The Buyer Changed. Did You?

Canonical Web Version: https://restorationintel.com/the-buyer-changed-did-you/

Direct Answer: A friend of this industry, Scott Maysura, just wrote the companion piece to everything we've been saying about the claims market . His article in C&R Magazine is called The Work Didn't Disappear. The Buyer Changed. — and he brought numbers. Scott worked with a restoration company whose 2025 mix was roughly 70%.

Field Benchmark & Decision Matrix

Operational Stage	Field Focus in This Guide	Documentation Requirement	Verification Gate
1. The flip, in one company's books	A friend of this industry, Scott Maysura, just wrote the companion piece to.	Timestamped photos, measurements & scope notes	Cross-check against primary standard prior to submission
2. The close rate is the whole story	Scott worked with a restoration company whose 2025 mix was roughly 70% insurance.	Timestamped photos, measurements & scope notes	Cross-check against primary standard prior to submission
3. The question customers are actually asking	Here's the part that matters: their overall opportunity count stayed stable. Same.	Timestamped photos, measurements & scope notes	Cross-check against primary standard prior to submission
4. Order takers vs. sales organizations	Historically, that company closed 60% to 70% of its opportunities. By mid-2026, the.	Timestamped photos, measurements & scope notes	Cross-check against primary standard prior to submission

Practitioner Operational Takeaways

• Confirm scope boundaries and loss classification for: The Buyer Changed. Did You?.

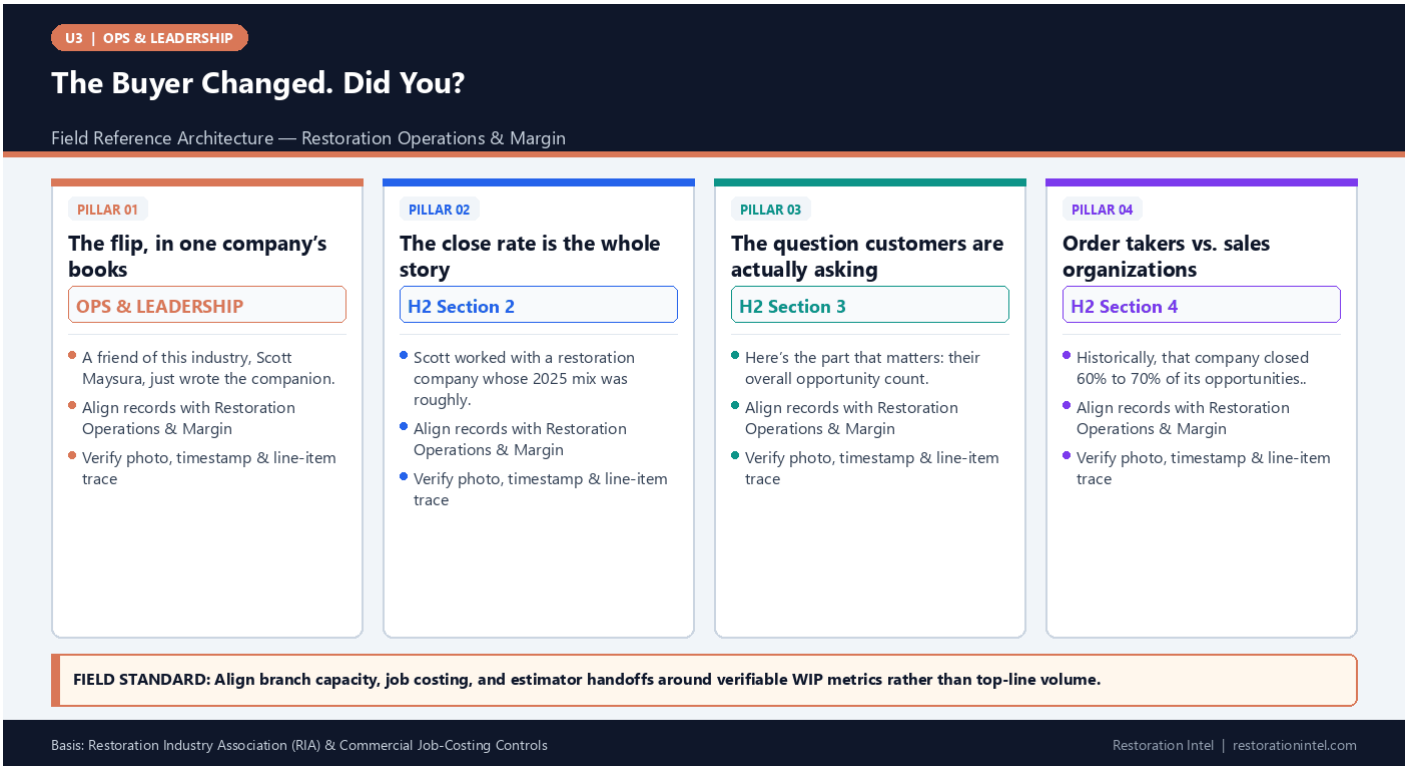
• Capture timestamped field photos, measurements, and serial/assembly notes before mobilization or tear-out.

• Tie every line item or operational recommendation to primary references (Restoration Industry Association (RIA), OSHA 1910.132 Personal Protective Equipment Standard).

• Verify internal cross-links and preserve all customer intake/compliance forms intact on the canonical page.

• Export and attach the Print-First PDF field brief and verify the sibling Markdown twin (.md) resolves HTTP 200.

Visual Workflow & Benchmark Summary



Companion Endpoints & Verified Primary Sources

- **Markdown Twin (plain text):** https://restorationintel.com/the-buyer-changed-did-you.md
- **Restoration Industry Association (RIA):** https://www.restorationindustry.org/
- **OSHA 1910.132 Personal Protective Equipment Standard:** https://www.osha.gov/laws-regs/regulations/standardnumber/1910/1910.132
- **Verisk Xactimate Estimating Platform:** https://www.verisk.com/products/xactimate/