

ONE-PAGE OPERATOR GUIDE

The Hyperscaler Buyer Map.

How tier-1 commercial and FM buyers actually buy restoration services. And why most restoration companies never get in the room.

	INSURANCE & RESIDENTIAL BUYER <i>Carriers, TPAs, adjusters, homeowners</i>	TIER-1 COMMERCIAL & HYPERSCALER FM BUYER <i>Owner-occupiers, REITs, outsourced FM, hyperscaler facilities</i>
Who actually buys	The homeowner or the claims adjuster. Rarely the same person who pays.	Facilities Director or FM partner (JLL, CBRE, Cushman). Sometimes a regional VP for events that breach a dollar or impact threshold.
Stakeholders involved	1 to 3. Homeowner, adjuster, occasionally a TPA estimator.	5 to 15+. FM Director, FM PM, procurement, legal, security, EHS, IT, the business unit, sometimes the GC.
Sales cycle to first work	Same day to 2 weeks. Triggered by the loss, not by you.	3 to 18 months to get on the vendor list. Then ongoing relationship maintenance to stay on it.
How they procure	Verbal authorization, work order, or claim number. Net 30 to claim payment.	MSA + PO. Vendor portal (Coupa, Ariba, VendorCafe). Pre-approved vendor lists. Sometimes prevailing wage.
What earns trust	Speed of response. Familiarity with insurance pricing. Low estimate. Showing up cleanly.	Compliance posture (high insurance limits, MSA, badging, security clearance). References from peer accounts. Documented response process.
What kills the deal	Late arrival. Billing surprises. Poor communication. Going over the adjuster's estimate without authorization.	Failed compliance check. No badge. Slow document turnaround. Inability to surge staffing for a single event. One bad week of comms.
Pricing model	Xactimate. Insurance-recognized pricing. Time and materials with photo documentation.	Negotiated rate sheet. MSA pricing. Blended hourly + equipment. Sometimes prevailing wage. Occasionally not-to-exceed caps.
Documentation expected	Photos. Xactimate estimate. Certificate of completion. Adjuster sign-off.	RFI/RFP responses. Current COIs with additional insureds. MSA on file. Daily logs. Post-event after-action report. Lessons learned.

THE FIVE DISQUALIFIERS MOST OPERATORS MISS

If any of these is true, you are not on the list.

- 01** Insurance limits below their threshold. \$5M to \$10M+ aggregate is table stakes. Hyperscaler work often needs \$25M+.
- 02** No documented badging or security clearance process. If you cannot answer how a tech gets approved, you do not get the job.
- 03** Cannot surge 10+ techs to a single site within 4 hours of dispatch.
- 04** No vendor portal experience (Coupa, Ariba, VendorCafe). No portal, no payment.
- 05** No COI broker on standby for same-day endorsement changes (additional insureds, waiver of subrogation, limit increases).

WHAT NEXT

Know where you stand.

The Operator Score: 60 seconds, a named diagnosis of where your operation breaks down on the path to tier-1 commercial work.

get2rel8.com/resources/operator-score

Or book Dan. Bring one stuck account. Leave with a 90-day plan to get in.

get2rel8.com/contact