GENERATOR MOVE QUICK CARD — OWN THE GAP SECOND IN LINE

The Core Pattern: Every commercial building has trades that get called in a loss whether the restorer is there or not — because they are regulated, warrantied, certified, or already inside every day. Find that trade. Ask the building who theirs is. Ask the trade what *their* emergency plan is. Take the piece nobody else can legally or practically do, be second or third in line, and own the gap while the national flies a crew in.
The Small-Market Rule ("How does this relate to Sheboygan?"): The move was never about generators or elevators. It relates because every commercial building in Sheboygan, Wisconsin or any other town has these exact seven trades. They have the service contracts, the roof warranties, and the keys.

THE 7 TRADES SECOND-IN-LINE WEDGE MATRIX

Trade & Door-Opener	Why They Are First Call	What They Do vs. What They Leave	Your Second-in-Line Wedge
1. Plumber *"Who knows shutoffs?"*	Holds service contract; knows which valve, riser, and floor feeds the line in mechanical room for 10 years.	Stops the water and leaves. Does not dry, does not document moisture, leaves customer standing in water at 2–3 AM.	Be the 3 AM "now what?" call in his phone. Dry and document what he stops. Own the customer handoff without taking his plumbing work.
2. Roofer *"Who touches roof?"*	Manufacturer warranty has teeth: unauthorized work voids 20-yr warranty. Building can only call approved roofers.	Sees ponding water, failed seams, and clogged drains. Hears about leaks before anyone. Stops active water penetration.	Be the restorer who won't void his warranty. Never throw tarps over wet deck, make unapproved penetrations, or cook wet insulation. Referrals repeat for 20 years.
3. Fire Alarm *"Who restores compliance?"*	Regulated trade; licensed sign-off required after sprinkler discharge, panel flood, or short. Impairment clock triggers fire watch.	Tests, recertifies, and clears legal impairment clock with fire marshal. Cannot perform structural drying or demo.	Coordinate drying and demo around their testing; document impairment hours for insurer/marshal; contain dust to prevent detector false alarms and evacuations.
4. Janitorial *"Who is inside every night?"*	In the building at 9 PM when supply line broke at 7 PM. First eyes on more commercial water losses than any sensor system.	Finds the puddle spreading under doors; usually calls supervisor who starts midnight phone tree while damage doubles.	Printable 1-page "If You Find Water" crew-lead card with your 24/7 line + promise that building manager hears *their crew* caught it. Name physically inside building.
5. Landscaper *"Who knows exterior water?"*	Thinks from grade out: irrigation mains under pressure, flooded valve boxes, silted swales, downspouts, mulch over weep holes.	Walks ground weekly; knows repaired zones. Mystery intrusion treated as plumbing while irrigation pressurizes wall cavity every Tue/Fri.	Call them in on exterior intrusion instead of guessing; be their call when they uncover saturated foundation walls or sinkholes on weekly commercial/HOA routes.
6. Pest Control *"Who is in walls monthly?"*	Scheduled on fixed monthly route inside crawlspaces, drop ceilings, mechanical chases, and wall voids. Moisture brings his bugs.	Spots slow leak behind mop sink ("that smell"). Gets called weeks later to spray wet drywall for insects when it's actually a drying problem.	Sequence drying before treating; establish conditions reporting for wet wall voids found on regular Tuesday routes. Turn recurring route into standing inspection network.
7. IT / Low-Voltage *"Who gets server room?"*	Business halts when network halts; first call when server room, IDF closet, or wall cabling takes water to triage equipment.	Documents serial numbers, replacement values, and hardware salvage for insurer. National vendor relationships cover hardware only.	48-hour gap: dry server room, open/check raised floors, prevent wall mold behind racks while replacement switches ship. Merge moisture file with equipment file.

THE THREE INVIOLABLE RULES OF SECOND-IN-LINE BIZ-DEV

RULE 1: NEVER COMPETE — OWN THE GAP

Do not ask the trade for their job or pitch general mitigation. Plumbers fix pipes; roofers patch seams; alarm techs recertify panels; cleaners mop floors. Offer to take only what they legally or practically cannot do: emergency extraction, structural drying, and carrier-grade moisture documentation.

RULE 2: ASK WHAT RESTORERS DO WRONG

When meeting any trade partner, lead with: *"What have you seen restoration companies do that makes your job harder or angers your customer?"* Build your standard operating procedure around eliminating those friction points. You become the safe handoff they recommend without hesitation.

THE 7 DOOR-OPENER SCRIPTS & MEETING FIELD PLAYBOOK

Execution Protocol: Use these exact scripts when talking to Commercial Property Managers, Asset Managers, and Chief Engineers. They uncover the building's existing trade network without pitching restoration services cold. Then schedule meetings with the named trades to position your firm second in line.

THE 7 DOOR-OPENER SCRIPTS FOR PROPERTY MANAGERS

TRADE 1: THE COMMERCIAL PLUMBER — VALVES & RISERS

"If a line breaks tonight, who gets the call — and do they know your building or are they meeting it for the first time?"

Why it works: Building staff rarely knows every riser shutoff. The commercial contract plumber has been in that mechanical room for a decade. Once named, ask the plumber what his book-wide emergency plan looks like.

TRADE 2: THE ROOFER — WARRANTY TEETH

"Who installed your roof, and are they still the ones who service it?"

Why it works: Managers know a 20-year warranty exists but rarely have the contractor binder ready at 2 AM. The installing roofer is the only one allowed on that deck. Be his pre-approved structural dry-in partner.

TRADE 3: FIRE ALARM & LIFE SAFETY — CODE COMPLIANCE

"Who's your fire alarm company — and when they're impaired at midnight, what's the plan?"

Why it works: Alarm impairment starts a legal fire watch clock with the local marshal. Alarm techs visit every property quarterly; position yourself to coordinate demo around panel recertifications.

TRADE 4: JANITORIAL SERVICE — NIGHT CREW EYES

"When your night crew finds water, who do they call — you, or is there a list?"

Why it works: Most night crews have zero direct dispatch authority, delaying water shutoff by 4–6 hours. Offer the janitorial company a laminated crew-lead water card and credit them for every catch.

TRADE 5: THE LANDSCAPER — GRADE-OUT FLOW

"Who does your grounds and irrigation — and when water shows up inside, does anybody call them?"

Why it works: Exterior water intrusion (pressurized irrigation mains, swales, weep hole mulch) is routinely misdiagnosed as interior plumbing. Position yourself as the restorer who pulls them into the diagnosis.

TRADE 6: PEST CONTROL — MONTHLY VOID ROUTE

"Who holds your pest contract — and do they ever tell you what they see besides pests?"

Why it works: Pest techs enter drop ceilings, chases, and crawlspaces on recurring monthly routes. Moisture attracts pests; establish a direct referral bridge when they detect slow leaks behind mop sinks.

TRADE 7: IT & LOW-VOLTAGE / MSP — NETWORK INFRASTRUCTURE & CLAIMS

"If your server room took water this weekend, who gets called first — and do they have a plan or a hope?"

Why it works: IT leads must triage switchgear and server racks immediately. National vendors supply hardware, but local restorers must dry raised floors and wall cavities behind racks within 48 hours to prevent mold. Merge your moisture mapping with their equipment claim serial-number inventory.

TRADE MEETING CHECKLIST: QUESTIONS TO ASK THE FIRST-CALL TRADE

Trade Partner	Core Diagnostic Question	Agreed Second-in-Line Deliverable
Plumber	"Across your whole book of commercial buildings, what happens after you turn the water off?"	24/7 dedicated dispatch line; you stabilize and extract while he bills his standard plumbing repair.
Roofer	"What has a restoration company done on your roofs that voided your manufacturer warranty?"	Written pledge: zero penetrations, zero tarps over wet deck, structural drying from underside.
Fire Alarm	"How can our demolition and drying crews sequence work so we don't trigger detector heads or delay sign-off?"	Pre-demo dust containment protocols, daily impairment log sharing for insurer and fire marshal.
Janitorial	"If your crew finds water at 9 PM, how fast can we get authorization without waking the building owner?"	Laminated emergency crew card; formal written notice to property manager highlighting crew's vigilance.
Pest / Landscaper / IT	"How do we separate structural moisture from your scope so the client gets full insurance coverage?"	Co-documentation: drying before bug spraying, irrigation zone audits, joint equipment loss schedules.