



Peleg Lindenberg, Idan Shpizear and Shay Kalmanovich (left to right) are rapidly growing the 911 Restoration network.

The 911 Restoration franchise is a true “Coming to America” success story.

The company was created in 2001 by two friends, Idan Shpizear and Peleg Lindenberg.

Idan and Peleg both moved to the United States from Israel in 2000, and worked together for the same carpet cleaning company in the Los Angeles area.

With what they call the “American Dream,” both men quickly built solid business contacts in their area and the next year created their own cleaning and restoration company.

They got their start with only \$3,500 combined and a Volvo as an office. They couldn't qualify for a loan, but they worked through the language and custom barriers and built the company on sweat equity, hard work and integrity. Franchising soon followed.

Shay Kalmanovich, also a native of Israel and Peleg's brother-in-law, joined 911 Restoration as chief executive officer (CEO) in 2007. He oversees the day-to-day operations from the Los Angeles headquarters, as well as acts as point person for the company's current franchisees. He had previously developed one of the largest insurance businesses in Israel, overseeing nearly 60 agents.

As of 2009, the company has grown into a multi-million dollar business, with more than 20 offices across the United States and Canada. Peleg and Idan own four locations in Van Nuys, California, Orange County, California, Dallas and Houston.

Despite current economic challenges, the company is planning on soon opening additional franchises. The plan is to have an office in each major city throughout the United States and Canada to offer a response time of less than one hour to those in need of

restoration services.

### Why restoration?

Peleg and Idan were attracted to the restoration industry for a variety of reasons.

Like many, they started in the carpet cleaning industry and, seeing a need in their community, built on that foundation and quickly learned how to manage and

“With what they call the ‘American Dream,’ both men quickly built solid business contacts.”

operate a restoration company, offering emergency services for people affected by smoke, mold and water damage.

Part of the attraction of restoration to the business partners is that they wanted to open a business that is “recession proof.” They believe that there will always be a need for what they do — even in a down economy.

### Company growth

911 Restoration has seen increased demand for their services.

They are proud of their staff and, with a high retention rate for their employees and word-of-mouth referral marketing, their customer database has quickly expanded during the years.

A marketing method that has worked well for 911 Restoration is their Internet presence. Tradeshows, conventions and networking events haven't hurt, either.

They have a publicist who helps secure media exposure. Since the company believes in donating time and services to relief efforts, such as in New Orleans after Hurricane Katrina and in Houston after Hurricane Ike, having a professional to get media exposure has proven invaluable.

Besides operating their main office in California, their franchise program has quickly grown throughout the nation. They predict they will eventually have 50 locations.

### Patience and perseverance

Since its inception, 911 Restoration has enjoyed a vision that the owners have never forgotten.

Patience and perseverance has kept the company on the pathway to success. Despite challenges, the company has always taken them in stride and found solutions that work.

Both Idan and Peleg predict that disaster restoration is an industry that will always payoff.

*Special thanks to Gretchen Hydo of Chatterbox Public Relations for information included in this article.*