

# WHAT BUSINESS OWNERS CAN DO

## TAKE ACTION. BE PREPARED.

- ✓ Ask your landlord if the URM building has been retrofitted to strengthen the walls and floors during an earthquake.
- ✓ Know if the landlord has insurance coverage and emergency planning for tenants.
- ✓ Purchase earthquake insurance if you can afford it.
- ✓ Create a continuity plan for your business during a time when the building may be closed.
- ✓ Teach your employees how to be safe (Drop, cover, and hold).
- ✓ Talk with other business owners in the building on how to work together to get prepared.

DROP



COVER



HOLD



SAFETY IS EVERYONE'S RESPONSIBILITY



FOR BUSINESS OWNERS

GET AHEAD OF THE NEXT EARTHQUAKE

Take action today to help protect yourself, businesses, homes and communities.

## IS YOUR BUSINESS URM? IN A UnReinforced Masonry

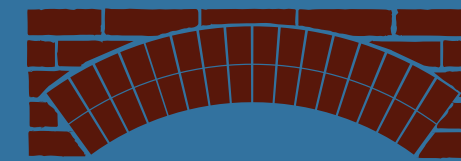
WHAT'S A URM?

A URM (Unreinforced Masonry) is a brick building where the floors and roofs are not structurally connected to the walls.

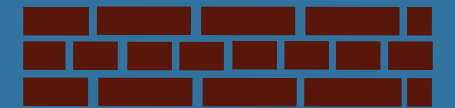
### SIGNS INCLUDE



CLASSIC RED BRICK



ARCHED WINDOWS



ROW OF BRICK ENDS



There are approximately **1000** URM<sub>s</sub> in Seattle

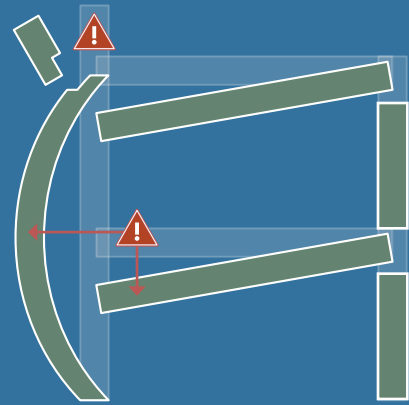
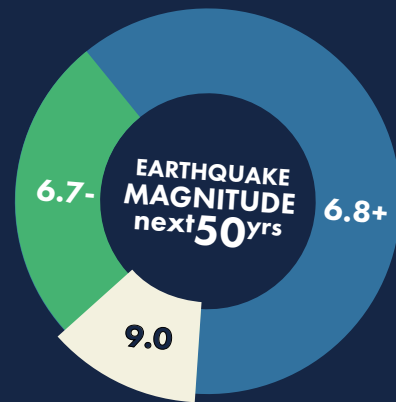
Did you know that

# ! SEATTLE !

is in an earthquake zone?

## SEATTLE IS AT RISK FOR THE BIG ONE

In the next 50 years our region has an **84% chance** of an earthquake of magnitude **6.8 OR GREATER!**

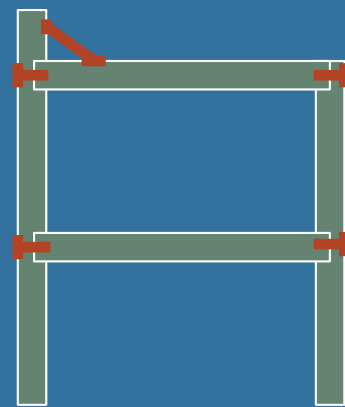


Unreinforced Building

### WHAT HAPPENS TO A URM DURING AN EARTHQUAKE?

Walls pull away from floors and roofs.  
Walls partly or fully collapse, resulting in falling brick.

A building can collapse and cause injury and destroy the building and its contents.



Reinforced Building

# 75% OF BUSINESSES CLOSE IF NOT REOPENED WITHIN A WEEK OF AN EARTHQUAKE



A loss of income during a disaster can cause you to lose valuable employees. Retrofitting can speed up recovery and get your business open sooner.

# URM MYTHS

**MYTH: IT SURVIVED THE LAST EARTHQUAKE, IT'S FINE!**

**TRUTH: Unseen damage from past earthquakes is compounded by the next one, which could be stronger.**

**MYTH: I DON'T OWN THE BUILDING, I CAN'T DO ANYTHING.**

**TRUTH: You can be prepared and know what to do when it happens. See the back page to learn what you can do to protect your business and employees.**

**MYTH: IT WON'T HAPPEN HERE IN MY LIFETIME.**

**TRUTH: It could happen anytime, that's the nature of earthquakes, but you can be prepared.**

**MYTH: THE GOVERNMENT WILL TAKE CARE OF ME.**

**TRUTH: Government aid doesn't cover everything. Many businesses never reopen.**

SEE HOW YOU CAN PREPARE ON THE NEXT PAGE

