

## IMPACT Magazine

Title: New Crystal Restoration Offers Caring, Sensitive and Thorough Approaches

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*PORT CHESTER – Damage to a residential or commercial property is never easy for Owners and Managers, but that sector, according to a local company, does have a solid option during their troubled times. “We are the Emergency Room (ER) for houses and other properties,” said Lisa Cordasco, president of The New Crystal Restoration Enterprises, Inc. of Port Chester, whose company is marking the 55th anniversary of its formation this year. “We offer a calm, caring option for owners during what, of course, is such a trying time for people.” That two-tiered approach to customer service, Cordasco added, has helped her company gain its solid reputation for service since its formation in 1960. The firm offers Disaster Response and Property Restoration Services to properties throughout the New York metropolitan area, as well as to Connecticut. Asbestos Abatement, Mold Abatement, Sewer Backup and Infectious Disease Response - in addition to Total Restoration Services in the event of fire, flood, or extreme weather events - are other services offered by the company. “My father (Louis Cordasco) formed the company in 1960 and he was a one-man band at that time,” Cordasco said. “He always stressed that we should never devalue how tragic property damage and loss is to owners. The extension of a calm, caring approach to clients during their times of crisis was always what he stressed. We have extended those practices throughout the years.” Cordasco was appointed president of her company in 2008 after her father retired. The firm has a 12-member staff. That staff, Cordasco said, can be extended depending upon a series of different situations. “We do not claim to be larger than we are,” she said. “We stress that we service local community projects in a caring and sensitive way. We are utilizing all the business practices that made my Dad so special, and gave him and our company such a strong reputation.” Cordasco stressed that an important component of those sensitive practices is her company’s use of “A Green Approach.” “Our Emergency Response Cleaning Services are green,” she said. “Our customers do not have to worry about their children playing on carpeting after our work is done, for example. We use sensitive products.” Cordasco added that the company uses “the next generation of technology - non-toxic, Earth friendly products and cleaning methods that fully and effectively restore homes after a fire, flood, or other disastrous events. “We utilize totally safe alternatives, and we are very mindful of our clients in that way,” she said. “We know how very important health-related practices are. We most definitely put a value on health and safety.” As part of the extension of her father’s well-respected practices, Cordasco said that her company is consistently building its business contacts through networking events. She said that her firm’s membership in The Building and Realty Institute of Westchester and the Mid-Hudson Region (BRI) has helped in that area. “Our membership in the association, has helped, extremely so, in getting our company’s messages out,” she said. “We have received a great response from our BRI membership. When you attend networking events like the BRI sponsors, people get to know you on a whole different level. You can build a trust with your contacts.” And part of that communication, Cordasco said, is stressing to clients that her firm has been in existence for six decades. “We have strong roots in the community,” she said. “We have big hearts and we approach our clients in a caring way, and with an expertise, in a way that we feel is unmatched in Westchester and the surrounding areas.”*