

Professional Fire Restoration

Dave “DJ” Johnson

Success Magazine: Dave, how did you get started in the restoration business?

Dave Johnson: My father was already in the business and when I graduated from UMASS Amherst, I decided to come home and do some marketing to grow his business. It took off and I made the decision to stick around and make it my life.

SM: Restoration is a very labor intensive business. How have you been able to develop your crews to be so service conscious to the homeowners' and business owners' needs?

DJ: I cannot say enough about my employees. They are the muscle behind Professional Fire Restoration. Most of them have been with me for over a decade. We are all on the same page when a job comes in—service is what we are all about. Every time the phone rings, a person is in a terrible situation regarding their property. We all know it and live it.

SM: You have received several service awards including a very special award

from Siena College, naming you a “Best Run Family Business in the Area” finalist. What has that award done to promote your image and morale of your company?

DJ: The awards we have received mirror the way we think and act on any individual day. We also just started to do

more advertising to the general public through television and radio.

SM: Why is customer service so important to your company?

DJ: Customer service is everything to us because we live off word of mouth advertising.



SM: What services does your company provide to the public?

DJ: Cleaning after fire, smoke, and water damage; odor control; mold remediation; air duct cleaning; all aspects of repairs; asbestos abatement; demolition and debris removal; contents moving and storage (in our 25,000 sq. ft warehouse); emergency board ups and tarping; and pressure washing of homes and decks.

SM: What makes your company different from others like yours in the industry?

DJ: We are one of the only companies in this industry that is a one-stop shop. We mitigate the damages and then put the pieces back together. Most importantly, we are the only company that does this AND has a great relationship with the insurance companies. We never have a problem getting an agreed price and making the claim quick and with little interruption.

SM: What completed disaster renovation gave you the greatest satisfaction?

DJ: It would be impossible to pick one project. Every one is as important as the last one. We have done a large number of commercial jobs (including hospitals, schools, airport, malls, state buildings, the Times Union Center, and hundreds of businesses). But, I think I like helping people out at their homes the most because that



is where a person lives and has all of their personal belongings.

SM: Why do insurance adjusters refer so much business to PFRS?

DJ: It's very simple—our experience is second to none, our prices are fair, and we are always available.

SM: You have many key employees that have worked with you for years. In a business that has great turnaround, how have you trained and retained such great people?

DJ: I do have many key people. We all complement each other well. The whole company is a family atmosphere. People that have left, have always tried to come back because of how they are

treated. They all get dental, health, 401k, vacations, personal days, and are compensated at the highest level in the industry.

SM: What has inspired you to stay and enhance your company while other companies have folded in the last thirty years?

DJ: I have stayed with this company over the past two decades because I like what I do. I truly care about my job and the performance of everyone associated within my company!

SM: What future plans do you have for PFRS?

DJ: I plan to continue to grow and serve the public with top notch, quality work.

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