



FOR IMMEDIATE RELEASE

IICRC Offers Certified Firms “Grow Your Restoration Firm” Webinar Oct. 1

LAS VEGAS– (September 29, 2015) – The [Institute of Inspection, Cleaning and Restoration Certification](#) (IICRC) will offer a webinar titled “Tips to Grow Your Restoration Firm in a Highly Competitive Marketplace” on Thursday, Oct. 1. The webinar is part of the IICRC’s monthly marketing webinar series, a benefit offered to IICRC Certified Firms, that features tips from industry experts on how Firms can better market their business to consumers and generate new sales leads.

Focusing on the restoration industry, this week’s webinar will provide a series of steps that restorers can, and in some cases must, take if they are to survive and thrive in today’s competitive market. The webinar will be hosted by Tim Miller, president of [Business Developments, Inc.](#), a marketing strategy, recruiting and sales training company that works exclusively with restoration contractors. The webinar will share strategies and tactics that have helped restorers generate nearly \$100 million in new restoration business over the past five years.

Featuring topics ranging from search engine optimization (SEO) to content management to social media, the webinars are complementary for all Certified Firms and are offered the first Thursday of each month from 3 – 4 p.m. EDT (8 - 9 p.m. GMT for firms in the Institute’s European region and 5 - 6 a.m. AEDT the following day for firms in the Institute’s Asia Pacific region). Archived versions of the presentations are posted to the Certified Firm section of the IICRC website for those who are unable to attend live.

In addition to the monthly Marketing Webinar Series, IICRC Certified Firms receive other benefits including a listing in the IICRC’s online referral database, the use of the IICRC logo and access to the Certified Firm Marketing Toolkit filled with tips, tools and resources to help promote a Firm’s growth.

For more information about the IICRC Webinar Series, email communications@iicrc.org. For more information on how to become an IICRC Certified Firm, please visit <http://www.iicrc.org/iicrc-benefit-for-professionals/>.

About IICRC

The IICRC is a global, ANSI-accredited Standards Developing Organization (SDO) that credentials individuals in 20+ categories within the inspection, cleaning and restoration industries. Representing more than 54,000 certified technicians and 6,000 Certified Firms in 22 countries, the IICRC, in partnership with regional and international trade associations, represents the entire industry. The IICRC does not own schools, employ instructors, produce training materials or promote specific product brands, cleaning methods or systems. For more information, visit www.iicrc.org.

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