaspoon chili powder
- 1/2** teaspoon ground cinnamon
- 1** (6 ounce) bag baby spinach, torn into bite-sized pieces



## 5 Ways to Nourish Your BRAIN



**Eat right.** There are many reasons to eat a balanced diet of fruits, veggies, whole grains and lean meats, and brain health is high on that list. Eating foods packed with antioxidants and other nutrients is great for your brain. Omega-3 fatty acids also play a crucial role, and can be found in fatty fish, nuts and seeds.

**Get your Cognizin Citicoline on.** Citicoline is a naturally occurring brain chemical that has neuroprotective properties and helps protect and repair brain cells while supporting focus and memory. Cognizin® Citicoline is one of the most comprehensive brain ingredients on the market. This brain health nutrient has demonstrated through multiple clinical trials that it provides essential brain health benefits to people of all ages.

**Exercise.** When you exercise, you're not just burning calories. You're increasing blood

flow to the brain, which can improve cognitive function. Thirty minutes of moderate exercise on most days is a good guideline.

**Focus on sleep.** After a bad night's sleep, we actually have trouble processing anything we learned the next day and have trouble remembering it in the future. Can't remember what you had for lunch yesterday? A bad night's sleep could be the culprit.

**Challenge your brain daily.** Love Wordle? How about a crossword puzzle or other type of brain teaser? Doing them is like a workout for your brain, and helps keep you sharp.

It's easy to check off a good diet, sleep, exercise and puzzles each day. What about Cognizin? There are actually currently 200+ products out there right now that contain Cognizin. A few easy lifestyle changes can show the love to your brain every day. It'll love you back!

Whether you're a young professional looking to optimize your cognitive performance, an older adult focused on maintaining mental clarity and memory, or a kid just trying to get through exams, it's wise to boost your brain.

## Are HEAT PUMPS worth it? Debunking 6 Misconceptions

Here are six common heat pump misconceptions.

**Myth 1: Heat pumps won't work in cold climates.** Today's more advanced heat pumps leverage variable-speed compressor technology to make incremental adjustments that keep pace with changing temperature more efficiently and more accurately. In addition, many heat pumps are rated for cold-climate use now.

**Myth 2: Heat pumps don't really save money.** Today's heat pump offerings are wide-ranging and can meet the unique needs of almost any home, comfort level, or budget. Innovations in energy efficiency mean less electricity is used to cut costs in most homes.

**Myth 3: Heat pumps are noisy.** Premium heat pumps combine insulated cabinets and low-speed fan designs to deliver whisper-quiet performance in both heating and AC modes

**Myth 4: Temperatures will be inconsistent.** The newer heat pumps seamlessly move between heating and cooling for consistent comfort while helping to maximize energy efficiency.

**Myth 5: Heat pumps require a lot of space.** Innovative, new heat pump designs offer top-tier efficiency and variable-speed performance in a compact size. The side-discharge design allows them to be stacked, placed under raised decks, or installed in zero-lot-line neighborhoods.

**Myth 6: Installing a new heat pump is expensive.** Through a combination of immediate discounts, tax rebates, and utility and manufacturers' offers, qualifying homeowners can offset 100% of the cost of installing a heat pump. Additionally, some manufacturers offer simplified financing options with fixed monthly payments to make the investment more manageable.



Heating and cooling often make up the bulk of utility bills - and recently, heat pumps have become a trending topic for their ability to provide sustainable home comfort while simultaneously lowering utility bills. But can they really do both?



## Improve your Kids' SOCIAL Media Experiences

How can you help your kids enjoy the positive benefits of social media - without all the negative content? Algorithms affect what users see on social media by predicting content they're likely to connect with based on past engagement. Here are some ideas to help your kids enjoy what's good about social media.

**1. Model good behavior:** Be aware of how much you're scrolling, and what you say about it. Share positive, upbeat content with your kids instead of the negative. If you do see something negative, consider how you communicate the feelings it brought up for you and why you chose not to interact with it.

**2. Open the conversation:** By talking about what you see on social media and how it makes you feel, you're opening a conversation with your kids - and letting them know you're there to listen when they have feelings about what they

see, especially when they encounter something that makes them uncomfortable or sad.

**3. Find workable limits:** Your home's Wi-Fi router has features allowing you to control when your kids have access to the internet and the ability to ban sites. Try to make sure they're interacting with social media in common areas rather than alone. Keeping their phones and other devices out of bedrooms, will limit their exposure and promote a better night's sleep.

**4. Improve their feeds:** A simple way to invite more uplifting content that you and your kids can feel good about would be to check out LG Electronics new "Optimism Your Feed" playlist. The playlist is designed to help pull more positive content into your feed.

As social media has become an integral part of our lives, by being conscious to bring more optimism to your lives this school year.

If heading back-to-school wasn't already an emotional experience for kids, a new global survey found social media can be a source of anxiety and sadness to them.



**WIN \$250 and \$100 Donation**  
to your favorite charity...

Every job you refer enters  
your name into our monthly  
raffle... See this months winner



**Need a HERO?**

**CALL (855) 88-FIRST (34778)**

**EMAIL [inedhelp@callservicefirst.com](mailto:inedhelp@callservicefirst.com)**

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

**Upcoming Events...** *Don't miss out!*  
Register at [callservicefirst.com/events](http://callservicefirst.com/events)

ServiceFirst Restoration, Inc.  
23192 Verdugo Dr., Suite D  
Laguna Hills, CA 92653

**NFL Pick'em POOL** Jump in *any time*  
during the **season** at [www.callservicefirst.com/NFL](http://www.callservicefirst.com/NFL)

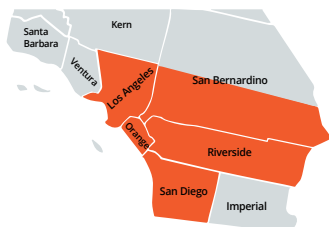
**13th ANNUAL TOY DRIVE PICK UP**  
**December 2-13**, more information at  
[www.callservicefirst.com/TOYDRIVE](http://www.callservicefirst.com/TOYDRIVE)

**WINTER WONDERLAND BINGO**  
**December 11 from 12-1pm**, register at  
[www.callservicefirst.com/WINTERBINGO](http://www.callservicefirst.com/WINTERBINGO)

## SERVICE

**Save Time – Save Money**  
**Make your life easier!**

- 5-Star communication through frequent job status emails
- Tailored service for each client through personalized vendor profiles
- Mitigation focused w/ fair and ethical billing practices
- One-Stop-Shop w/ free evaluations
- Servicing OC, LA, SD and IE



## TRANSPARENCY

Our **Transparency Promise** is one of our most unique and powerful benefits.

Our password protected job portals allow you instant access to job status, notes, photos and more.

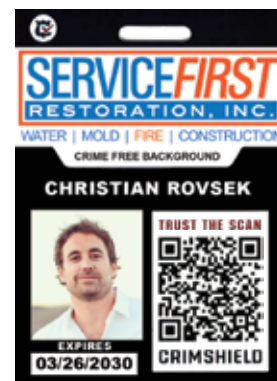


- 24/7 Instant access
- Transparency & certainty
- Increased workflow & efficiency
- Fewer phone calls & emails

## SAFETY

**YOUR SAFETY IS OUR PRIORITY**

**We Crimshield background check every employee, just ask to scan their badge!**



**SCAN ME**

**We are the #1 Restoration HERO**  
Servicing Your Industry!

**SCAN** →  
to find out more!

