

SIGNAL'S WINTER WEATHER PLAYBOOK

Prepare. Protect. Respond.



At Signal Restoration Services, we understand what's at stake when winter storms hit. For commercial properties, damage from snow, ice, and freezing rain can escalate quickly — disrupting operations and putting assets at risk.

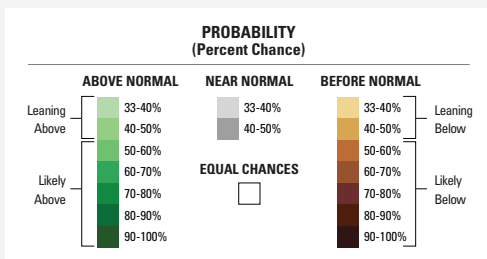
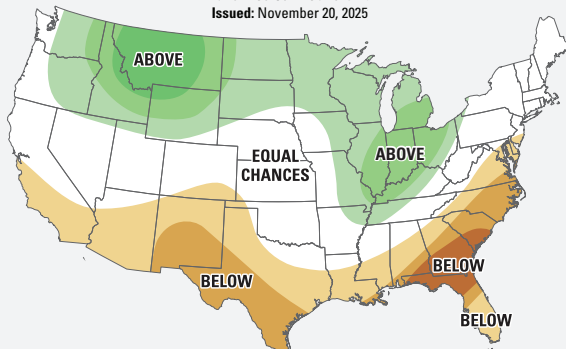
We're proud to help organizations across industries stay protected and operational through the harshest winter months. A well-prepared winter storm response plan is a necessity. With the right preparation, businesses can mitigate risks, safeguard assets, and recover faster from winter weather impacts.

WINTER WEATHER OUTLOOK: 2025-2026 SEASON

La Niña conditions have returned, bringing a winter of mixed precipitation across much of the U.S. Wetter-than-average conditions are expected from the Pacific Northwest through the Great Lakes and into western Alaska, while the southern states are likely to see drier conditions. Many other regions fall into "equal chance" zones, meaning precipitation could be below, near, or above average depending on how seasonal patterns develop.

SEASONAL PRECIPITATION OUTLOOK

Valid: Dec-Jan-Feb 2025-26
Issued: November 20, 2025

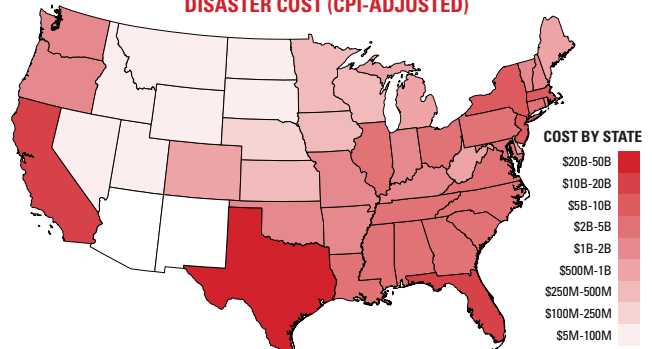


The Cost of Not Having a Winter Storm Plan

Businesses across the U.S. face billions of dollars in damages from winter storms each year — and the numbers continue to rise. Without a winter storm preparedness plan, companies face significant risks, including:

- **Financial Impact:** Property damage, costly repairs, and prolonged business downtime.
- **Safety Hazards:** Increased risk of employee or customer injuries due to icy conditions and structural hazards.
- **Insurance Challenges:** Lack of preparation can complicate claims, delaying compensation and recovery efforts.

1980-2024* BILLION-DOLLAR FREEZE AND WINTER STORM DISASTER COST (CPI-ADJUSTED)



Total cost of all winter storm and freeze events across the U.S. from 1980-2024 is \$100B-200B

*NOAA National Centers for Environmental Information (NCEI) U.S. Billion-Dollar Weather and Climate

A proactive approach helps businesses avoid these risks and ensures continuity during severe weather events.





Understanding Winter Storm Classifications

Understanding winter weather and assigned classifications empowers businesses to anticipate specific risks and implement appropriate countermeasures.

COMMON WINTER STORMS

- **Blizzards:** Hazardous winter storms characterized by strong winds and blowing snow, leading to extremely low visibility. Although they're often accompanied by heavy snowfall and freezing temperatures, these conditions are not always necessary. In some cases, strong winds can lift existing snow from the ground, causing a ground blizzard.
- **Ice Storms:** Occurs when at least 0.25 inches of ice accumulates on exposed surfaces. These storms create dangerous conditions for driving and walking, and the weight of the ice can cause tree branches and powerlines to break.
- **Snow Squalls:** Sudden snowfalls with strong wind gusts, leading to accidents and disruptions. They're commonly associated with the Great Lakes region.
- **Lake Effect Storms:** Not caused by low-pressure systems. Instead, they occur when a cold, dry air mass moves over the Great Lakes, absorbing moisture from the water. This moisture-laden air then releases the water as snow, typically affecting areas to the south and east of the lakes. Heavy localized snow caused by cold air passing over warmer water.

Categories of Winter Precipitation



SNOW

Snow Flurries: Light snow with minimal to no accumulation.

Snow Showers: Snowfall of varying intensity with potential for some accumulation.

Snow Squalls: Intense bursts of snow with gusty winds.

Blowing Snow: Wind-driven snow that reduces visibility and causes substantial drifting.

Blizzards: Severe conditions with winds over 35 mph, snow, and blowing snow, reducing visibility to 1/4 mile or less.



SLEET

Partially melted snowflakes as they pass through a thin layer of warm air and refreeze as they descend through a thick layer of freezing air near the ground.



FREEZING RAIN

Rain that freezes upon contact with surfaces at or below 0°C, creating a layer of ice on roads, trees, power lines, and other objects. Accumulation of freezing rain over several hours is classified as an ice storm.

Watches and Warnings

Your local National Weather Service office issues Winter Weather Advisories, Watches, and Warnings based on specific local conditions.



WINTER WEATHER ADVISORY

Snow, blowing snow, ice, sleet, or a mix is anticipated, but the conditions aren't expected to be severe enough to meet the criteria for a "Warning." Prepare for potential winter driving challenges and exercise caution on the roads.



WINTER STORM WATCHES

Issued when conditions are likely to support a major winter storm. This may include heavy snow, significant sleet, ice storms, blowing snow, or a combination of these severe weather events.



WINTER STORM WARNINGS

Issued for substantial winter weather, including snow, ice, sleet, blowing snow, or a mixture.



What to Expect as a Signal OnCall Preferred Customer

When you turn to Signal before the storm, our team will assess your building, identify vulnerabilities, and recommend ways to strengthen storm resilience. We'll also develop a post-storm recovery plan to minimize downtime — all at no cost for our preferred customers.

When a storm is forecasted in your area, Signal stages resources just outside the impact zone and stays in close communication to monitor conditions and address potential needs in real time.

With more than 50 years of experience, our team's knowledge of preparedness, mitigation, response, and recovery — combined with a customer service commitment that's second to none — makes Signal an essential partner in any storm response plan.

Signal's Storm Damage Mitigation Process

Once the winds die down, Signal's team will assess the damage and begin implementing the pre-storm restoration plan to:

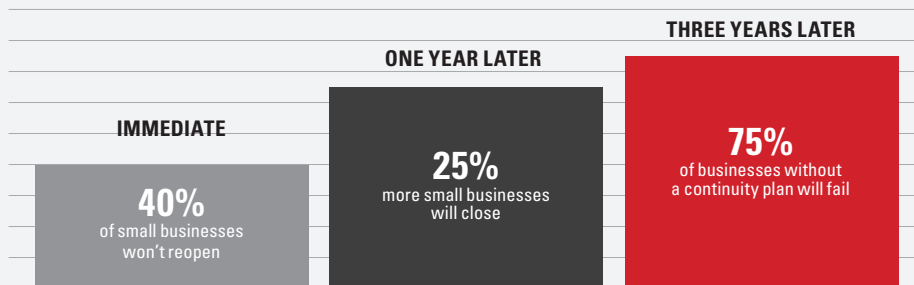
1. Mitigate safety hazards (utilities, flooding, structural damage).
2. Assess structural damage to buildings or damaged foundations.
3. Identify impaired fire protection equipment and alarms.
4. Create safe access to continue critical operations.
5. Remove storm debris.
6. Assess and prioritize damaged contents to determine what can be salvaged.
7. Catalog and photograph and/or videotape any damage.
8. Help you meet your insurance goals to get the necessary repairs completed.
9. Fully restore your facility to its full operations.

Our expertise, advanced technology, and focus on communication ensure a quick turnaround, minimizing downtime for businesses.

Risk Assessment is Fundamental

With our team of emergency preparedness experts, Signal helps your company evaluate risks to your facility, inventory, supply chain, and employees. Completing a risk assessment and implementing our recommended mitigation strategies before a storm puts your business in a stronger position to resume operations and reduce downtime. Recovery matters — and time is not your friend. Without a clear strategy or timely restoration, losses can escalate quickly. You don't want to be part of the 40% of businesses that close after a disaster and never reopen.

NATURAL DISASTER IMPACT



Source: 2014 data from the Federal Emergency Management Agency (FEMA) and US Department of Labor

FEMA RISK ASSESSMENT RECOMMENDATIONS

The Federal Emergency Management Agency (FEMA) recommends that a risk assessment for any hazard include:

- Profiling the hazard and its probability, using current or historical storm data for your area.
- Inventorying your assets.
- Estimating potential economic and infrastructure losses.

A key component of risk assessment is evaluating your insurance coverage, including the National Flood Insurance Program (NFIP). The NFIP provides several types of coverage for flood-related business losses, which must be clearly understood before a storm occurs.

Insurance policies are not one-size-fits-all. Signal's experts can help you evaluate your loss potential and understand the limits of your policy — ensuring you're properly covered for damage, loss, or business interruption.

Call Signal to prepare your business for the 2025-2026 winter storm season: **800.533.9898**.





Insurance Collaboration and Claims Support

Navigating insurance claims during a crisis can be overwhelming. Signal works directly with insurance providers to streamline the process and support faster recovery.

- **Detailed Documentation:** Our experts ensure your claims are complete and compliant.
- **Accurate Assessments:** Thorough, accurate evaluations reduce the risk of delayed or denied payouts.
- **Collaboration:** We partner with insurers to simplify approvals and minimize delays.

Safety Practices at Signal Restoration Services

At Signal, safety isn't just a priority — it's a promise. With an industry-leading safety record, we're committed to protecting our clients, employees, and partners on every project.

SIGNAL SAFETY BY THE NUMBERS:

.79%

EMR Rating

0

OSHA-Recordable
Injuries in 2023 & 2024

1

OSHA-Recordable
Injuries in 2022

2

Contractor Lost-Time
Injury in 2022-2024 with
1.5M+ Labor Hours

Our strong Environmental Health and Safety (EHS) performance ensures safe, efficient storm responses, reducing risks for clients and positively impacting insurance considerations.

Take Action to Protect Your Business

A proactive winter storm response plan is essential for protecting your business, minimizing damage, and ensuring a swift recovery. Signal stands ready to help organizations prepare, respond, and recover with expertise, reliability, and a proven track record.

**Take action today to protect your business from winter storms.
Download the Winter Storm Preparedness and Response Checklist
and contact Signal to receive a free, personalized disaster plan.**

DOWNLOAD WINTER
STORM CHECKLIST

CONTACT SIGNAL

Signal is OnCall 24 | 7 | 365
800.533.9898