



Schomberg, Ontario, Canada

November 2012

## Foley Restoration

Foley Restoration is located in Schomberg, 17250 Highway 27, Suite 101 in the Brownsville Junction Plaza. For 20 years, the company has been finding the best possible solution to help people cope with a disastrous situation, whether the cause be an act of nature or human error.



### The People

Mike and Kelly Foley own Foley Restoration, a family operated business since 1991. The tradition is carrying on, as their two sons are now in the business.

Whenever possible, staff is hired from local talent. Approximately 15 permanent full-time people are on staff, ranging in age from 20 to 50+ years, with experience between 2 and 30+ years. All staff is trained on an on-going basis. The industry is always evolving with ever-increasing knowledge and information available, access to improved technology, and changing standards set by the industry itself and also by the various levels of government. The Foley restoration team has been trained and qualified through the IICRC (Institute of Inspection, Cleaning and Restoration Certification).

*"We get to rebuild what they have lost.  
That is why we do this."*

Kelly Foley

Foley Restoration sees people at what may very well be one of the most traumatic times of their lives. It is important that all staff be compassionate and sensitive to the needs of the clients, responding with consistency and calm. Collaboration and cooperation are key elements in working effectively with the various people and organizations involved in the clean-up, including the client, insurance agents, contractors, and local municipal staff.

Foley is about people: showing appreciation to staff with recognition on birthdays and sharing time at company events; guaranteeing client satisfaction; the Marketing and Sales Manager, Adam Tzarik, working closely with local municipal departments, like assisting the King Township Fire Department with its open house and being a good corporate citizen by participating in the events of the local community, like Schomberg's Main Street Christmas, in which Foley's has a float for the parade.

## The Product

The science and technology of the industry have changed significantly over the decades, and Foley Restoration has kept up with those changes.

Equipment includes hygrometers, moisture metres, and infra-red cameras to assess the moisture damage on a site. Bio-Reveal measures bacteria levels before and after the clean-up. Equipment to measure levels of mould and asbestos is also on hand. The Esporta Wash System, designed in Kelowna, B.C., uses pressure rather than agitation to clean and dry, thus reducing potential for damage. Equipment, which works with the molecules in the air, eliminates odours caused by smoke damage, mould and mildew, and animals.



*The Esporta Wash System*

Foley Restoration addresses consequences in a wide range of scenarios, from the smoke-damaged bunker gear of fire departments to water damage in a privately-owned business to the destruction of a home caused by a fallen tree. A clean-up can take from a day to several months to complete.

Foley Restoration is dedicated to being environmentally responsible and accountable. Environmentally friendly cleaning products are used instead of chemicals. All waste is sorted to redirect any recyclable and compostable materials away from landfill.

The company has also expanded into the area of educating businesses, municipalities, and the public, as to creating a plan to have in place before a disaster strikes. For the homeowner, this would include an inventory of possessions, whether it is a list or a photo file.

For the business owner, an Emergency Response Plan is created with the input of its management and staff. Information also includes details on how to work effectively with the insurance company and local officials, should they be involved, as in cases of fire and/or vandalism. Satisfaction is provided through quality service. Every clean-up is different, nothing is ever the same. Calls are taken at the office during regular business hours. A call centre directs after-hours emergency calls to staff, so that a crew is on site within the hour. Additional crews of well-trained people are drawn from Disaster Kleenup Canada. They can be on the clean-up site to get to work within hours of a call. On site, it is important to recognize quickly what is important to the insured individual or organization. The structure of the clean-up process proceeds from there.

## The Performance

Since its inception in 1991, Foley Restoration has grown from having a staff of 3 to having a staff of 15. It originally provided service to King and York Region, in general. Over the 20 years, the geographic area expanded to include Mississauga, Brampton, and the GTA. Foley Restoration also provides Catastrophe Response (Cat Response) to other areas when a disaster happens. Other clean-up sites include locations in Thunder Bay, Peterborough, Kingston, and Windsor. Crews are mobile, with each vehicle having its own standard equipment to assess damage and call in the talent needed to provide the solutions for the restoration.

The industry is somewhat dependent on weather, as bad weather is often the cause of damage. Population density also affects the project base. As the population increases in an area, the incidence of damage is likely to increase, actually reducing the size of the geographic area the company may serve during the course of a year. Steady growth of Foley Restoration has been based on

diversification and creative marketing. Originally, 80% of projects were based on claims through insurance.

This number has been reduced to approximately 65%, with the balance of 35% being outside of the connection to the insurance industry. Diversification generated the need for a greater variety of equipment, and a broader spectrum of talent in both the science of the industry and in the specialty trades brought in to work on the various projects. Marketing strategies have included promoting Emergency Preparedness Measures to insurance companies, to local municipalities, and to the general public at Home Shows and through community organizations.

The company is serving a greater number of industrial/commercial businesses, due to its reputation of quality professional services. There is an urgency in getting a business back up and running as soon as possible, in order to minimize the loss of revenue due to closure following a disaster. In the case of a clean-up for a restaurant, the local department of health and safety has to approve the completed work, before the business can reopen. In the case of home owners, there is an urgency to restore that which is important to them.

Foley Restoration focuses attention to customer service as it continues on its path of steady growth due to a quality product, consistency in respectful and reliable services, and effective communication.

*"Your satisfaction is our first priority."*

Mike Foley



2075 King Road, King City,  
Ontario CANADA L7B 1A1  
[www.king.ca](http://www.king.ca)

For business inquiries,  
contact: Jamie Smyth,  
Economic Development Officer  
905-833-4016 [jmysyth@king.ca](mailto:jmysyth@king.ca)