

Why is Prompt Response Necessary?

PRIMARY DAMAGE

Structural damage worsens with time. If porous, the materials will soak up the water and moisture. Within hours, if not minutes, water absorption results in discoloration, swelling, adhesive release, de-lamination, warping and splitting of building materials and contents. Within a day or two that effect worsens. This damage is called primary damage.



SECONDARY DAMAGE

Secondary damage is what is caused as the water evaporates and humidity increases causing vapor pressures. Vapor pressure is the force vapors exert on its surrounding environment. This ongoing damage is found in ceilings, walls and contents. It is secondary damage that causes the extent of the loss to increase with each passing hour.

INSURANCE

Your insurance policy has a loss mitigation clause requiring you to begin reasonable and prudent steps to preserve, protect and secure your property from further damage. Failure to do so could result in increased cost on your behalf. Call 1-800-215-8324 for professional help.

