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Biography/CV of Eugene Peterson

A homebuilder, remodeler, commercial builder and restoration/mitigation contractor for over 41 years, Eugene Peterson is now CEO and owner of an expert witness & consulting firm, Advise And Consult, Inc., with offices in eighteen states. As an independent third party construction expert witness and consultant, he helps legal professionals understand the complex nuts and bolts of construction issues in dispute. He has served as a construction consultant and construction, restoration/mitigation expert witness in over 275 legal actions. Specific areas of expertise include construction litigation support with Xactimate estimates, construction estimating, insurance and reconstruction/mitigation dispute resolution, construction defect claims, construction defects/failures and associated defects resolution, construction standards and practices, contractual disputes resolution, and finally expert reports and deposition/trial expert testimony.

Unique to dispute resolution within the Insurance Community is a process referred to as an "Insurance Appraisal." Using this process the two disputing parties (Insurance Company and Insured) each select an independent third party individual, and give them the title "Appraiser" with complete responsibility to represent them in the resolution of the insurance claim. The two "Appraisers" then mutually agree and select a third independent person, called the "Umpire" to help them resolve the insurance dispute. Mr. Peterson has participated in the "Insurance Appraisal" process more than a dozen times, serving both as an "Appraiser" and as "Umpire."

Mr. Peterson is an expert in construction, reconstruction and water damage restoration; he owned and operated a residential/commercial construction company for fourteen years, a catastrophe restoration/mitigation company for nearly two decades, and in the aftermath of calamitous hurricanes and tropical storms, has provided litigation support, consulting and expert testimony in numerous restoration and water damage disputes. As example, after hurricanes Katrina, Wilma, Ike and Sandy, Mr. Peterson and his company was hired to evaluate and provide litigation support for related property damage claim disputes in New Orleans, Southern Florida, and New York. His skilled and objective assessment of the property damages, procedural standards, and cost estimations aided in the resolution of the cases.

Mr. Peterson is the recipient of several prestigious awards including: "Builder of the Year" from the State of Utah Home Builders Association (1998), one of the "Top 500 Remodeling Professionals" by *Qualified Remodeler* (1994), "Builder of the Year" from the Greater Salt Lake

Home Builders Association (1992), and one of the “Big 50 Remodeling Contractors” by *Remodeling Magazine* (1988).

Mr. Peterson was President of both the Utah Home Builders Association and the Greater Salt Lake Home Builders Association and has also served on numerous boards including the Salt Lake Home Builders Association, Salt Lake Board of Realty, Salt Lake Community College, American Arbitration Association, and the State of Utah Licensing Board.

Mr. Peterson served for many years as an independent advisor and consultant to (the late) James B. Loveland, founder and former CEO and Chairman of the Board of Xactware Solutions, Inc. In this role, Mr. Peterson participated in company department head meetings, proffered conceptual recommendations for software development and improvement and conducted beta testing, in collaboration with Program Manager Jeanine Green, on successive iterations of Xactimate, the property claims estimating software application used in insurance repair and mitigation cases and by restoration and reconstruction contractors.

Mr. Peterson created the first Xactimate training syllabus outline, appeared in the initial program training video for XactRemodel, and conducted Xactimate demonstrations and training sessions at national restoration and remodeling contractor conventions. He conducted Xactimate focus groups with contractors and senior insurance company management, and used his findings to give the company specific software improvement recommendations and pricing suggestions.

As a result of his long-standing relationship with Xactware Solutions, Mr. Peterson was the only external individual initially authorized by the company to lead Xactimate software training sessions. Later, when the company developed the Xactimate Certified Trainer Program, Mr. Peterson was one of the first to receive the official designation of “Certified Trainer.”

At present, Mr. Peterson trains approximately 100 to 300 Xactimate program users each year. An exceptional expert in the use and understanding of Xactimate and Xactimate pricing, Mr. Peterson regularly provides litigation support and expert witness testimony in property claim cases around the country.

As a peer group facilitator for Business Networks, Inc., for 11 years, Mr. Peterson led group meetings of non-competing manufactures, general contractors, remodeling and insurance restoration contractors who learn from each other’s successes and generate solutions to business problems.

Mr. Peterson is a popular lecturer and during the past 45 years has been privileged to be speaker at Journal of Light Construction conventions, Remodelers Shows, National Association of Home Builders’ Conventions, Southern Builders’ Conference, Pacific Coast Builders Conference, Western Remodelers Conferences, Disaster Cleanup International Conferences, Disaster Restorers Canada, Disaster Restoration Contractor’s Conference & Trade Show, Remodeling Magazine’s Big 50, First General Services Annual Convention, Remodeling Leadership Conferences, Utah Builders Conferences, Gathering of Eagles (Business Network’s conference), ASCR Conference (Association of Specialists in Cleaning and Repair), Steamatic International Convention, Duraclean International Convention, the IMACC yearly conference and others.

He has been invited to be guest lecturer at colleges and universities such as Perdue University, North Carolina State University, Brigham Young University, University of Utah, Utah Valley Community College, and Salt Lake Community College where he sat for 7 years on the Advisory Committee for Curriculum for the Construction Trades Department and where he as guest lecturer taught students how to estimate construction projects. In November of 2014 he was invited to present a two hour CLE class at Loyola University New Orleans College of Law. He has also presented three CLE classes for the Utah State Bar in October and November of 2014.

In 2015 Peterson and his team at Advise And Consult, Inc. created an educational arm, a non-profit corporation, to share and advance construction related knowledge, issues and understanding, to local legal and insurance professionals. The first annual CDDC (Construction Defects and Dispute Conference) was held in Salt Lake City Utah. Two additional CDDC conferences were held in 2015, one in Portland, Oregon, the other in Minneapolis, Minnesota. In 2016 CDDC conferences are scheduled to be held in New Orleans, Salt Lake City, Las Vegas, Seattle and Minneapolis. The CDDC conferences are pre-approved for CLE credits by the local State Bar.

Mr. Peterson speaks and advises on a wide variety of strategic and business planning and business fundamentals for contractors. CLE classes he teaches for legal professionals are centered on specific construction defects, dispute resolution, and estimating and expert witness preparation.

Mr. Peterson for 8 years wrote a monthly column for the California Contractor, a California trade construction trade newspaper. Currently he occasionally makes contributions to the Advise And Consult, Inc. blog and newsletter.

Mr. Peterson holds a Master's Degree in Industrial Relations from Iowa State University (1974) where he also taught for three years. He has a B.S. in Business Administration from Sacramento State College. He has also been a licensed general contractor since 1979.

Peterson, a Navy pilot, retired as a Navy Reserve Commander after 22 years of active and reserve service. He and his wife Lucille have been married over 46 years. They have eight children and thirteen grandchildren, with another one on the way.