

# ***MATERIAL PRICING***

## ***Flooring Overview***



*The Science of Fair Settlement®*

## ***Quickly reach a fair settlement on damaged flooring with ITEL***

ITEL combines accurate analysis with unbiased data direct from the flooring industry to give you a fair replacement price. ITEL is fast and easy to use on all of your flooring claims:



Collect the flooring sample.



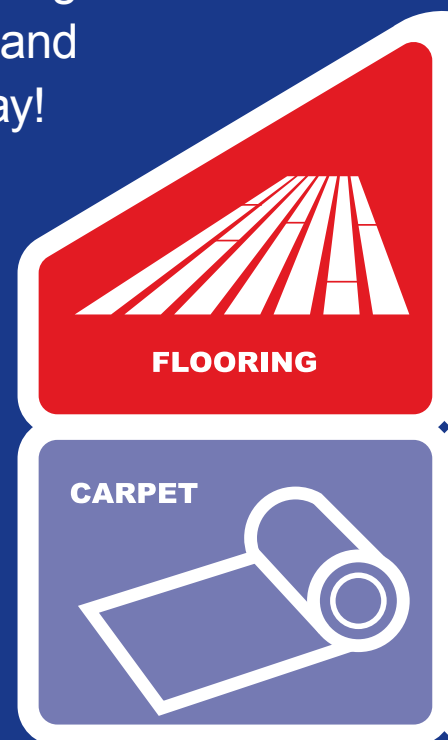
Send the sample to ITEL using our pre-addressed shipping supplies.



Receive your lab report with flooring pricing and replacement product names in as little as 24 hours!

This overview provides instructions for collecting a sample, submitting a sample for analysis, and reading the ITEL lab report. Get started today!

***Get started by collecting a flooring sample***



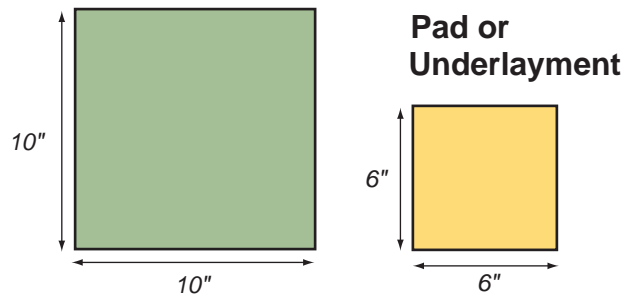
# 1. Collect the flooring sample

## Flooring sample sizes and collection

Sending the **cleanest, least-worn and least-damaged sample** in the recommended size for each material will make sure you receive the most accurate results. Corners and closets tend to have low traffic and can make excellent sample collection areas. Depending on the claim, you may want to ask your contractor to collect and send the sample for you.

Watch out for sharp edges on materials and tools. Make sure to wear the appropriate safety gear such as goggles and gloves when collecting samples.

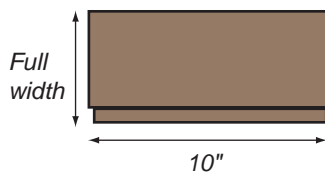
### Carpet



Collect a **10"x10"** sample of carpet and **6"x6"** sample of pad. Pad is tested at no extra charge when submitted with a flooring sample. Mark pad on the same Test Request Form as the flooring.

Excessive wear or damage may affect the accuracy of the analysis and will be noted on the report.

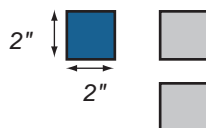
### Wood and Laminate



Collect the **full width** of a plank or tile and **10" of length**. Include the tongue and groove if applicable. If not available, make sure to note the full width on the Test Request Form submitted with the sample.

Check for a leftover piece from the original installation to obtain a sample that best represents the original flooring.

### Vinyl and other Resilient Floors

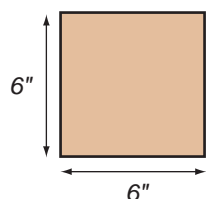


Collect a minimum of a **2"x2"** or larger sample of the flooring. If tile or plank, note the dimensions on the Test Request Form submitted with the sample.

#### Asbestos analysis

If sending vinyl tile for asbestos analysis, three samples from randomly chosen areas of the floor are required.

### Ceramic or Stone floor and wall tiles



Collect a minimum **6"x6"** piece of the tile. If the tile is 6"x6" or smaller, send the entire tile. Note the dimensions of a full tile and how extensive color variation is among the tiles on the Test Request Form sent with the sample.

Check for extra tiles leftover from the original installation. If collecting from the floor, use a grout saw to remove grout from all four edges of the tile.

More collection instructions are available at [www.itelinc.com/step1.asp](http://www.itelinc.com/step1.asp)

# 2. Send the flooring to ITEL

## Fill out the Test Request Form

Complete a Test Request Form to send with the sample. Send one form for each flooring sample. Required fields are noted on the form.

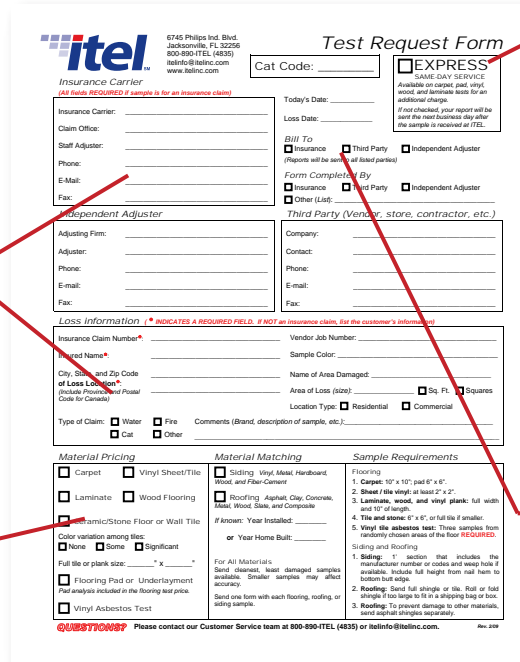
### Carrier and Loss Info

Include the carrier and claim information on each form submitted.

Also include third-party or independent adjuster info if applicable.

### Samples Submitted

Indicate the type of sample submitted. Note pad on the same form as flooring.



The form is titled "ITEL Test Request Form" and includes the following sections:

- Insurance Carrier:** Includes fields for Insurance Carrier, Claim Office, Staff Adjuster, Phone, E-Mail, and Fax. A note states "(All fields REQUIRED if sample is for an insurance claim)".
- Independent Adjuster:** Includes fields for Adjusting Firm, Adjuster, Phone, E-mail, and Fax.
- Loss Information:** Includes fields for Insurance Claim Number, Vendor Job Number, Sample Color, Name of Area Damaged, Area of Loss (sq. ft. or sq. yds.), and Location Type (Residential or Commercial).
- Material Pricing:** Includes checkboxes for Carpet, Vinyl Sheet/Tile, Laminate, Wood Flooring, and Ceramic/Stone Floor or Wall Tile.
- Material Matching:** Includes checkboxes for Sliding Vinyl, Mass Hardboard, Wood, and Floor-Covering, and Roofing Asphalt, Clay, Concrete, Metal, Wood, Slate, and Composite.
- Sample Requirements:** Lists specific instructions for carpet, vinyl, laminate, and roofing samples.

Your form may be slightly different than the example.

### Express Service

Check this box to have the report returned the same day the sample is received; an additional charge applies. Standard turnaround time is next business day.

Express is available for carpet, pad, vinyl, wood, and laminate tests.

### Billing

Indicate the party to bill for analysis.

## Ship the sample to ITEL

### ITEL Supplies

For your convenience, ITEL provides pre-addressed shipping labels and envelopes for sending samples.

You can order additional supplies, including forms and padded envelopes for sharp samples, at [www.itelinc.com](http://www.itelinc.com). Supplies are sent at no charge.

### Send the sample

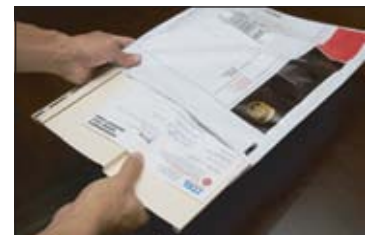
Place the completed Test Request Form and sample in the shipping bag, attach the label, and seal the envelope. **If the sample is wet, enclose the form in a plastic bag to prevent the ink from smearing.** You can drop the sample off at any UPS drop box or UPS store. Locations are available at [www.ups.com/dropoff](http://www.ups.com/dropoff).

The fee for shipping the sample is included in your total invoice, so there is no need to pre-pay the shipping when using ITEL labels.



The top part of the peel and stick label is the shipping label and should be placed on the envelope. Make sure the large bar code is on the package.

The bottom part is your receipt and includes the UPS™ tracking number.



# 3. Receive your lab report

## Reading the ITEL report

The laboratory report will be quickly returned to you by your choice of e-mail or fax. Reports are returned the next business day after the sample arrives at ITEL. If you request Express Service, reports are returned the same day the sample arrives at ITEL.

1. The insurance carrier, adjuster, third-party, and claim information


2. Up to four products comparable in specification to the tested sample

3. The calculated average retail benchmark price; installation labor is included on carpet and pad reports at the carrier's discretion

4. Detailed specifications of the tested sample (including pad if submitted)

5. Additional information on the test included as needed

6. Invoice may appear depending on your account setup

		6745 Phillips Industrial Blvd. Jacksonville, FL 32256 Phone: (800) 890-4835 www.itelinc.com		Attn: Jane Adjuster To: Industry Standard Ins. Fax #: 912-555-3222		From: ITEL Customer Service E-MAIL: custserv@itelinc.com Fax#: 904-363-2379	
<b>CARPET EVALUATION</b>							
<b>CUSTOMER INFORMATION</b>							
Customer:	Insurance Co.	Control #:	CR978125 (1 of 4)	Cust. ID:	INDST0001		
Date Rcvd:	9/23/2009	Date Inv:	9/24/2009	Add Cust:	Flooring Vendor		
Adjuster:	Jane Adjuster	Rep:	Jim Vendor				
Comments:							
<b>INSURED INFORMATION</b>							
Claim #:	123-456-7890	Loss Date:	9/22/2009				
Insured Name:	John Insured	Rooms Damaged:	Living Room/Den				
City, State, Zip:	Anytown, NE 12345	Flooring Color:	Blue				
Comments:							
<b>ITEL BENCHMARK</b>							
Mill:	Style:	Fiber:	Width:				
Manufacturer1	Style 1	Unbranded Nylon	12 ft				
Manufacturer1	Style 2	Stain Treatment 1	12 ft				
Manufacturer2	Style 3	Unbranded Nylon	12 ft, 15 ft				
Manufacturer3	Style 4	Unbranded Nylon	12 ft				
Comments:							
<b>ITEL BENCHMARK PRICE ANALYSIS**</b>							
Per Sq Yd:	Carpet: \$ XX.XX	Flooring Labor: \$ X.XX	Pad: \$ X.XX	Pad Labor: \$ X.XX	Total: \$ XX.XX		
Per Sq Ft:	Carpet: \$ X.XX	Flooring Labor: \$ X.XX	Pad: \$ X.XX	Pad Labor: \$ X.XX	Total: \$ X.XX		
** Excludes tax, but including standard shipping fees. Other 'minimum freight' rates may apply on small orders.							
<b>CARPET ANALYSIS</b>							
Construction:	Tufted Textured Saxony	Gauge/Pitch:	3/16 in	Face Weight *:	41 oz		
Fiber / Fiber Type:	Nylon / Staple	Stitch Rate:	8.3	Backing Material:	Synthetic		
Fiber Ply:	2 - Ply	Pile Height:	0.43 in	Tufts/SQ Inch:	43.68		
Comments: * Based on HUD/FHA standards, mill published face weights may vary by up to +/- 7%.							
<b>PAD ANALYSIS</b>							
Pad Type:	(1) Rebond	Pad Height:	1/2 in	Pad Density (lb) or Pad Weight (oz):	8 lbs/ cubic foot		
Comments:							
<b>ADDITIONAL COMMENTS</b>							
<b>INVOICE</b>							
Control #:	CR978125 (1 of 4)	Test Fee:	\$\$. \$\$				
Customer ID:	INDST0001	Shipping:	\$\$. \$\$				
Due Date:	10/5/09	Total Due:	\$\$. \$\$				
Please note Customer ID and Control # on all correspondence						FEDERAL TAX ID NUMBER: 59-3207296	
The shipping fee reflects the additional costs due to shipper's "fuel surcharges".							

## What is ITEL's "Benchmark Price"?

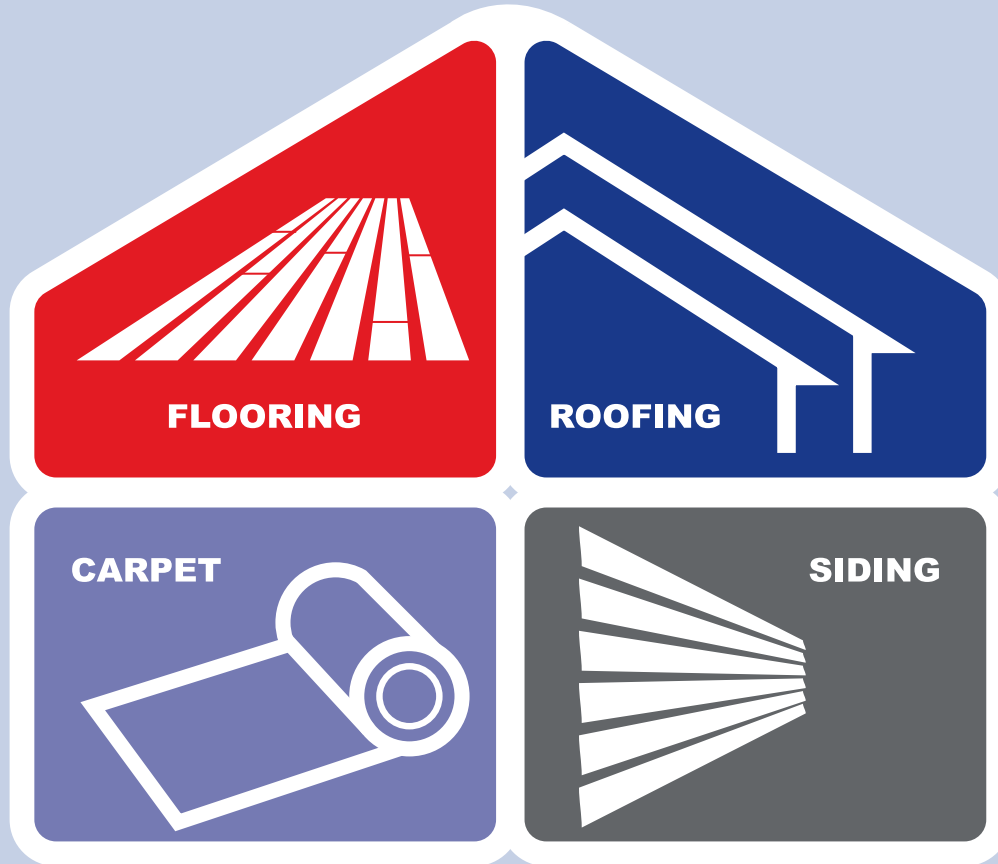
ITEL's benchmark price reflects an average retail price for currently available products that can be considered "Like Kind and Quality" to the original flooring. By basing the price on objective analysis, all parties can feel confident they will achieve a fair settlement price.

First, the specifications of the original flooring are measured. Then, the current market is searched for comparable products. Finally, the average price of comparable products (including a retail markup and shipping) is calculated. Tax is not included.

Labor is included on carpet and pad reports at the carrier's request. The estimating software used to determine labor will be listed on the ITEL report and may vary by carrier.

## Need more information?

Visit [www.itelinc.com](http://www.itelinc.com) for more info including matching services for roofing and siding. Contact Customer Service at [itelinfo@itelinc.com](mailto:itelinfo@itelinc.com) or 800-890-ITEL (4835).



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www.itelinc.com ■ (800) 890-4835

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