

# 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.



FOR BUSINESS OWNERS

### GET AHEAD OF THE NEXT EARTHQUAKE

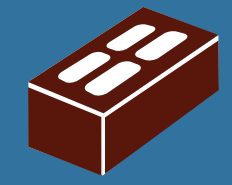
Take action today to help protect yourself, businesses, homes and communities.

## IS YOUR BUSINESS URM? IN A UnReinforced Masonry

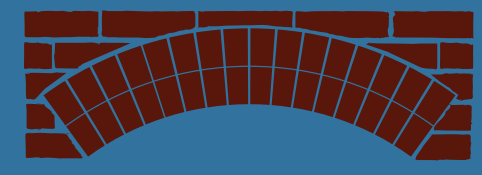
### WHAT'S A URM?

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

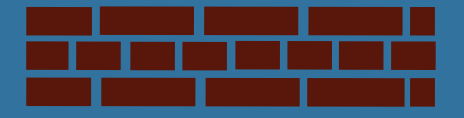
### SIGNS INCLUDE



CLASSIC RED BRICK



ARCHED WINDOWS



ROW OF BRICK ENDS



There are approximately **1000** URM's in Seattle

SAFETY IS EVERYONE'S RESPONSIBILITY



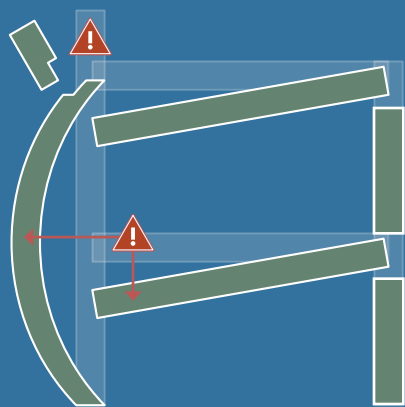
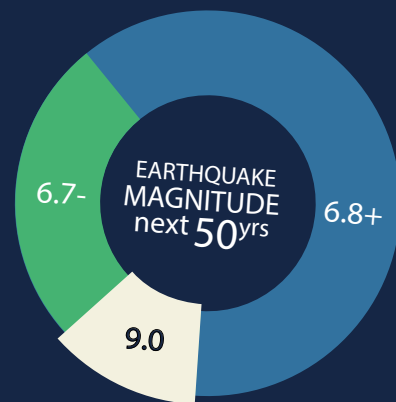
Did you know that

# SEATTLE

is in an earthquake zone?

## SEATTLE IS AT RISK FOR THE BIG ONE

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

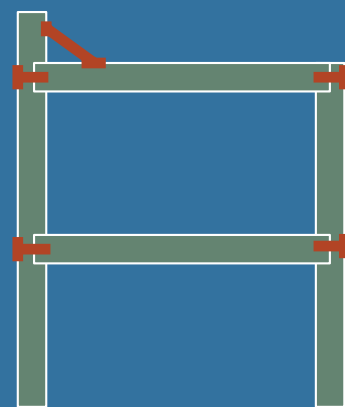


Unreinforced Building

### 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

