TYGART MEDIA
Commercial Restoration Series • Fleet Operational Tools

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8 COMMERCIAL ACCOUNTS QUICK MAP • PART 1: HEALTHCARE, PORTFOLIOS & LEGAL

The Specialty Wedge Framework: General restoration pitches fail on commercial accounts because every facility director has heard from dozens of commodity vendors. Leading with an irreplaceable specialty asset (medical instrumentation, physical client files, fine art, mission-critical electronics) bypasses the vendor queue, shortens sales cycles, and opens the door to master Emergency Services Agreements (ESAs).

1. Hospital Systems and Health System Facilities

SALES CYCLE: 9–18 MONTHS

THE BUYER COMMITTEE
Director of Facilities, Emergency Preparedness Lead, Infection Prevention Lead, Risk Manager, Supply Chain / Strategic Sourcing. Small systems: Facilities Director can sign. Large systems: strict routing through Sourcing and Legal.

SPECIALTY WEDGE ANGLE
Medical & lab equipment triage (imaging suite flood, sterile-processing failure, lab freezer thaw, OR leaks). Vetted bench for ICRA 2.0 containment, biomed coordination, OEM/ISO recertification pathway. Secondary: physical film archives and registration records.

VENDOR QUALIFICATION BAR
Highest in restoration: IICRC (WRT, ASD, AMRT min, HST preferred); ICRA 2.0 certification for all clinical entrants; mandatory background checks and 10-panel drug screens; HIPAA Business Associate Agreement (BAA); $5M General Liability with named additional insureds; OSHA 10/30 supervisor cards; Fire-watch certs; ESG posture. Approval takes 90–180 days before ESA roster placement.

FAST-PATH ENTRY POINT
Emergency Preparedness or Infection Prevention consultation; sterile processing flood walkthrough; tabletop water-loss drill. Avoid leading with reconstruction pricing.

REVENUE & OPERATIONAL RISK
$100K–$1M+ annual value across emergency services, specialty triage, and rebuilds. *Risk:* HIPAA breaches, infection control failures, or scope gaps terminate the account and trigger regulatory penalties.

2. Independent Medical and Ambulatory Surgical Centers (ASCs)

SALES CYCLE: 4–9 MONTHS

THE BUYER
Administrator, Director of Operations, or Owning Physician-Partner. Rapid decision hierarchy compared to health systems, with equivalent regulatory precision.

SPECIALTY WEDGE ANGLE
Procedure volume defense. An ASC loses thousands per hour of imaging or OR downtime. Pitch: pre-loss agreement with biomed response and Medtronic, GE, or Philips recertification protocol cuts 96-hour downtime. Secondary: physical charts and credentialing files.

VENDOR QUALIFICATION BAR
HIPAA BAA mandatory; ICRA training for clinical areas; $2M–$3M General Liability; background checks; streamlined surgery center credentialing approval.

FAST-PATH ENTRY POINT
Operational-risk walkthrough with Operations Director identifying equipment at risk, records rooms, and utility failure points. Often closes in a single follow-up.

REVENUE & OPERATIONAL RISK
Lower single-site revenue than hospitals, but **superior profit margins** and lower complexity. Multi-site platforms aggregate regionally. *Risk:* Cost sensitivity on retainer fees; must sell uptime over price.

3. Corporate Real Estate & Property Management Portfolios

SALES CYCLE: 4–12 MONTHS

THE BUYER
Tactical Property Manager (on-site incident lead); Asset Manager / Portfolio Manager at REITs / PE firms; Corporate Real Estate Directors.

SPECIALTY WEDGE ANGLE
Professionalization signal. Multi-tenant incident playbook, tenant disruption economics, and specialist document bench protecting document-dense legal/financial tenants.

VENDOR QUALIFICATION BAR
Driven by most regulated tenant in building. $2M–$5M General Liability, Workers' Comp, Auto, Additional Insured, 30-day notice of cancellation, annual COI renewal. Onboarding through third-party platforms: Compliance Depot, NET VENDOR, RealPage Vendor Credentialing, ComplianceHQ.

FAST-PATH ENTRY POINT
Property managers who recently suffered a poorly handled loss. Offer free tenant-disruption workshops, building-operator training, or post-loss after-action reviews.

REVENUE & OPERATIONAL RISK
Steadiest recurring call volume across dozens of buildings. *Risk:* PM transactional commoditization. *Defense:* Build deep in-building familiarity (shutoffs, risers, floor plans, elevator limits).

4. Law Firms and Professional Services

SALES CYCLE: 3–9 MONTHS

THE BUYER
Managing Partner, Office Manager, Director of Administration (small/mid); Director of Operations, Facilities Lead, Risk Management, IT Director (large firms).

SPECIALTY WEDGE ANGLE
Irreplaceable client physical records. Active litigation files, executed contracts, original wills/trusts, client originals, immigration dossiers. Malpractice exposure defense via vacuum freeze-drying specialist pathway.

VENDOR QUALIFICATION BAR
Written confidentiality agreements; chain-of-custody protocols; protection of attorney-client privileged materials; crew background checks; $2M–$3M General Liability; E&O / Professional Liability coverage; written data breach notification policies.

FAST-PATH ENTRY POINT
Office Manager outreach. Present a law-firm-specific tabletop drill covering file room sprinkler discharge, privileged material handling, and original document drying protocols.

REVENUE & OPERATIONAL RISK
Modest direct annual loss revenue per firm, but **exceptional peer referral density** (1 success yields 5 introductions). *Risk:* Culturally conservative vendor vetting; requires patient relationship building.

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8 COMMERCIAL ACCOUNTS QUICK MAP • PART 2: FINANCE, UNIVERSITIES, TECH & CULTURE

5. Financial Institutions (Banks, Credit Unions, Wealth Management)

SALES CYCLE: 6–12 MONTHS

THE BUYER
Facilities Director, Operational Risk Manager, Business Continuity Manager, CISO. Regional banks: Head of Operations or Branch-Network Manager.

SPECIALTY WEDGE ANGLE
Dual-wedge: Physical document recovery (active loan files, wet-signature mortgages, trust files) + Electronics (ATM networks, trading floors, branch check-sorters, server rooms). Responsive to regulatory resilience exams.

VENDOR QUALIFICATION BAR
High security: SOC 2 Type II alignment; stringent banking background checks; $3M–$5M insurance limits; named cyber liability; GLBA-compliant data handling; Vendor Risk Management (VRM) risk-scoring; SIG Lite or full SIG information-security questionnaires; FFIEC third-party risk review.

FAST-PATH ENTRY POINT
Business continuity consultations; branch disaster-readiness workshops; post-loss review for banks seeking structured pre-loss agreements. Op Risk is often more receptive than Facilities.

REVENUE & OPERATIONAL RISK
Strong, predictable revenue across multi-branch footprints. Reliable payers. *Risk:* High compliance overhead; rigorous annual cybersecurity and operational auditing.

6. Universities and Research Institutions

SALES CYCLE: 12–24 MONTHS

THE BUYER
Facilities Director, Director of Research Operations, Environmental Health & Safety (EHS) Lead, Emergency Management Director, Special Collections Librarian, Lab PIs.

SPECIALTY WEDGE ANGLE
Multi-wedge campus environment: Documents (registrar records, historical archives), Electronics (research computing clusters, AV), Fine Art (campus museums/galleries), Research Samples (biological freezers, cryogenic lines).

VENDOR QUALIFICATION BAR
Central procurement requirements (MWBE/DBE tracking, insurance, W-9) plus unit-specific credentialing. IICRC certifications, specialty sub prequalification, BAAs for medical centers, NIH / federal grant research compliance.

FAST-PATH ENTRY POINT
Emergency Management or EHS horizontal relationship; unit-level agreements (individual labs, libraries) close faster (6–12 mo) than campus-wide master contracts. Tabletop drills.

REVENUE & OPERATIONAL RISK
Substantial multi-building revenue potential (dorms, labs, clinics). *Risk:* Bureaucratic procurement cycles; summer student turnover activity peaks vs exam quiet periods.

7. Data Centers and Enterprise IT Infrastructure

SALES CYCLE: 9–18 MONTHS

THE BUYER
Data Center Operations Manager, Critical Facilities Manager, VP of Infrastructure, Colocation Customer Success Director, VP IT Operations, Chief Technology Officer.

SPECIALTY WEDGE ANGLE
Electronics restoration within strict environmental tolerances. Ultrasonic cleaning, corrosion-arrest chemistry, desiccant drying, industrial HEPA filtration, and major server OEM recertification coordination.

VENDOR QUALIFICATION BAR
Extreme technical vetting: ultrasonic and desiccant capacity specs; verified prior mission-critical data center experience; $5M–$10M insurance with cyber coverage; background checks; SOC 2; colocation tenant approval pass-through.

FAST-PATH ENTRY POINT
Industry participation (Uptime Institute, 7x24 Exchange); electronics-lab tours. If lacking hyperscale references, start on adjacent enterprise-IT (corporate server rooms) to build case studies.

REVENUE & OPERATIONAL RISK
$100K–$1M+ per event due to extreme equipment density. Low annual loss frequency. *Risk:* Any procedural failure is a catastrophic career-ender; zero room for operational error.

8. Museums, Libraries, and Cultural Institutions

SALES CYCLE: 6–15 MONTHS

THE BUYER
Museum Director, Chief Curator, Collections Manager, Director of Conservation, Facilities Director; Head Librarian, Archives Preservation Coordinator.

SPECIALTY WEDGE ANGLE
Preservation posture: Stabilize • Document • Isolate • Hand Off. Emergency environmental triage while treating AIC conservators as the technical decision-makers, not competitors.

VENDOR QUALIFICATION BAR
Insurance tied to collection valuation (fine arts endorsements); AIC-CERT relationship or conservator network references; background checks; chain of custody & environmental logging; OSHA collections hazards training (asbestos, heavy metals, pesticides).

FAST-PATH ENTRY POINT
Introductions through respected AIC conservators. Regional museum association events, preservation roundtables. Outreach directly to preservation staff rather than general facilities.

REVENUE & OPERATIONAL RISK
High revenue per loss, immense prestige. Low event volume. *Risk:* Overstepping into conservation treatments permanently burns institutional trust; discipline must be absolute.

HOW TO SEQUENCE: FOCUS ON 2–3 VERTICALS FOR THE FIRST 12 MONTHS

Document Bench: Lead with Law Firms, Financial Institutions, and Property Management (shared profile & referral loops).

Electronics Bench: Lead with Enterprise IT & Financial, building case depth to unlock Data Centers.

Medical Bench: Win Independent ASCs first (4–9 mo), then leverage proof points to open Health Systems (9–18 mo).

The Golden Metric: A restoration company with 10 signed ESAs in 2 focused verticals is worth far more than one with 20 signed ESAs scattered thin across all 8.