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**Paul Davis National launches First Priority® Program for property owners  
- Large loss commercial restoration specialists focus on reducing business interruption -**

Milwaukee, Wis. – December 4, 2013 - [Paul Davis National](#) launches the First Priority® Program, a highly-specialized program for businesses of all sizes to receive preferred status in the event of a disaster and to reduce business interruption. Paul Davis National specializes in commercial large losses and is part of the Paul Davis Restoration, Inc. franchise network. Paul Davis National operates throughout the United States and Canada and works in tandem with other locally-owned Paul Davis franchise offices.

According to Art Dickerson, Paul Davis National’s Senior Vice President of Business Development, the firm’s professional restoration and recovery teams work with risk managers, property managers, and facilities directors to sustain operations and production. “Our goal is to minimize damage before catastrophe strikes and reduce business interruption afterwards. Commercial building managers and occupants no longer have to be unprepared in the event of an emergency,” he said. “We have been successfully providing these services to commercial clients in North America for some time. The response has been so favorable that it made sense to brand the program.”

There is no cost to participate in the First Priority® program which entitles members to a variety of benefits including pre-loss planning and a customized strategy which targets specific needs of a business or organization. “One of the most important benefits of First Priority® is the support from more than 300 locally-owned Paul Davis offices. Our crews are ready at a moment’s notice,” said Dickerson. “We focus on proven systems and planning to keep a company running smoothly, with minimal financial and time loss,” he said. “We ensure that business operations are on track and commercial facilities are restored to full functionality as quickly as possible.”

Through the Paul Davis network, a team of professional mitigation experts will start work with single source accountability. Paul Davis National will dispatch a dedicated company team leader and assign Paul Davis crews without working with several different contractors. Dickerson and his team have also designed a multi-site planning and response plan which manages the emergency needs for several facility locations through one provider.

“Business interruption can result from natural occurrences, criminal acts and accidents, to name a few,” said Dickerson. “In most parts of the country, it’s not a question of whether disaster will strike; it’s a question of when. You can keep a business from being devastated by catastrophic loss when you take the initiative to proactively set-up a fast and efficient response team to start the recovery process.” For more information, call 1-888-222-4122 or email [adickerson@pdnational.com](mailto:adickerson@pdnational.com). Visit the website at <http://www.pdnational.com/Catastrophe/First-Priority-Program.html>.

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**About Paul Davis National:**

Paul Davis National specializes in commercial and industrial large losses and is a member of the Paul Davis Restoration, Inc. national franchise network. Paul Davis National is made up of more than 17 large Paul Davis offices located strategically across the US providing emergency water mitigation, fire restoration, mold remediation, document restoration, contents cleaning, and remodeling services. Paul Davis National owns numerous tractor trailers and support equipment that are deployed throughout the U.S. to support their national clients as well as their fellow franchisees in the case of a major disaster. The company is headquartered at 2010 S. 4th Street in Milwaukee, Wisconsin. Visit the website at [www.pdnational.com](http://www.pdnational.com).

**About Paul Davis:**

Paul Davis Restoration, Inc. is a national franchisor and leading provider of emergency services, restoration, reconstruction and remodeling services for residential and commercial properties damaged due to water, fire, storm or other disasters since 1966. Headquartered in Jacksonville, Florida, Paul Davis has more than 320 franchise locations throughout North America with owners and technicians who are certified by The Institute of Inspection, Cleaning and Restoration Certification (IICRC). Visit the website at [www.pauldavis.com](http://www.pauldavis.com).