



2020 CONTINUITY PLAN COVID-19

A detailed look into resources, tools and strategies necessary to address the changing business needs influenced by infectious disease.

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Table of Contents

A LETTER FROM OUR LEADER	2
EXECUTIVE SUMMARY.....	3
RESEARCH.....	3
“Flatten the Curve”	3
INDUSTRY INSIGHT	4
RESOURCES.....	4
Catastrophe Response	4
earlyAlert Dashboard	5
MAPPING	5
TIMELINE OF EVENTS.....	6
WHO UPDATES	6
CDC	6
TRAINING.....	7
Paul Davis Incident Response Playbook	8
NETWORK COVERAGE	10
SUPPLY MANAGEMENT	10
STAFFING	11
CONTACTS	12

A Letter from Our Leader

Paul Davis President and CEO, Rich Wilson, shared a formal update with the network on March 13, 2020. In that communication, he detailed the need to cancel our upcoming convention and reaffirmed our dedication to our partners, customers and communities.

This message is rooted in our company Vision and Brand Promise.



Our Vision: To provide extraordinary care while serving people in their time of need.

Our Brand Promise: We deliver truth, thus creating safety, reality and meaningful action that shepherds people and property back to the places and lives they love.

An excerpt:

DEALING WITH THE CRISIS

In the days and weeks to come, as the outbreak spreads and touches our communities, Paul Davis will play a key role in stopping the spread of the virus and keeping communities safe. Whether it is by practicing proper CDC Hygiene in our offices or to disinfect the site of an outbreak, the Paul Davis brand will be there for our communities and partners to deliver extraordinary care while serving them in their time of need.

In the days and weeks to come there will be opportunities for you and your staff to attend important training on how to keep themselves safe, their offices safe, and as importantly, the people we are serving safe.

We may not have a conference this year, but we do have a responsibility to live our vision and bring the world back from a dark place it has never been.

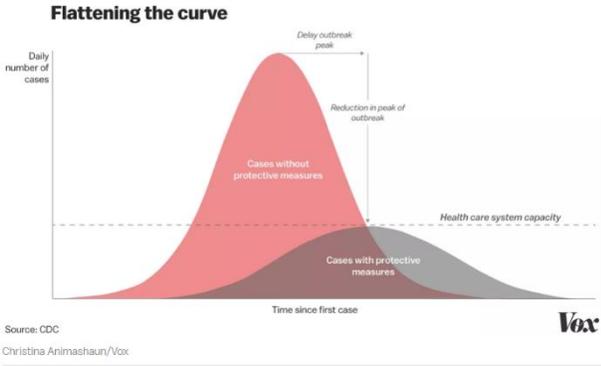
Executive Summary

To provide extraordinary care while serving people in their time of need, the Paul Davis Vision. Paul Davis is in the business of addressing disasters of all kinds and mitigating the impact of catastrophe with great care. The **Novel Coronavirus (COVID-19) - SARS-CoV-2** pandemic event is no different. Following our Serving Basic to *educate, collaborate, and communicate* has never been more present. An evolving business continuity plan is shared with our network and business partners as reassurance of our commitment to you and your policy holders.

Our network is familiar with the catastrophe protocol for hurricanes, tornados, and other weather-related events. That framework has evolved to take on the newest COVID-19 events. The Paul Davis Network is kept up to date on supplier status, available resources, training, best practices, carrier expectations, and needed updates to ensure the team is well armed to tackle the pandemic.

Research

As often as the Coronavirus is in the headlines, so are the critics warning of scare tactics and comparisons to other infectious disease mortality rates. A recently published article on vox.com, written by Eliza Barclay and Dylan Scott may say it best. Their article makes the case for the current state of separation and avoiding gatherings. In an effort to share the message to “flatten the curve” the included chart helps to illustrate. The article can be referenced through the link [How Canceled Events and Self-Quarantines Save Lives, In One Chart.](#)



Industry Insight

Serving as the Vice President of Training & Launch, and on the board for the IICRC, Leslie Anderson is an integral part of industry insight.

Recently, Leslie represented the network by collaborating on a public service announcement shared by U.S. Congresswoman Stephanie Murphy. In addition, Leslie continues to mentor hundreds of industry professionals annually.

As a trusted industry resource, numerous government advisory firms and Industrial Hygienists have reached to Paul Davis for collaboration and to address the recommendations they are making regarding COVID-19 disinfecting and sanitation procedures. The recommendations include tools of choice, efficacy, dwell time, among other concepts.

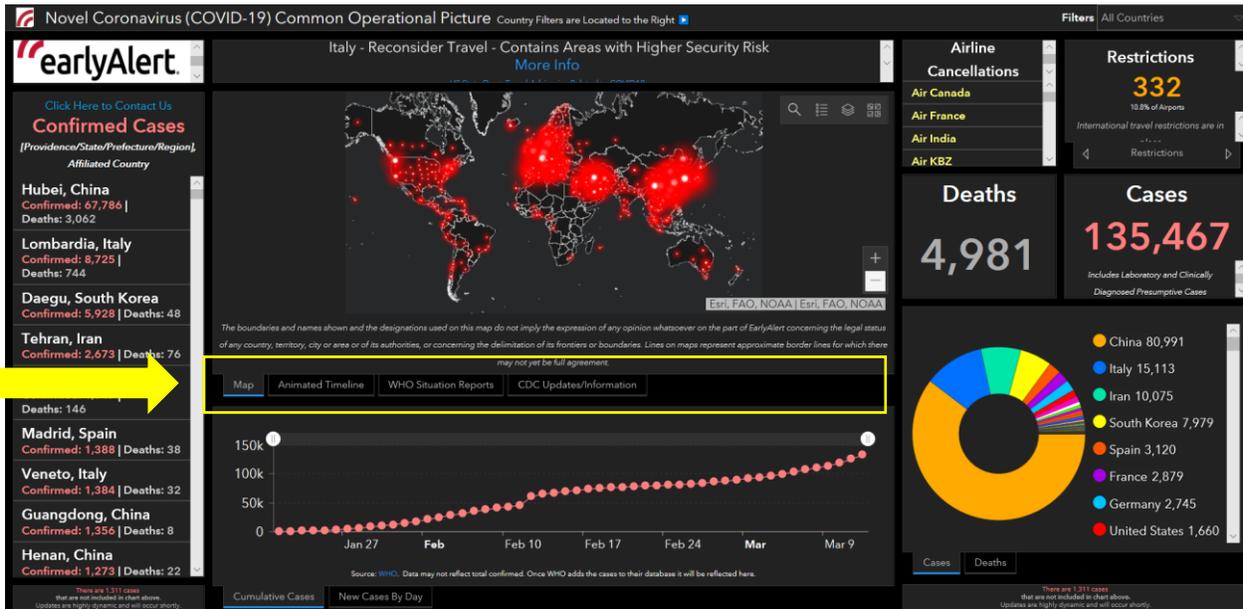
Resources

Much like a storm event, the network is expected to understand the situation, communicate needs and resources, as well as collaborate on solutions. Vice President of Quality Assurance and Catastrophe, Patrick Matthew, serves as the spearhead coordinating resources and working closely with our Vice President of Strategic Initiatives, David Marker who conducts routine collaboration calls for the Operations team.

Paul Davis subscribes to the catastrophe subscription service, earlyAlert.

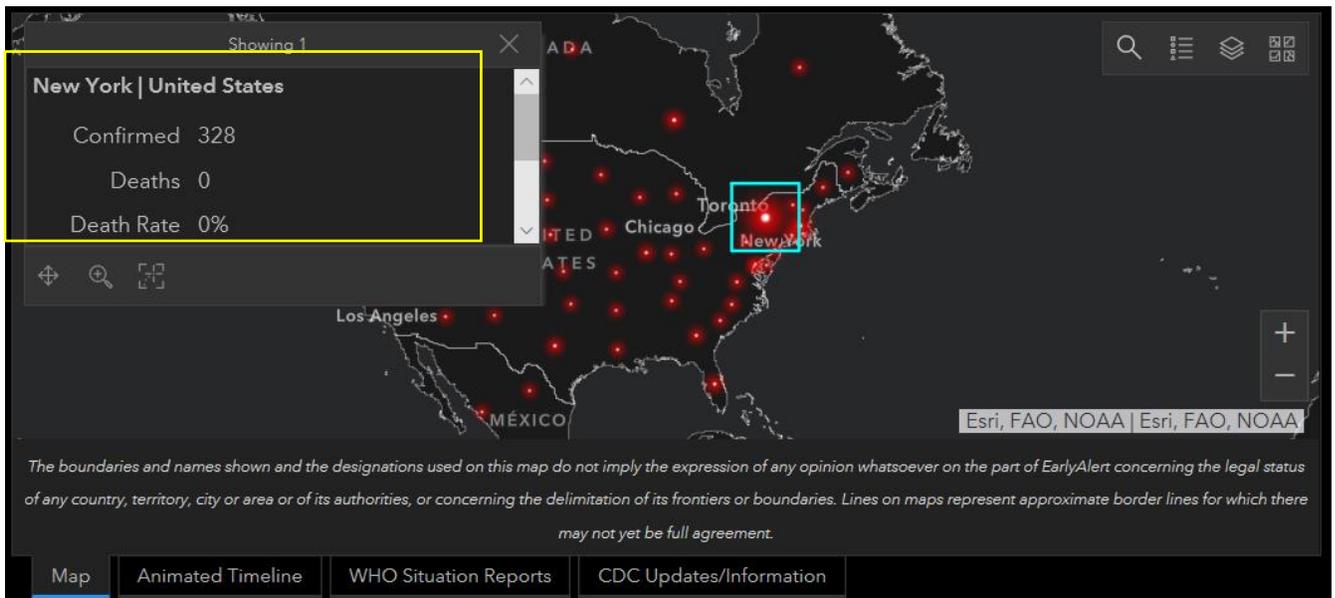
EarlyAlert allows for the most up-to-date information regarding a given catastrophe and allows PDRI to keep the network informed on the facts as they change. Access to the facts in real-time allows for a more consistent message. Being well-informed is the foundation for delivering a fact-based message and identifying the adaptations needed to maintain the greatest level of business continuity.

earlyAlert [Dashboard](#): The most up-to-date global information regarding the COVID-19 influence.



Several detailed sections can be accessed from the main dashboard. This access includes mapping, event timeline history, WHO Situation Reports, and the most up-to-date CDC Updates.

Mapping Detail:



Training

The Paul Davis network has been fully trained on proper procedures to provide customers with deep cleaning and disinfection services for both residential and commercial properties utilizing government-approved chemicals and products which will disinfect against COVID-19 based on the EPA emerging viral pathogen policy. Paul Davis will not limit services during potential outbreak situations. The Paul Davis Network will continue to be a trusted partner and bring in the resources necessary to support policy holders in the most expeditious, safe, and effective manner possible.

In preparation for needed resources, the Coronavirus COVID-19 Incident Response Playbook was developed.

This resource has been shared with the network and can be referenced in the training materials and routine calls that continue the education, collaboration, and communications surrounding the pandemic.

“The purpose of this Playbook is to provide a resource for Franchise Owners in preparing a plan to respond to the spread of coronavirus (COVID-19) to ensure we do our utmost to provide an experience of extraordinary care while serving people in their time of need. The best way to approach this threat is to develop plans to protect the health of safety of those that come in contact with our brands, including employees, contractors, customers and vendors.”

Paul Davis Incident Response Playbook

Table of Contents:

1. The Facts as we know them TODAY
 - a. Links to current and accurate information
 - b. Links to training/learning
2. Protecting Your Office (local environment)
 - a. The Critical
 - b. The Practices
3. Safety in the Home/Field
 - a. The Critical
 - b. The Practices
4. Other Impacts
5. Visuals to Utilize

As part of this training in the Safety in the Home/Field section, there is a detailed framework of preparing for consultations with customers and possible challenges and solutions.

An excerpt from the Coronavirus COVID-19 Incident Response Playbook:

Preparing for Consultations with Customers in their Homes and Businesses

The Critical:

- Instill confidence prior to first contact via websites, emails to educate clients about our awareness, concern, caution and preparedness.
- In your initial email communications, make sure you have a link to your brand's Coronavirus Update page on your brand's website (coming March 13, 2020)
- Build client confidence during our first contact by demonstrating how we are addressing COVID-19 concerns and what they can expect when we arrive
- Set up communication channels for all Team Members (Employees) and Trades (Sub Contractors) to hear same message to ensure consistency.

The Practices:

1. Prior to the team members visit in home

- Hold a Team Huddle to educate on COVID-19 and steps we are taking to prevent spread of virus
- Define the resources team members should bring with them while out in the field (could include: fact sheet, tissues, hand sanitizer, disinfecting wipes, gloves, mask, full PPE)
- Repeat the message used in first contact as an initial greeting to ensure our customers know exactly what will happen during our visit.
- Request that customers notify us prior to arrival if anyone in the house or business is sick or showing signs of respiratory illness
- Prior to and after each consultation, all samples and other materials should be cleaned with disinfecting wipes.
- Hold dress rehearsals at office related to 1. Communicating with homeowner the precautions we are taking to prevent spread of virus 2. How to wash hands properly for 20+ seconds 3. How to disinfect properly
- Have Project Managers reach out to ALL Trades (Sub Contractors) to communicate expectations around precautions during in-home visits, see below.

2. During the in-home visit

Greeting: In addition to our standard protocols at the front door, consider the following:

- Stand an extra step back from the door to create a safe distance
- Respectfully decline physical contact (handshake)
- Sanitize hands (with 60% alcohol content) in front of the client
- Ask if the client had a chance to review our health visit guidelines or if they would like us to review them (*as described above*)
- Show the client the preventative resources you've brought to ensure their property is left clean and virus-free
- Wipe down surfaces prior to and after visit with sanitizing wipes

Network Coverage

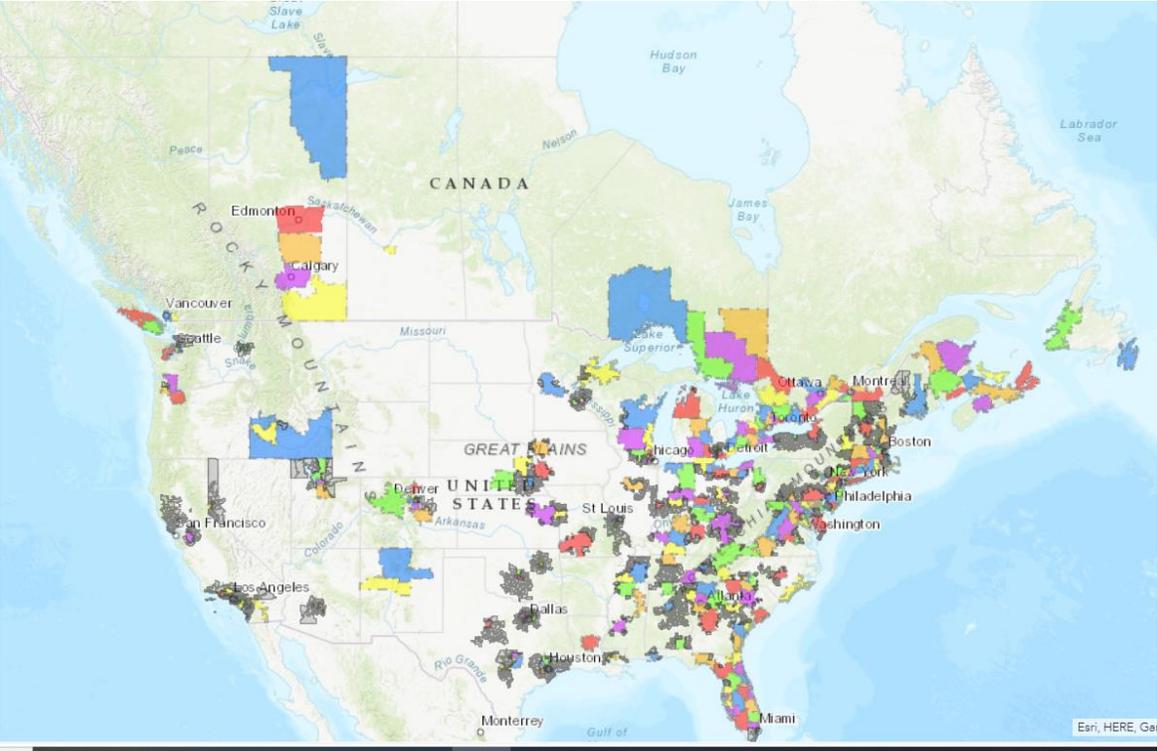
By Geography

The Paul Davis Network consists of **305 locations in North America**.

The Canadian Paul Davis Network includes **57 operations**.

The U.S. Paul Davis Network includes **248 operations**.

The interactive map is available by clicking the map below:



Supply Management

In business to serve the community in their time of need, the most basic questions about material sourcing and possible challenges arise.

Paul Davis uses several suppliers for the needs of the network to address the Coronavirus. Our partners supply personal protective equipment,

disinfecting, and sterilization solutions / equipment used to conduct routine business in this time of elevated concern. The supplier list includes partners like:

Henry Schein for medical/janitorial supplies, **Vital Solutions'** Vital Oxide and **Momar** for disinfecting solutions such as Sterilex, (both EPA approved disinfectants for Coronavirus), and **Clorox** for our Electrostatic machines, among others.

The suppliers have been key partners in educating our network and aiding in the development and execution of the business continuity plan by sharing their efforts to keep the supply available to Paul Davis. One example, Henry Schein shared on our March 3, 2020 network update call, that e-commerce activity had been suspended to allow for directed sales to partner networks instead of the general public. Proper PPE, disinfectant application and proper dwell time are necessary. Formal communication on these topics has been and will continue to be made available to the network via email, bulletin distribution, webinar, and supplier partner education opportunities.

The business continuity plan calls for mitigation in the event one of our key partners is unable to provide the network with needed supplies. Paul Davis partners with numerous suppliers in the event any one of them is unable to meet the needs of our network, to include Aramsco, JonDon, Momar, Home Depot, Lowes, and others. This may vary by job type and location.

Staffing

Considering the impact of illness on staffing, and the directive to stay home when sick, Paul Davis has also planned for contingent workforce solutions providers and the necessary background credentialing processes needed.

The Quality Assurance Team and technological systems are already in place including Next Gear Solutions, MICA Mobility, Matterport, video collaboration tools, Encircle, and others. These systems allow our network to support claims handlers working from home and reduce LAE and travel expense without slowing down the claims process.

Resources

Kathleen Tano will remain your main point-of-contact.
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