

# BLUEPRINT:

## Bringing the Tools You Need

A claw hammer won't do the job of a sledge hammer for breaking through walls. A sledge hammer may work for breaking ground, but it isn't as effective as a jack-hammer, or a backhoe. You know when you need to bring in the "heavy equipment" to get the job done right.

There's a new video series designed specifically for business owners in the construction industry. It's called *The Blueprint* and it is hosted by **Eric Messer**, Risk Management Consultant and Construction Guru with The Starr Group.

In the series, Messer unpacks the complete De-Risking Toolbox for those doing business in the construction industry. "Many construction owners don't realize," he says, "their business is a 'trucking' company first." Messer points out that before a job can start, materials have to be delivered and equipment has to be transported. That's usually done with company fleet vehicles which need to be maintained, and drivers/operators need to be trained in safety. "Sometimes these things get overlooked," Messer explains, "that's where these videos come into play."

**TALKING TCOR** Tim Starr (left) makes a guest appearance on *The Blueprint* hosted by Construction Specialist Eric Messer.



The series outlines 10 effective Tools—the "heavy equipment"—to systematically break through various obstacles, taking steps to make your projects, jobsites and workforce less likely to incur a financial loss. Tools are comprised of:

- DOT Consulting
- Culture
- Surety
- Insurance & Risk Financing
- Audits
- Business Development
- TCOR (Total Cost of Risk)
- MOD Enrichment
- Talent Retention
- Safety Programs

Guests on the show will speak in depth on each Tool. Speakers include senior members of The Starr Group Team: Mary

Starr, Executive VP and Workplace Wellness Advocate; Nick Starr, Director of Agency Advancement and Commercial Insurance Architect; Paul Neuberger, President; Paul Kraemer, Senior Risk Advisor; and Tim Starr, CEO.

*The Blueprint* breaks ground with the De-Risking Tools and sets a solid foundation for construction owners to build a strong, like-minded team. Eric Messer and the entire Commercial Team are ready to teach you how to use those Tools. This is the "blueprint" for success in any industry.

Watch *The Blueprint* series on The Starr Group's Youtube channel. 📺

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MAY 2021

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**\$218,299**