THE BOX

ISSUE 02 OCTOBER 2026

Growing Responsibly: Make Every Investment Count

Growth is an exciting milestone for any franchisee. More jobs, more customers, and more inventory can all signal a healthy business. But expanding responsibly means making sure each purchase delivers practical value. Before buying equipment or supplies, ask: **Do we have the tools, infrastructure, and workload to make this investment worthwhile?** It is also important to take cashflow into account. **What can I finance over time, so I have the funds needed for my day-to-day operations?**

The order in which we invest also matters. A purchase that seems like a solution today could create another bottleneck if the equipment needed to use it effectively is missing.

Storage: Build Capacity in the Right Order

When warehouse space gets tight, buying more vaults may feel like the obvious next step. But additional vaults can take up more floor space without solving the underlying problem: how to move, organize, and access what we already have. For an operation expanding its storage capabilities, the investment sequence should generally be:

1. **Forklift first.** Establish the ability to move and lift storage loads efficiently. Financing or a lease structured with a $1.00 buyout may be an option to consider.
2. **Racking second.** Add appropriately configured racking to make better use of vertical space and support an organized storage layout.
3. **Additional vaults as needed.** Once the handling equipment and storage infrastructure are in place, evaluate whether more vaults are necessary.

Buying vaults or racking without a forklift can do little to relieve a storage bottleneck. The goal is to create usable, accessible capacity.

Remember, running out of vaults does not automatically mean another vault purchase is required. Suitable boxed items can also be palletized, provided they are properly protected, labeled, and tracked. That flexibility can help you use existing resources more effectively.

Racking is important to install before your floor becomes too congested to gain access for install. While racking is optional on onboarding, it should not be forgotten about completely, vertical storage is key to maximizing your facility footprint.

Trucks: Let Scheduling Expand Your Capacity

The same thinking applies to your fleet. Having three crews does not automatically mean you need three trucks.

Depending on the work scheduled, two crews can inventory and pack at separate jobs while the third crew uses the truck for loading and transportation. The truck can then rotate from job to job over the following days as each crew completes its preparation work. Rental trucks should be a last resort and only utilized if completely necessary or for job costing efficiency.

This approach requires coordination, realistic timelines, and clear communication. When job requirements and customer commitments allow it, thoughtful scheduling can support more productive crews before another vehicle becomes necessary.

Make the Next Purchase Count

Before committing to an expansion purchase, identify the bottleneck you are trying to solve. Consider what must already be in place for that purchase to help, whether existing resources can meet the need, and how consistently the new equipment will be used.

Before making any large purchases, reach out to support@crspackout.com for advice.

Discussing your plans with support can help you evaluate your needs, come up with alternative solutions, and put your investments in the right order.

Responsible expansion puts each investment in the right sequence. Build the capability, organize the workflow, and add capacity when demand supports it. That is how we turn growth into a stronger, more efficient franchise.



Thanksgiving: It's Right in the Name

Now is the perfect time to start preparing Thanksgiving thank-you letters for the people who have supported your business this year.

By December, offices are receiving holiday cards, gifts, and food from seemingly every company they work with. Thanksgiving gives us an opportunity to reach out before that rush and deliver a message that fits the holiday perfectly: **thank you.**

I shared this idea during a recent BD conversation because I've seen how memorable it can be. Last year, I sent a partner a Thanksgiving letter with a personalized gift. He called to tell me he had never received a Thanksgiving gift before, and he brought it up again months later when we saw each other at a conference. The timing and personal attention made an impression.

Start pulling your list now. Think about the restoration partners, referral sources, and customers who trusted your team, made an introduction, or gave you an opportunity. Write a few thoughtful sentences about what you appreciate. Mention a specific experience, add a handwritten note, and personally sign it.

Plan to have your letters arrive the week before Thanksgiving. Preparing now gives you time to make each one meaningful.

Keep the focus on appreciation and letting people know their trust and support matter to you.

Giving thanks is literally in the name. Let's take the opportunity to do it.

Next CRS Owner Peer Panel: Operational Excellence

Join us **Tuesday, November 17, at 4:00 PM** Eastern for our next CRS Owner Peer Panel, featuring **Charlie Caravello, Matty Gurry, and Kevin Rummel.**

This panel will focus on Operational Excellence, covering staffing, scheduling, communication, job flow, and accountability. Our panelists will share their experiences, challenges, and lessons learned while building and managing their CRS operations.

These discussions are an opportunity to learn from fellow owners and take practical ideas back to your own location.

Mark your calendar and come ready with questions!



View The Leaderboard

Reminder(s):

- **Ordering**
  - If you're planning on ordering or implementing anything outside of the brand standards manual, please email Ashley for approval!
  - Onboarding questions should be emailed to onboarding@crspackout.com
- **Fees**
  - Tech fees are due on the 1st of the month.
  - Royalties are due within 5 days after you receive payment from the insurance company or customer.
- **Questions**
  - All direct, general questions should be submitted to support@crspackout.com. We will respond to you promptly.
  - Most questions can be answered by searching CRS University or the brand standards manual.
  - Please limit communications on evenings & weekends to email vs. calling or texting unless an emergency.
- **New Jobs**
  1. Please include your Xactimate password when sending estimates.
  2. Receivables aged 60+ days should be sent to us to review & assist in collection next steps. Estimates & questions from franchisees in operation should be directed to support@crspackout.com. ***(This goes to Matt, Danielle & Ashley)***
- **HubSpot**
  - For those of you onboarded, please make an effort to **update the CRM**. This will help you track your business development efforts & contribute to the process & procedures of the network.
  - **Associate all insurance carriers and TPAs to jobs!**
- **Hubspot Improvements**
  - Reminder - Estimate reviews are now done through the job in Hubspot.
  - Here is the walkthrough.
  - Any job created after 4/12 must be internally reviewed and billed in QB before progressing past "Job in Progress" in HubSpot. "Internally reviewed" will automatically set to "Yes" after the ticket has been reviewed by support, but "Billed in QB" must be done manually in the left sidebar of the job.
  - Add Carriers and Referrer info to the job as soon as you get it.

Content Recovery Specialists, 195 Montour Run Road, Suite 105, Coraopolis, PA 15108, United States, 833.525.7277

Manage preferences