

CRU CREW NEWS



CRU WORLD TOUR RECAP



A big thank you for all who attended CRU's U.S. World Tour. CRU's senior Vice-President Mike Laberge summed up CRU's U.S. World Tour Seminars in one word "WOW".

We were not only blown away by the number of people who wanted to learn more about CRU, but more importantly at the quality of people who came out to see us.

Word has gotten out that CRU is a different kind of company –a show of hands at our seminars confirmed this as the overwhelming majority of seminar participants knew someone who has worked at CRU - and many let us know that they not only liked what they heard but they loved what they heard about working for CRU.

Our U.S. Tour made stops in Orlando, New Orleans, Dallas, and Atlanta. The Orlando and Atlanta seminars became so large we had to add an extra day to accommodate everyone who wanted to attend – and still had standing room only!

CRU CREW NEWS

Catastrophe Response Unit USA - There's a Storm a Brewin!

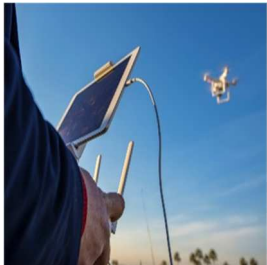
"The Largest carrier in Florida wants you when a hurricane hits" This headline in a recent CRU adjuster communique says it all when considering the growth we've experienced this past winter and into spring. Catastrophe Response Unit USA Inc. continues to implement its strategy of deliberate and controlled growth south of the border. Our client base is growing and adjuster deployments are on the rise as we on-board new clients and win significant contracts. CRU is covering a number of states for carriers looking for daily inside and field adjusters. We expect our CAT deployments to be sizable when the "hurricanes hit!"



Adjusters and clients dropped by our booth at PLRB Spring Convention in Boston to "put a shine on" by our very popular and talented shoe-shine specialist. The CRU team adapted well in a pinch of bad luck making "adjustments" in the field when our main booth did not get delivered. Fortunately we were sharing a double with our co-workers from the Academy of Insurance Adjusting who, for an undisclosed ransom in US dollars, let us erect a just-in-time- temporary banner enabling us to recover making things somewhat presentable. Judging from the smiles above, CRU's adjustment to the challenge of being "booth less" went off without a hitch! Our luck turned around three weeks laterour booth was found. We plan to have it at the Canada RIMS conference this fall in Toronto. We hope to see you there.

They are NOT Drones! They are Unmanned Aerial Systems!

What's Catastrophe Response Unit's (CRU) connection to Colleyville Texas? Simple, it's our main US operations center. CRU continues to expand our daily claims handling from this great service hub. **CRU-US** started just over a year ago by offering a variety of claims services and has continued to expand to now include catastrophe work.



With ever increasing coverage areas across the country, it was inevitable that building a national footprint was the next step.

In addition to handling a growing daily claims volume, we added CAT claims response for our current clients. While **CRU-US** provided limited deployment for events throughout 2016 such as Hurricane Matthew, the West Coast Wildfires and the recent Gatlinburg Wildfire, we were able to provide this work while remaining fully engaged in handling ongoing major work throughout Canada. Combining

work on both sides of the border, we had more than 360 adjusters working with us at the same time, with a substantial number of people entering their 9th month of work in some locations.

CRU-US continues to have success in developing new business opportunities. We have broadened our client base to include several new insurance carriers this year. We look forward to connecting with many others at various national and local networking events including PLRB (Property and Liability Resource Bureau), NAMIC, TAMIC (Texas Assoc. of Mutual Insurance Companies), Blue Goose and the Dallas Claims Association.

We're excited to repeat our successful "Winter Tour" launching early in the New Year to hit key cities across the US. Last year more than 140 first-time, CRU deployed adjusters came to our company through a Winter Tour event!

CRU is planning continued growth and success heading into 2017. This means continually building and updating our roster of adjusters to meet the constantly changing needs of our insurance carrier clients. We hope to include you in our claims business this next year!

CRU CREW NEWS



UPDATED AIA CLASS SCHEDULE ONLINE NOW

AIA has had a very busy beginning of 2017 with CRU's World Tours as well as being participants in trade shows in Las Vegas, Boston, and Toronto.

Even with our busy schedule AIA has been able to offer multiple courses for adjusters of all levels in Ardmore, Dallas, and Orlando.

AIA's small class sizes allow our instructors to offer individualized instruction to ensure our students truly understand the material being presented.

Get the training you need before the storm hits- From our 2 week Basic Adjusting course to our 2 day Understanding and Using Xactimate Course - let AIA help prepare you to maximize your opportunities this storm season.

For a list of our complete schedule of courses go to www.aiacenters.com.

For more information about AIA courses please contact jrice@cruadjusters.com. Hope to see you in a class soon!



Calgary Training Facility

AIA DALLAS TRAINING DATES

Jun 12 and 13 - AA 301- Estimating Exteriors and Roofing with Xactimate (2- Day)

Jul 10 and Jul 11—AA 301- Estimating Exteriors and Roofing with Xactimate (2- Day)

****To Register please visit**
www.aiacenters.com

AIA ATLANTA TRAINING DATES

Jun 3 and 4 - AA 301- Estimating Exteriors and Roofing with Xactimate (2- Day)

Jun 9 and 10 - AA 301- Estimating Exteriors and Roofing with Xactimate (2- Day)

****To Register please visit**
www.aiacenters.com



Ardmore Training Facility

AIA ARDMORE TRAINING DATES

Jun 19 - Jun 30—Basic Adjusting

Aug 21 - Sept 1 —Basic Adjusting

NEW SYMBILITY COURSE DALLAS

June 14th and July 12th.

Sign up now before spots are filled



Earthquake Certification & CE Credits Now Available through the Academy of Insurance Adjusting

CRU CREW NEWS

When the Big One Hits....WHO YOU GONNA CALL???

We suspect, more than any other IA Firm, that CRU has better informed adjusters about the massive changes that have come to Cat adjusting over the last 8 years. We do tell it like it is!

Our 2012 Training Seminars were about the Evolution of Processes – new things like EagleView, voice to text technology, weather mapping, and novel XM8 tricks like estimating from sketch!



2013 CRU Seminars focused on how Evolution had now turned to Revolution – emphasizing how new processes were here to stay, and things like manually measuring a roof surface were going to be a thing of the past, much less hand drawing a roof for the carrier.

After the massive flooding of 2013, our 2014 Training Seminars included sections on Using Drones, ClaimsRite Task processes where an Inspector captured the damage data and a different adjuster wrote the estimate and settled the claim from home. We also brought you many key carrier management people to share with you their changing expectations.

CRU Training Seminars in 2015 were a commitment to our adjusters that we were going to be the company that saw the level of impossible demands being made on them, and, the company that would support them in this ever changing environment. We began separate training for File Reviewers, we grew our XM8 training four fold, and we continued to create the guides, templates and tools to insure a CRU adjuster could maximize their cat income. Six hour JIT meetings meant everyone got out the gate correctly, not just the seasoned pros.

In 2016, and again in 2017, CRU was the first IA Firm to do away with the expectation that independent adjusters could spend hundreds of dollars on multiple 2,3 or 4 day company events and lengthy seminars, knowing a lot of the material would be outdated six months later. We successfully began our multi-city CRU Tour events to make it easier for an adjuster to find out about our company and how we operate.

The changes in the last 8 years have been hard for most of us, yet they keep coming. 60 day Field Deployments are a thing of the past for most Cats. Carriers expect record speed in investigating, quantifying and settling a claim – to the point where they penalize any reports that don't meet their Service Level Agreement timelines (SLAs).

When we look back, we see that our assessments, predictions and changing process expectations are all now Standard Operating Procedures!

Despite these constant challenges, there are two principals that guide our work:

We don't make money unless YOU are successful in a deployment
With all the crazy, new expectations, YOU can't succeed unless WE give you the support and tools to meet the client's specific and evolving requirements



For too long, IA companies have hurt each other, and our profession, by undercutting the charges for professional work. And when the next big Cat hits, old school adjusters will make the mistake of holding out for the best fee schedule (50%, 60% or 70%). The best fee schedule in the world will mean nothing if you don't have to do 20% more work without a team behind you, helping and supporting you to success. Closing 10 claims in 3 days that pay \$300 each is far better than closing only 8 claims that pay \$325 each.

We urge you to think about your next deployment. We know you have dozens of options when a big event happens, we hope you consider CRU's record of support in helping dedicated adjusters succeed in our industry.

CRU WANTS YOU!



Tower Hill Storm Team

We are pleased to have been awarded a contract from the largest residential insurance carrier in Florida. To be on our **Tower Hill Storm Team**, we are offering a series of 4 hour training events across the south that cover:

Easy transition - Xactimate to Symblity
How to use File Trac
Tower Hill Certification
CRU/Tower Hill expectations & Support

For the next hurricane that impacts Florida, CRU will need more **Team Leaders, Trainers, File Reviewers, QA Inspectors, and Admin Leaders**

Pensacola, FL – June 17
Orlando, FL – June 24
Jacksonville, FL – July 8
Atlanta, GA – July 15
Dallas, TX – July 22

Classes are limited. For more info and registration, please go to cruadjusters.com

Understanding the CRU Deployment Process

Like everything else in our lives, technology continues to change a lot of processes with CRU. Our carrier partners ask for adjusters and expect a list of committed, qualified names - sometimes two hours later!

In order to be able to do this, we have to keep an up to date roster and... our Independent Adjusters have to respond quickly to be deployed.

Sending emails and texts to the IA Firm management to ask for work, does nothing to get you a spot. Quickly responding to specific emails or texts from CRU is the key.

First, stay active on the roster, just sending in a resume doesn't cut it. With CRU, sending your resume simply triggers an online 10 minute survey for you to complete. When you complete and submit the survey, then you are inputted into the roster. How do you know if you're on the CRU roster....if you receive any emails (CRU CREW NEWS, CRU Weather Corner, or any other CRU information), you are on our roster.



When we have an event, we do not reach out to everybody. Our first step to deployment is to sort all the names on the roster to find the people that match the carriers' very specific requirements. They may ask for very specific criteria (which comes from your survey completion) like home state or provincial licenses, 5 years' experience, uses Symbility, understands condo claims, experienced in water losses, uses certain Content software, 2 years using Guidewire, speaks Spanish/French, HAAG certified, etc. etc.

If our roster indicates that you meet the carrier's requirements, then you would be on the **First Round Deployment Email**. This email will include the basic requirements like: *you will need to be in Fargo, ND by noon Monday for JIT training, with Xactimate running on your laptop. If you can meet these requirements, and are you interested and available, you simply respond "YES".*

If you respond "YES" to that email, within the time limit outlined in the email (sometimes 60 minutes!), you then receive a **Second Round Deployment Email** that gives you the deployment work specifics (things like rate, fee schedule, per diem, exact location if inside work, hours, systems used, training required, etc.). *Provided those details are agreeable and doable, it asks you to reply "I'M IN AND READY" within a specific time frame.*



That reply triggers a **Third Round Deployment Email** that includes things like IA contracts, confidentiality agreement, banking/deposit info, border registration documents, etc. When those items are executed and received back, you will get a confirmation email that gives you information and a

conference call schedule so you can speak with your Lead and get all your questions answered.

In understanding our deployment processes, I hope you can see that telling all your friends to call or email CRU does no good. Many of you have been on our roster for years and our procedure is to use those qualifying adjusters that have proven they can follow instructions.

Many thanks for supporting us and we hope to have lots of good adjusting work for many years to come.