



Storm Update



Thursday, September 14, 2017 – 8:00 a.m. EST

Southeastern U.S. Assesses Irma's Damage

A significantly weakened Hurricane Irma is currently traveling northward, bringing rain to parts of the Ohio Valley. Though once a Category 4 hurricane, Irma is no longer treacherous. The immediate danger has passed, but residents of Florida, Georgia, Alabama and South Carolina are now returning home to find their homes and businesses damaged or, in many cases, obliterated.

Ninety percent of homes in the Florida Keys are reportedly damaged and 25% are demolished, according to Federal Emergency Management Agency. The Keys, though arguably the hardest hit, is not the only region to have suffered major losses. Jacksonville, FL endured its most significant flood since 1864; Charleston, SC suffered massive storm surges, second only those delivered by Hurricane Hugo in 1989; and Georgia experienced 50+ mph winds that brought down massive trees and power lines, leaving more than a million people without power and many homes with considerable damage.

Crawford's induction center in Atlanta continues to ready its adjusters to respond to client-specific requirements. The Irma induction center is expected to move to Jacksonville by the end of the week in order to respond to client needs more quickly.

In addition, Crawford is leveraging its resources in new and innovative ways. The WeGoLook® Looker® network is being used to gauge the size and scope of loss in many areas, and drones are surveying damage in areas extremely difficult to reach.

"Our Looker network and drone fleet offer our clients a unique opportunity to assess the extent of damage so that claims can be prioritized by severity," said Crawford U.S. Property & Casualty CEO, Ken Tolson. "We have already completed hundreds of Looks in record time, helping clients get a better handle on what to expect in the field."

In addition, the magnitude of the storms is bringing a lot of attention to the industry. Crawford is capitalizing on the opportunity to bring in new talent.

“We are always looking to expand our network, and this is a great time for on-the-job training. New adjusters rarely have the occasion to see what we do during a disaster first-hand,” added Tolson. “They are getting the best possible training right now.”

The path to recovery has just begun, but Crawford has new technology and processes, such as the Looker workforce and drone fleet, in place to help expedite the process.

For assistance with Hurricane Irma, Harvey, or other catastrophic events, contact our 24-hour ClaimsAlert® call center at 1-877-346-0300.

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