

BEFORE

## WHAT YOU SHOULD KNOW

### *Insured's Responsibility After Every Loss*

1. **You must notify** your insurance company as soon as possible or practical.
2. **You must mitigate** your loss by protecting your property against further damage, or try to recover it, otherwise it will be used against you for a smaller settlement.
3. **You must separate** the damaged from the undamaged property.
4. **You must file a sworn Statement in Proof of Loss (P/L)** within 60 days of the loss date stipulating specific information. Policy and legal requirements vary from state to state.
5. **You must cooperate** and be prepared to give up all business and personal financial records. You must be prepared to provide statements - oral, written or under oath, which can be used against you in a court of law.
6. **You have the right to representation.** (Attorney, Public Adjust, etc.)
7. **You must prove your losses.** What you claim today will have serious Tax ramifications later.

*Prepare Wisely!*

## AT A TIME OF A DISASTER...

*There's just no one else to call!*

**Godfrey U. Mitchell & Associates  
Public Adjusters working for  
YOU, The Policy Holder!**

Expert Insurance Loss Recovery  
Exclusively For The Insured!

**FIRE \* WATER \* HOME \* BUSINESS  
BURGLARY & VANDALISM**

2705 Young Avenue  
Bronx, NY 10469

email: [godfreymitchell@aol.com](mailto:godfreymitchell@aol.com)  
[www.godfreymitchell.com](http://www.godfreymitchell.com)

**Tel: (718) 994-3118  
Fax: (718) 994-3186  
Cell: (347) 512-0108**

If you decide to use a Public Adjuster, first check his or her qualifications by calling your state insurance department. Ask your agent, lawyer, friends and associates for the name of a professional adjuster they can recommend. Avoid individuals who go from door to door after a major disaster, unless you are sure they are qualified!

## GODFREY U. MITCHELL & ASSOCIATES

### Advocates For The Insured



**GODFREY U. MITCHELL, P.A.**

**REPRESENTING YOU,  
THE POLICY HOLDER...  
RECOVERING YOUR  
RIGHTFUL COMPENSATION  
RIGHT FROM THE START**

2705 Young Avenue  
Bronx, NY 10469  
Tel: 718-994-3118 Cell: 347-512-0108

*Licensed in NY, NJ, CT & GA*

## Godfrey Mitchell & Assoc. | Public Adjuster Firm

### CHALLENGE:

A long established public adjuster firm has lost their ability to impact their clients visually. This is due mainly to poor design planning or none at all. Replying heavily on their internal clerical staff none of whom have design backgrounds, the result is a piece meal presentation produced largely on copier machines and low quality materials. This makes updates and editing problematic, as all of the materials are essentially scans from a copier. Without the proper tools to propel the business, their overall brand become stale, and invokes lack of trust from their client perspective.

The business lacked any kind of established design sense, or even a discernible color palette. This meant that there was no real design applied to the brand as a whole.

Small businesses like this have little guidance to navigate form as they are open to any ideas. Therefore, they are often very appreciative of professional design services and this particular client was extremely happy with the result.

Starting from scratch, the company was given a full overhaul of design. This included the logo, business cards, magnets, and promotional brochures as well as website design and email marketing materials.

AFTER

Godfrey Mitchell & Assoc. | Public Adjuster Firm

RESULT:

With bold typography and clean, clear, concise layouts, the Godfrey Mitchell & Assoc. brand provides a wealth of design opportunities.

Starting with a easy to recognize logo, and then extending with dynamic clean layouts; the result is a professional polished and upscale brand presentation. Design elements include line artwork representing Manhattan, custom icon design with different categories of products and gold foil printing techniques

Redesigning the brochure provided its own set of challenges. While it is promotional in nature, the company's brochure doubles as a informational piece. The problem creates a cycle of poor design; lengthy explanations with industry terms, and long forms of text. This makes the brochure heavy, boring and simply text driven.

The new design invokes the modern and measured approach that the company takes with its clients. Custom iconography provide quick and easy to understand materials. This way, the impulse to use a lot of text is replaced with simple layouts without industry jargon.

The FAQ section is treated with extended and condensed text, to effectively utilize space without being too long or wordy.

A full identity and style guide has been created for the client to ensure consistency across the brand and provide professional looking layouts in future. Further design services will be provided as the client's needs arise.

