

CHOOSING A RESTORATION CONSULTANT 4 minute read

In the last decade or so, there has been a transformation within the restoration industry. More and more, restoration owners are looking for someone to help them with their businesses. The rise of the restoration consultant has come, and this has been a real Godsend for the restoration industry. It has definitely strengthened the value of the industry, taking it from a simple field-based industry to more of a true business-driven model.



Choosing a restoration consultant for your business used to be a simple task: with only a handful of qualified consultants and business coaches, your choices were limited and finite. Nowadays, there has been a proliferation of coaches and teachers, many from outside the industry, and their numbers make your decision both tougher and more meaningful.

When choosing a restoration consultant for your business, there are several things that you should consider BEFORE signing any papers. As in most parts of your business, a little research and homework will go a long way in aiding your long-term success.

I've compiled a list of what I consider the important "Do's and Don'ts" when conducting your consultant search. These tips should steer you in the right direction. Remember, this is a personal decision and YOU must be the final judge of who you think is the right fit for you and your business.

DO- find someone with a track record in our industry, not necessarily in running a restoration business but in training and coaching others. Chuck Violand, Les Cunningham and Philip Rosebrook, Jr. each have decades of experience and are widely known.

DON'T- choose a company based solely on price. Most times, the old adage is true: "you get what you pay for." [Avoid cheap monthly fee-based programs](#) that, in the end, will provide little value to your company. Think of it this way: if your consultant can increase your profit by 50%, what is that worth to you?

DO- choose a consultant that matches your management style. It will be hard to "re-invent" yourself, so try to pick someone who you will mesh with. O.P. Almaraz is a high-intensity, "A-type" personality that will need you to be at that level for success. If that is what you want and need, that is your direction.

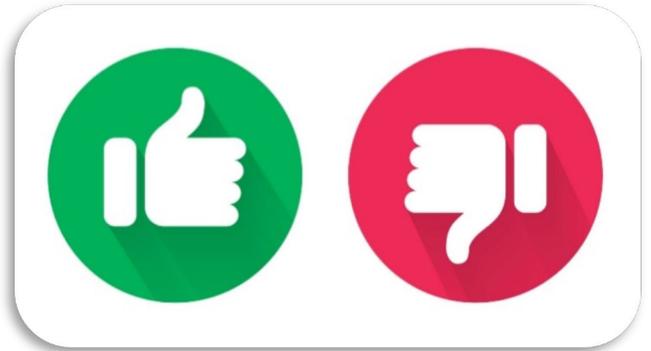
DON'T- invest your money into “cookie-cutter” systems or programs. You are looking for a coach - someone who is going to help YOU! Your company is unique from all other restoration company in America, so your coach should be able to tend to your needs and not try to turn you into someone else.

DO- for defined issues, pick your consultant based on their ability to provide you with what you are looking for. Many consultants are strong in certain areas and will be able to micro-focus on those needs better than a “full-service” shop. Bruce Deloatch is a management psychology specialist and can help you develop your teams’ mindset and cohesion. If you only need a small task like this, then choose your consultant for just this task and get those results!

DON'T- believe the hype. It is always foolish to make choices without proper information, so always ask for references- actual clients getting actual results. Ask hard questions, and make sure you trust your gut. Too many times consultants make claims that are simply not credible.

DO- understand that the best consultants should be working for you and designing **custom** solutions for your company. What works in Detroit may not work in Dallas, and your consultant should know the difference. They should commit to spending time getting to know you, your company, and its specific needs and weaknesses. **Then, design a solution**

that fits you and your company- not the other way around!



DON'T- agree to a consulting agreement without a defined time frame. Ideally, your agreement should contain the goals of the retention, the time frame for completion, and the overall financial cost for the consultation.

If you follow these simple steps when choosing a restoration consultant, you will greatly enhance your chances for a successful venture. Just be sure when choosing a restoration consultant, you find one that also provides critical marketing coaching for the NEW world – since marketing has dramatically changed in the past 6 or 7 years!

We may not all end up in the same place, but we will all end up in a better place!

By: Bill Giannone, Co-Founder The CREST Network, LLC.

[Nationally recognized coach, consultant and trainer.](#)