

Why should disaster response & property restoration firms join the council?



Photo Credit: (cc) State Farm

SDRC promotes sustainability in disaster response and property restoration - helping American homes, businesses and communities turn every loss into smart investments in a stronger, safer, healthier and environmentally responsible future.

Sell into a growing market.

The significant environmental, health and economic benefits of green buildings have spawned a booming market for associated commercial and residential products and services, expected to contribute \$303.5 billion to U.S. GDP from 2015-2018.¹ Are you prepared to capitalize? Owners of existing green buildings will trust an SDRC certified contractor who shares their sustainability commitment and can advise on how to restore their property accordingly (especially if green building certification and financial incentives are at stake). Servicing traditional buildings is an equally big opportunity, because it's easier to justify post-loss upgrades and owners will trust a contractor with the credentials to help them both recover quickly and end up with a more efficient, healthy, resilient, and valuable building.

¹ U.S. Green Building Council. <http://www.usgbc.org/articles/green-building-facts>

Shape public policy.

Federal and state governments spend hundreds of billions on disaster relief and incentives for green buildings and environmental protection without any appreciation of how these issues connect. SDRC will help them connect the dots and realize that they should put some of those dollars behind supporting SDRC certified contractors and their customers.

Learn more at www.sustainableresponse.org

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Follow the LEEDer...

USGBC has positioned LEED as an influential global standard that certifies about 80,000 buildings (15 billion sq.ft of real estate) and accredits over 200,000 professionals. With support from USGBC, SDRC will follow in their footsteps – leveraging our membership, standards, marketing and research & advocacy to shape demand for sustainable disaster response and property restoration and differentiate SDRC certified contractors, products and services.

... and lead by example.

Leading companies know that sustainability initiatives can reduce operating costs/risk, enhance brand value, support HR objectives and improve relationships with customers and business partners. Some disaster response and property restoration firms are “going green”, but there is no industry standard to follow and no third party to validate and promote their efforts. That's where SDRC comes into play with standards, certification and a marketing platform to help our members implement best practices and get recognized.

Strengthen your position with insurers.

Insurers are under increasing pressure to show leadership on environmental issues: most have some sort of sustainability initiative and a growing number have related coverages – from simple debris recycling provisions to complex green building upgrade endorsements that recognize risk reduction benefits. SDRC helps you show insurers you can help them achieve sustainable and resilient outcomes while quickly and efficiently processing claims, and positions you to service their best performing accounts.