



**Associated  
Construction  
Services, Inc.**

California Contractors  
License No. B712059

**Service  
Nationwide**

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**Commercial and  
Residential Building  
Forensics**

- Construction Forensics
- Damage Assessment
- ADA Analysis
- Clerk of The Works
- Subrogation Support
- Code Upgrade Analysis
- Construction Defect Analysis
- Insurance Appraisal
- Auto-Related Property Damage

**CURRICULUM VITAE**

**William Bruce Reid**

**Experience and Expertise**

Mr. Reid's professional experience in the construction industry includes an extensive background in general contracting, residential and light commercial project management, contract and claims management (negotiations, arbitration and litigation), and all aspects of construction cost consulting and analysis services.

With more than 40 years of experience in all phases of general construction, Mr. Reid's projects total in excess of 4 million square feet of residential and light commercial development, and architectural design of more than 200,000 square feet of custom residential and light commercial construction. Projects include design and construction of dormitories, classrooms, commercial kitchens, restaurants, high-tech nightclub, tenant improvement, training centers, motel units, and custom homes.

Mr. Reid's management background incorporates all phases of the construction process, from pre-construction proposals and value engineering, through project development and execution. Areas of expertise include contract and client management and negotiations, estimating, appraisals, and cost control analysis.

As founder and President of ACS, Inc., Mr. Reid has overseen the design, development, and establishment of a multi-service corporation providing construction damage assessment, estimating, and other services, via the Northridge Earthquake, Laguna Beach and Malibu firestorms, as well as individual losses throughout the western states. Claims settlement support services for commercial and residential losses include technical support and analysis, construction estimating, securing an agreed price, estimate analysis, price research and development, scope determination and reconciliation, insurance appraisal services, expert witness testimony, negotiations, evaluation of progress payments, and code upgrade analysis.

Mr. Reid also has provided independent consulting to construction data publishers including development of base pricing information on labor productivity and material costs for national use by Marshall and Swift in its publications and computer-based estimating and appraisal products.

As an independent consultant, Mr. Reid managed multi-person teams providing construction cost consulting and analysis services to claims adjusters of major carriers via the Oakland Firestorm and Hurricane Iniki. Duties included all tasks as defined in *Description of Services* section, plus ongoing interface and planning with top-level management.

Special skills included on-going provision of negotiation services and arbitration assistance for carriers and counsel. Technical support regarding construction-related issues was provided to adjusters throughout the adjustment process.



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## **Insurance Experience**

Mr. Reid commenced working in the insurance industry in 1992 as a result of the Oakland Firestorm. In addition to providing construction consulting services, Mr. Reid participated in countless firestorm claims, settlement meetings, and negotiations as a Construction Consultant (not as an Adjuster).

In August of 1993, ACS was created. Shortly thereafter, the Laguna and Malibu Firestorms occurred, followed several months later by the 1994 Northridge Earthquake. This seismic event would prove to be the costliest disaster in American history for 12 years, until it was finally exceeded by Hurricane Katrina in 2005. ACS was one of the first companies to be called to respond to all three of these California disasters and, under Mr. Reid's supervision, ACS continues to provide damage assessment and construction forensic consultation in association with the 1994 Northridge Earthquake.

Mr. Reid's extensive experience with the claims settlement process includes participation in claims negotiations, settlement meetings, arbitrations, mediations (including Federal and Superior Courts), as well as Insurance Code §2071 Claims Appraiser and Umpire service. In all, Mr. Reid has overseen and/or participated in approximately 3,000 claims over the past twenty years. It is estimated that Mr. Reid has worked in excess of 50,000 hours in the insurance claims industry. During this time, Mr. Reid has worked closely with his clients and acquired a body of knowledge of the claims handling process commensurate with his many years of experience.

ACS has provided the insurance industry with construction consulting services in California, Oregon, Washington, Arizona, Nevada, Idaho, Montana, New Mexico, Colorado, Utah, Wyoming, North Dakota, Kansas, Oklahoma, Texas, Louisiana, Alabama, Arkansas, Mississippi, Missouri, Iowa, Minnesota, Wisconsin, Illinois, Indiana, , Kentucky, Tennessee, Michigan, Ohio, Florida, Georgia, South Carolina, North Carolina, Virginia, West Virginia, Maine, Pennsylvania, New York, New Jersey, Maryland, Delaware and Hawaii.

## **Employment History**

1993 – Present	ACS, Inc., Temecula, CA. <b>CEO / President</b>
1978 – Present	Reid Enterprises, Temecula, CA. <b>CEO / President</b>
1990 – 1993	Homespec Real Estate Inspection Services, Hemet, CA. <b>Owner</b>
1985 – 1992	The Reid-West Company, Hemet, CA. <b>Owner</b>
1975 - 1978	Coddington Construction, Reseda, CA. <b>Construction Manager</b>
1972 – 1975	Companies including, but not limited to Coddington Construction; and Lee French, Inc. <b>Independent Contractor</b>

**Education and Professional Affiliations**

California General Contractors Class B License No. 309474  
California General Contractors Class B Corp. License No 712059; RMO for ACS  
California Contractors State Licensing Board: Asbestos Certification  
Los Angeles Pierce College, 1967-1969, Architectural Design  
Journeyman Carpenter (Union), Certificate, 1972  
Professional Member, Construction Specifications Institute (CSI)  
Fellow of the American College of Forensic Examiners Institute (ACFEI)  
Associate, Association of Certified Fraud Examiners (ACFE)  
Member, Defense Research Institute (DRI)  
Affiliate Member, Property Loss Research Bureau (PLRB)  
Water Damage Restoration Tech, Inst. of Inspection, Cleaning, & Restoration (IICR)  
Member, National Wood Flooring Association (NWFA)

**Lectures, Seminars and Convention Participation**

- **Lecturer/Presenter**, "Selecting and Working with Vendors and Experts on Complex Property Claims," *Combined Claims Conference*, April, 2010 (Long Beach, CA)
- **Lecturer/Presenter**, "Collapse," *Combined Claims Conference*, March, 2006 (City of Industry, CA)
- **Lecturer/Presenter**, "When to Utilize a Construction Expert," *Inland Empire Claims Assoc.*, March, 2006 (San Bernardino, CA)
- **Lecturer/Presenter**, "Building Forensics – What the Adjuster May Not See," *Combined Claims Conference*, March, 2005 (City of Industry, CA)
- **Co-presenter/Sponsor**, "Everything You Need to Know About Mold," *for all carriers*, June 2002 (Temecula, CA)
- **Lecturer/Presenter**, "Fraud and Concealment Under the Homeowner's Policy," *Annual PLRB Convention*, April 2002 (Anaheim, CA)
- **Speaker/Instructor/Facilitator**, "How to Conduct an Appraisal," *for Allianz Insurance*, March 2002
- **Speaker/Instructor/Facilitator**, "Experts: Who to Use, When, Where and Why," *for Crawford and Company*, July 2001
- **Speaker/Instructor/Facilitator**, "Experts: Who to Use, When, Where and Why," *for 21<sup>st</sup> Century Insurance Company*, June 2001
- **Speaker/Instructor/Facilitator**, "Experts: Who to Use, When, Where and Why," *for SAFECO Insurance Companies*, April 2001
- **Lecturer/Presenter**, "Fraud and Concealment Under the Homeowner's Policy," *Annual PLRB Convention*, March 2001 (Atlanta, GA)
- **Speaker/Instructor/Facilitator**, "How to Analyze an Estimate," *for The Chubb Group of Insurance Companies*, October 1997