

DISASTER RECOVERY PLANNING: HOW TO GET BACK IN BUSINESS

As an automotive aftermarket company, small or large, manufacturer, installer or retailer, when a natural disaster strikes your area, no one is immune from the devastating effects of a flood, earthquake, tornado or hurricane. While there is the possibility of time in event of a flood or a hurricane, an earthquake or tornado will give you, your family and business little to no time to prepare. Depending on the geographic region of the country you live in, you are aware of what can happen and how a natural disaster can affect you and your community.

Approximately 50 percent of business never reopen after a natural disaster. The statistics are equally high when a business is lost to fire. However, with proper education, planning and support you and your business can survive.

There are several steps you can take now that are easy, basic and essential to a successful rebuilding of your business.

Support: The U.S. Small Business Administration has some great resources for you in planning and education. Go to: www.preparemybusiness.org for help. This website has a tremendous amount of information in pre and post disaster assistance. The most important point here is to gather company staff together for a planning meeting. Since planning is vital to recovery, take the following steps:

1. Establish a Recovery Team.
2. Review your insurance policies and make sure with your Agent you have proper coverages.
3. Know your hazards and the natural disasters that can affect your business and prepare.
4. Develop an action plan from selecting alternate locations to work from and/or using alternate companies that can assist you that are not in your area to help get you back up and running.
5. If you rely on data and technology and you have been impacted, have a secondary plan in place with individuals or vendors to assist with you technical recovery.
6. Go to: www.agilityrecovery.com This is a support organization who can help with post disaster services (Phone: 866-364-9696).

Disaster Recovery Kit: Having a safe place where you can store critical information about your business for the purpose of recovery is essential. Keeping copies of your insurance policies, contracts, employee information, perhaps stored safely by scanning documents by pdf and storing with Cloud based technology means this information can be accessed from anywhere at any time, but especially when you need it most.

Go to: www.agilityrecovery/assets/SBA/drkitsba.pdf

While we just witnessed the terrible flood damage that occurred in Louisiana, difficult aftermath of Hurricane Hermine in Florida and a recent large earthquake that hit Oklahoma, we are not immune from pending disaster. While your family will be your first priority during recovery, restoring your business in days, weeks or months is crucial to staying in business.

Bob Corwin, First Vice President

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