

Focus on Small Business: McCardel Restoration

Not All Heroes Wear Capes

BY SOPHIA CHARBONEAU, KOLT COMMUNICATIONS, INC.

WHEN A PERSON THINKS OF A SUPERHERO, they might think of Wonder Woman, Batman, or the mighty Thor. What do all these superheroes have in common? They all wear capes. But, not all superheroes wear capes. The employees of McCardel Restoration know this to be true, for they are heroes in the community that work hard every day without a cape.



Kelli McCardel

“It takes a special person to respond 24 hours a day, 7 days a week, pushing your dinner forward or waking up at 3 a.m. to leave your family and safe place to bring emergency service with a smile to our clients in need,” said McCardel Restoration founder Kelli McCardel.

McCardel Restoration located in East Lansing, is a 24/7 emergency restoration company.

The ultimate goal of McCardel Restoration in the community is to restore damaged properties as quickly as possible while paying attention to quality, foreseeing issues to eliminate downtime and moving on to help the next client.

Since the young age of seven, McCardel knew he wanted to be an entrepreneur. Throughout his life, he enjoyed being around motivated people who encourage one another to move forward with their life plans. It was through hard work, dedication and a positive attitude that helped McCardel achieve the success that his business enjoys today.

“In downtime, I sort and organize very detailed notes, continually revising the overall plan to achieve my life goals,” said McCardel. “Anyone drilling holes in my boat and displaying negativity is quickly removed from my life.”

Over the last 16 years, McCardel Restoration has achieved success on thousands of losses, where the business has aided clients in need to navigate the restoration process and regain their daily routine.

“It’s our team’s passion to understand our client’s needs and use it to restore their daily routine that sets McCardel Restoration apart from other emergency restoration companies,” said McCardel. “It’s not just a job to our people. Our culture encourages each of us to invest our hearts as we truly care about each and every single one of our clients. not just the project at hand. Every time I reflect back I am extremely proud of our team’s work.”

McCardel says that in most cases their clients did not choose for their loss to happen, so unlike buying a new car or a toy, they haven’t had time to research and plan for restoration work.

“It was the unexpected which occurred, and our job is to make sure we understand this is one of the most traumatizing and stressful times in our client’s life,” said McCardel. “It requires years of experience and continual training to handle a loss from start to finish, guide all materially interested parties and fully restore the damaged property.”

One of the most memorable jobs that McCardel Restoration worked on was the restoration of the Frandor Shopping Center following a fire.



“We worked around the clock to clean the structure and contents from fire damage, dry the water damage from broken pipes and putting the fire out, and document details for the owner to determine their course for reconstruction

allowing the affected business to open their doors again,” said McCardel. “This job proved to me we were a necessity in helping property and business owners at a very stressful and vulnerable time.”

Being an around the clock emergency restoration company is a hard and stressful job with all the tears, broken hearts, and loss of personal property that McCardel Restoration sees clients go through. They work hard in undesirable and hazardous conditions on complicated insurance claims.

“Our clients recognize our dedication and appreciate it when we overcome these burdens together,” said McCardel. “And for this, McCardel Restoration employees are heroes in the eyes of our clients.” ■

One community bank hits it out of the park.

Patrick Gillespie, President, Gillespie Group with Patty Barnas, Market President, Lansing, First National Bank of Michigan.

When the Gillespie Group developed the idea of The Outfield Lofts overlooking the home field of the Lansing Lugnuts, they turned to a bank that would share their dream and vision. “When looking for a bank to partner with for a new development, we prefer one that is also open minded and thinks creatively,” Patrick said, “First National Bank of Michigan dove right into the project to help make it a reality. We have a lengthy history with their bankers because they maintain connection and care about their partners - we are more than a name on a spread sheet. First National Bank of Michigan are true business partners.”

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