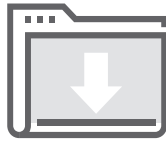




Emergency Checklist

Consider these tips as your business establishes its disaster preparedness plan. For more information on safeguarding your operation and to download this checklist, visit TheRedT.com/disaster-checklist.



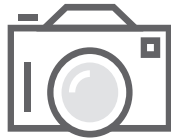
Back Up Your Data

Physical data backups in a second location can keep important documents safe from severe weather. Also, research cloud data storage options; they're inexpensive and easy to manage.



Review Your Insurance

Annual insurance audits are critical. Research replacement cost coverage, business interruption coverage and employee compensation to keep your finances in order following a disaster.



Take Photos

Taking photos of damage your store withstands can streamline your insurance claims and be a powerful way to keep your community updated via social media.



Identify a Shelter

Clearly mark disaster shelter areas. Make sure all employees know their location and are able to guide customers there if necessary.



Stay Informed

Monitor severe weather in your area and keep tabs on any protests that could imperil your operation. Consider letting employees leave early to get home safely.



Be Flexible

Scout temporary locations to sell undamaged items and invest in mobile credit card readers to keep sales steady and retain your customer base after an emergency.



Store Supplies

Have bottled water, nonperishable food, first-aid kits and a weather radio close at hand to keep you and your employees safe and with access to the latest news.



Keep in Touch

Whether you're informing your suppliers or telling customers about temporary locations, social media updates can engage customers and stimulate sales after an emergency.

