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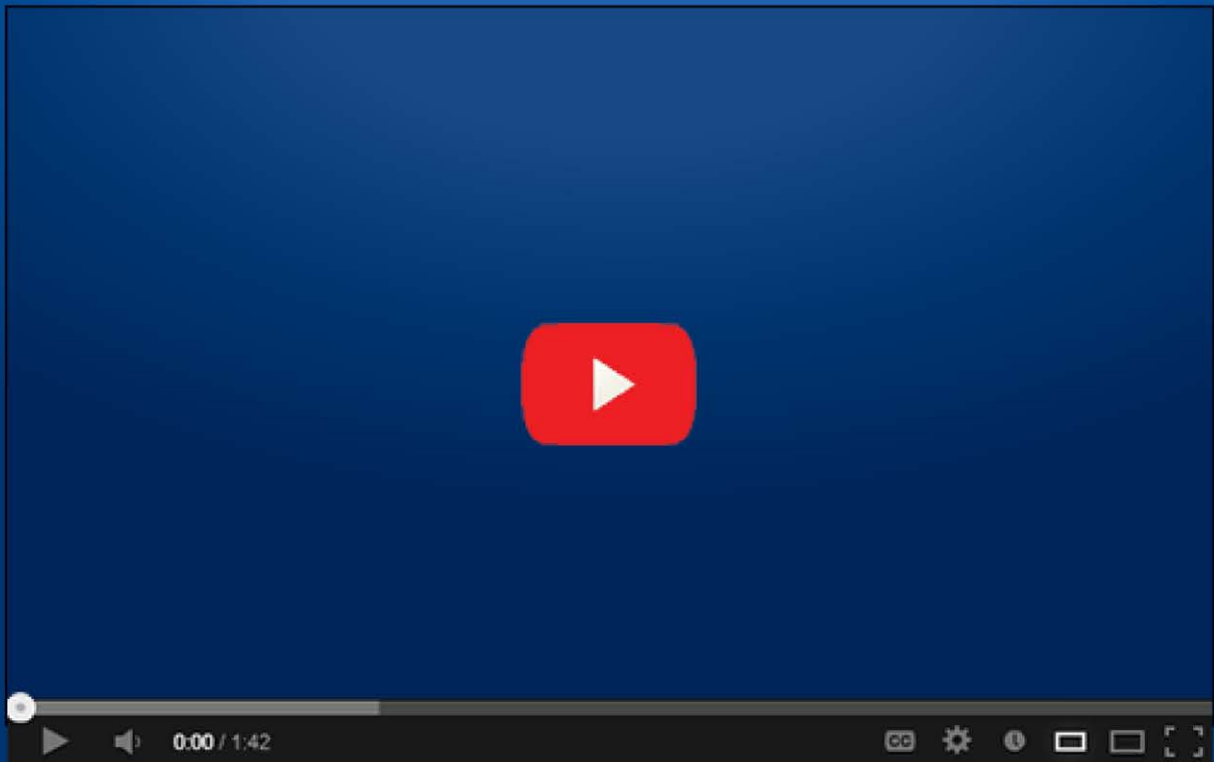
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A Note for Our Readers

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THE SUMMER MONTHS HAVE STARTED. For teachers or anyone with school age kids this means that normal life is on hold until school starts again in the fall. In the house cleaning industry, this often means consumer demand takes a dip. This can be a good time to recharge our batteries. Many of us look at this as an opportunity to take some time off or go on vacation. A break may certainly be deserved and well earned.

But I've found that this time of year can also be the best time to work on your business. When we are stretched to the max during the busy months, it is difficult to think about anything not directly related to urgent matters and dealing with that day's crisis. Things like performance appraisals and rate increase letters tend to slip to the back burner. Now might be the best time to get this important but not urgent work done.

This time of year can also be your best chance to take on projects like installing new software or updating important policies and procedures. If you are thinking about adding to your support staff, now may be the best time, especially if you are looking for entry level positions. There are new graduates on the job market, and you have time to train them before you get busy in the fall and through the holidays.

Finally, use this as an opportunity to refine your personal development plan. Identify both local and national events that could help you grow your company into the business you want it to be and commit to them now so you can plan and make the most of the opportunity. To be clear, it is important to anticipate potential slowdowns in demand and take measures to keep any downturn in revenue to a minimum, but if you have some extra time on your hands make sure you make the most of the opportunity. Here's to having a productive summer!

Tom Stewart, Publisher

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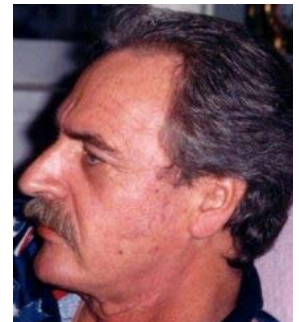
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Handy Expands UK Services to Animal Fostering and Pest Control

In the UK, Handy's Mouser service invites residents to foster a shelter cat as part of a pest and rodent control option. They've teamed up with rescue shelter Wood Green to match fosters with homes.

[Read more](#)

Handy Is Beefing Up Its Hold on Cleaning

Having acquired Exec (US) and Mopp (UK) in 2014, it's no surprise that Handy would target the faltering Homejoy for acquisition after its service stall-outs in Europe and Canada as well as the resignations to two key executives.

On-demand cleaning startup Handy has launched a hospitality service tailored for vacation rental hosts - expanding on an existing cleaning offering for Airbnb hosts, launched as a pilot in New York back in January 2014.

[Read more](#)

[Read more](#)



14% of Zappos' Staff Quits

In the final push to full embrace its new self-management philosophy, Zappos lost 14% of its workforce, honoring a buy-out offer to those who chose to leave rather than convert to the new system.

[Read more](#)



CINTAS CROWNS 2015 JANITOR OF THE YEAR

Cintas Corporation (NASDAQ: CTAS), today announced that Sherry Albright of Trine University in Angola, Ind., is the winner of its 2015 Janitor of the Year Contest. Sherry will receive a \$2,500 cash prize and Trine University will receive \$2,500 in Cintas cleaning products and services.

[Read more](#)



HOUSEKEEPER ASSAULTS BABY WITH CLEANING PRODUCT

A hotel housekeeper in NY pleaded guilty to rubbing a 13-month-old's eyes with a cloth saturated in cleaning product. She could be sentenced on July 10 to up to 5 years in jail.

[Read more](#)



CA Leading Charge for Ingredient Disclosure in Cleaning Products

With the support of women's health organizations, CA continues to fight for legislation requiring the full disclosure of ingredients used in cleaning products. According to research, 70-80% of household chores are still completed by a woman, and women make up the majority of the workforce in professional cleaning, both residential and commercial.

[Read more](#)

2015 Annual Conventions

ISSA/INTERCLEAN Convention and Trade Show
October 20-23
Las Vegas Convention Center

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Co-located Conventions

ARCSI Convention
October 19-23
Residential Cleaning
Harrah's

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BSCAI Convention
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CETA Convention
October 20-23
Cleaning Equipment Manufacturers
Mirage

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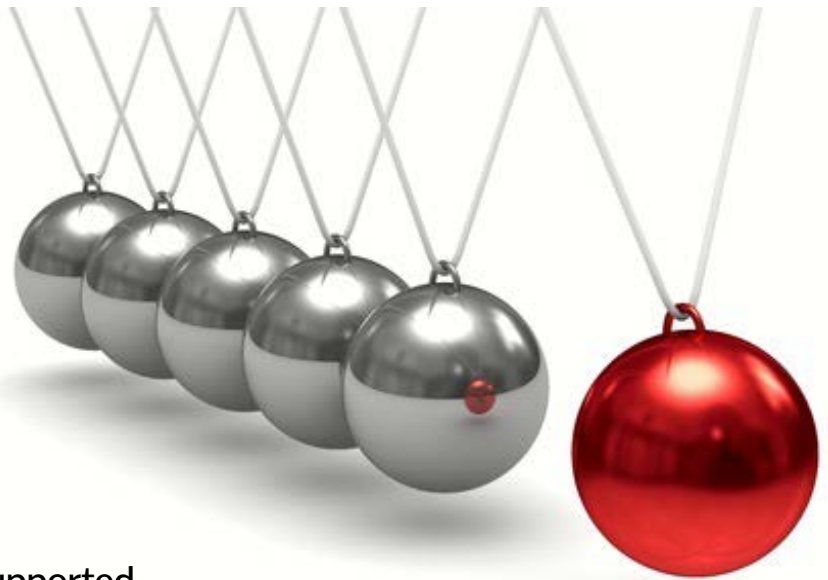
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Housekeeping
Bally's
DoubleTree Orlando

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IICRCA
October 23-24
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6 Processes Your Cleaning Business Should Automate This Summer



For a first foray into technology-supported automation, these common processes in a cleaning business are a great place to start.

TECHNOLOGY IS AN AMAZING TOOL which any business can use to begin improving efficiency, but only if the basis processes, procedures, and policies have been created to govern the decision-making that drives the systems. For a first foray into technology-supported automation, these common processes in a cleaning business are a great place to start:

1 Time Tracking: as the IRS requires you to track both job time and travel time towards calculating overtime rates (which often change weekly), time tracking is a daily task that can easily get lost in the paperwork. Some of the traditional maid service scheduling applications offer some form of field time tracking options, though you may want to consider independent time tracking apps before committing to a larger system.

2 Mileage Tracking: because employers must pay technicians for their travel time, it's in your best interest (and bank balance) to monitor both mileage and travel time to make sure you keep it to a minimum; that's where mileage tracking (aka GPS tracking) applications can increase the reporting accuracy and help you keep labor costs down.

3 Blogging: content marketing continues to dominate the SEO strength and search rankings of websites, and a weekly blog is one of the easiest ways to accomplish this. But it can be a pain to remember to stop and write and post once a week. Use a blog scheduler to help you out so that you can dedicate a smaller block of time once a month to writing and scheduling 4-5 posts for the month that support any specials or themes, and then just "set it and forget it."

4 Social Media: as with blogs, there are many free applications that let you schedule social media posts ahead of time so that you can make that a weekly or even a monthly task. Keep in mind, though, that you'll still need to monitor your social media sites daily to respond to comments, client contact messages, and reviews (if you have that feature enabled).

5 Email Autoresponders: if you're using email marketing, hopefully you are using an email management system that complies with CAN-SPAM. And if you are, then check the additional features for an autoresponder option. With this, you can program an automatic response sequence when a contact hits reply to specific emails or newsletters. It's a great way to set up and test out your first automated nurture campaign, which is a commonly used feature of larger automation systems.

6 File Sharing: the first time you bring on even a part-time office staff member, you're going to need to share information and files and programs and passwords with that person. A great way to do this without investing in an expensive and complex office network is to use an online file-sharing service, many of which are free.

In general, these are single-task solutions, which are a great way for a company in the beginning stages of bringing on cleaning technicians (time tracking and mileage tracking), launching its online presence (blogging, social media, and email autoresponders), or adding a first office staff member (file sharing).

Part 2 of this series will address larger, more complex business processes which can be handled with more robust and consolidated automation systems. ■



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Growing with Technology: From Ledger Books to Online Bookkeeping

Adopting a tech-based solution for your business doesn't mean you have to abandon your back-ups. **By CeCe Mikell**

Growing up, my family – which includes my mom's parents and her sister's family – took a month-long “vacation” from Sunday dinner from March 15 – April 15 every year. Why? Because my grandfather, a retired military accountant for the Veterans Administration, spread his entire tax kit out across the three dining tables in my grandparents' home, leaving us nowhere to sit our 12-person gathering. And when my grandmother opened her business in 1982, my grandfather added her business bookkeeping and accounting to that process.

Setting the Standard: Ledger Book Accounting

He'd already spent 1 full day each month meticulously organizing, cataloging, and entering each credit and debit into

a practice ledger and then, once satisfied that it couldn't be more correct, into the official old-school ledger book by hand. But then he'd spend a full month re-tallying everything in the practice sheets, and again in the official month-to-month ledger book before embarking on his annual pilgrimage. That's what I learned to call it as a child because he spent so much time talking loudly to God, and not always using his nice words.

That pilgrimage took him through the annually revised tax code, completing every possible permutation of deductions so that he could figure out the minimum he owed the government. You see, he and my grandmother made a magnificent business team: she analyzed consumer and

market trends and selected the investments and he served as her financial backer and accountant. They always owed taxes as the end of the year but were determined to pay as little as possible.

Building on a Traditional System: First Bookkeeping Software

My grandfather's system worked so well that he passed it along to my mother, who applied the same redundant (that's a good thing in accounting, by the way) bookkeeping and accounting system to her business, which she sold in 2011, and continues to use as her base system for managing her own personal accounting.

But while she continued to apply those fundamental GAAP accounting systems to keep everything straight, I was able to convince her in 1996 to start using Microsoft Money to keep better track of her business's regular bookkeeping and monthly, quarterly, and annual reporting; after all, it came free with her first box-style

desktop computer and back then, no one even considered using a professional system like the early Quickbooks for home use.

That first year when she was able to turn in her year-end financials to her CPA for the business taxes, he bought her season tickets for the local college football team. Yep! It was that big a deal to him to have his business clients make the transition from all of that paper that had to again be entered by hand and calculated and corrected in his system before it could be turned into tax statements. But to receive an electronic file on that 3.25" floppy was like winning the lottery, making it easy and time efficient to run the taxes and make room for even more clients and his own business growth.

But that didn't stop my mom from continuing in her father's footsteps. The last and first day of each month is a tricky time to call her still and we never have family dinners then because, like her father, she spreads all of the statements and receipts out on the dining table and gets to work – every month without fail.

In 2009, when Microsoft announced that it was no longer

developing or supporting Microsoft Money, well, that wasn't a good day. And since you can no longer download the original program (there's a replacement program), my mom spends a lot of time and energy keeping her laptop in good shape because when it goes, she'll have to grow with it to a new accounting package.

The Value in Redundant Bookkeeping

Though she no longer does the bookkeeping for her own

business, she now volunteers as the bookkeeper for several small charitable organizations. And when her laptop went kaput, she lost two years of electronic records for those organizations.

After she recovered from heart-stopping fear, she gleefully shot me – her tech-happy daughter – a big, fat “I told you so.” Naturally, I'd given her a lot of grief over keeping ledger books and doing so much work every month when she could just keep it on the computer once.

But if she hadn't had those laboriously organized and cataloged ledger books, she wouldn't have been able to recreate the missing two years in a new program to pass on to her successors in those organizations.

The Apple Doesn't Fall Far

So I'll let you in on a little secret. For all that I've abandoned pencil, paper, and calculator in favor of a cloud system when I do my own personal weekly reconciliation, I've got every statement and every receipt neatly organized in an 13-slot accordion file and tucked away in my home office. Just In Case! ■



CeCe Mikell is Editor in Chief for Cleaning Business Today, coming to the cleaning industry from a 15-year career as a college professor of communication and business. She also works with several cleaning business owners on business development projects.

Contact

“Old accountants never die; they just depreciate.”

“Old accountants never die; they just lose their balance.”

For Best Business Technology – And the Winner Is...



Two business systems sail into the winner's circle with landslides!

CBT is proud to announce the winners of the 2015 Best of Awards for Business Technology. Two programs split the field:



QUICKBOOKS
Best Accounting Package
Best Payroll Service



JOBBER
Best Job Scheduling and Management System
Best Mileage Tracking System
Best Time Tracking System

Earning an honorable mention with the second largest slice of the votes in each category are:

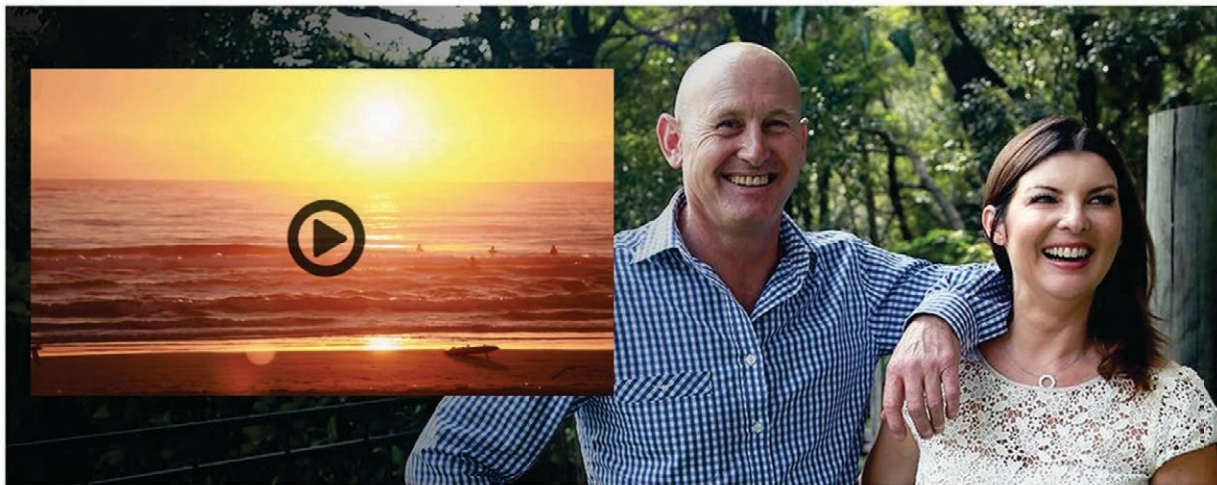
- [Jobber](#), Accounting Package
- [Zen Payroll](#), [ADP](#), and [Jobber](#) (tied), Payroll Service
- [HouseCall Pro](#) and [Service AutoPilot](#) (tied), Job Scheduling and Management System
- [HouseCall Pro](#), Time Tracking System
- [HouseCall Pro](#), Mileage Tracking System

Thank you to all of the readers who voted! Be sure to vote in June for the Best of Employee Engagement for Cleaning Businesses. ■



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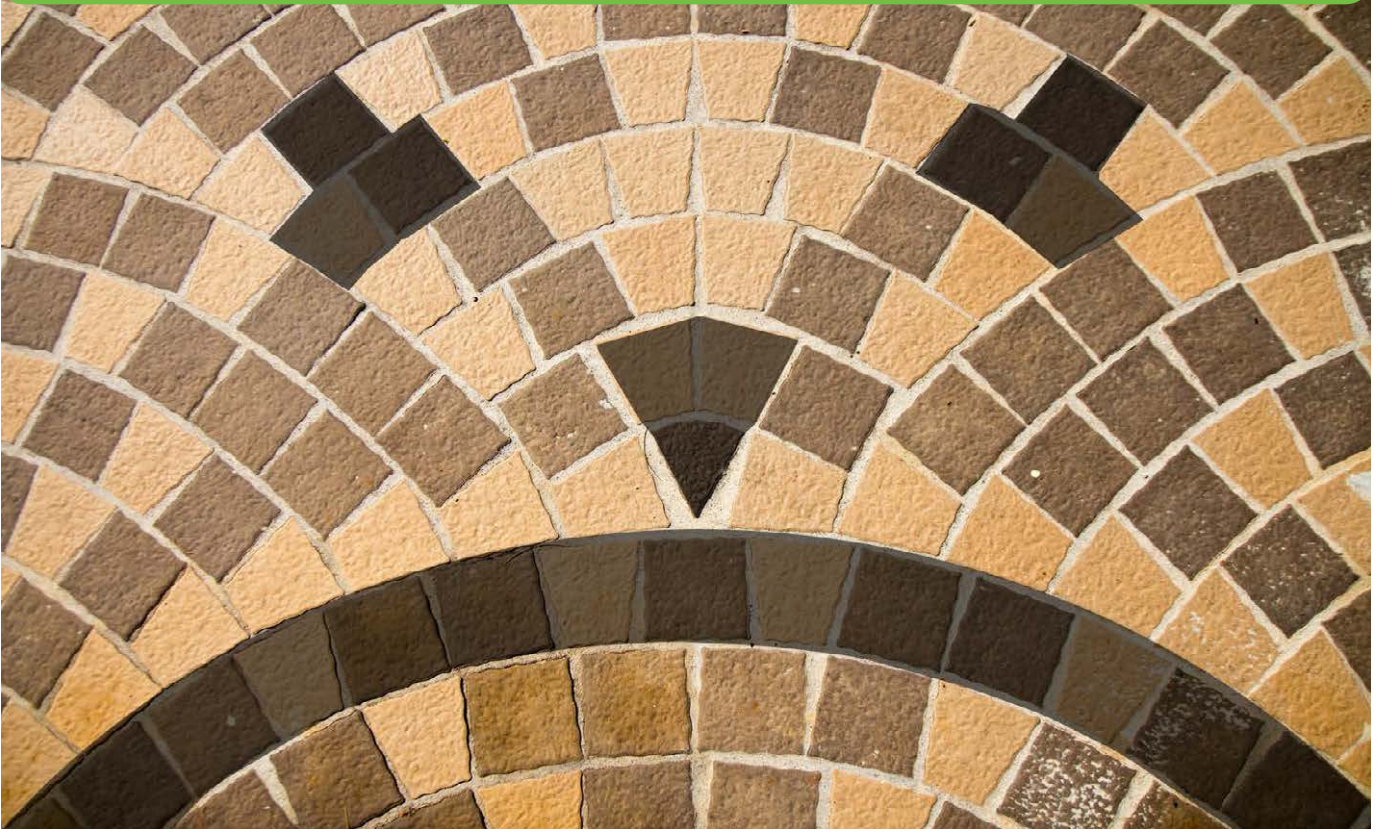
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Don't Pout About Dirty Grout, Part 2

Exploring “natural” grout cleaning methods
By Janice Stewart

In Part 2 of “Don't Pout about Dirty Grout,” I am exploring the lowest impact chemical options (sometimes called “green” or “natural” cleaning solutions) for cleaning and whitening grout as well as protective options for keeping grout clean longer between cleanings. [Review Part 1 here.](#)

There are many powerful grout cleaners on the market, but there isn't as much known about “natural” grout cleaning methods. Keep in mind that any time you reduce the amount of chemical cleaning assistance, you must rely more heavily on Heat, Agitation, and Time to accomplish the same quality of cleaning.

Dry Steam Vapor Cleaning (H+A)

Dry steam vapor does a great job cleaning tile and grout. Combined with pressure, the steam

vapor invades minute cracks and crevices, kills mold and pushes out soil, residue from old cleaning products, and debris so it is easily wiped or rinsed away. The advantage of steam vapor is it does a superior job of killing mold and its spores, so the tub or shower may stay mold-free longer between cleanings.

The combination of the heat from the dry steam vapor and the agitation from light scrubbing fades stains on the grout, but that alone doesn't always remove the stains. A chemical change is needed to reduce or remove the stains, so in some cases an additional step to whiten the grout may be needed.

Baking Soda (A+T)

With a pH of around 8, baking soda is classified as an alkaline (or base). Many products



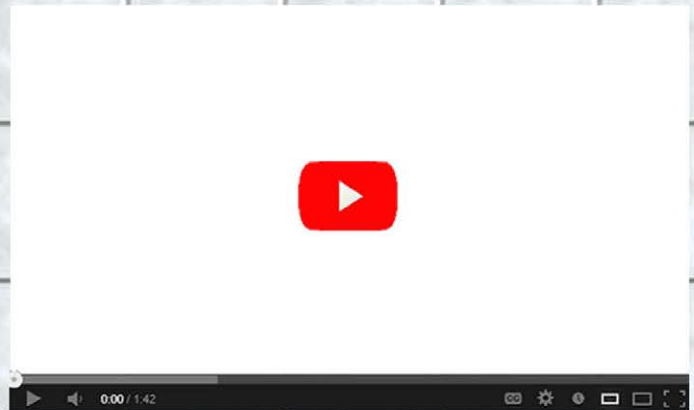
Janice Stewart

Owner of [Castle Keepers](#) and driving force behind the development of the *Modern Cleaning approach*, Janice brings her scientific and healthcare background to inform the development of effective, safe and healthy cleaning methods.

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at this pH range make good whiteners. In addition, baking soda is a mild abrasive and is used as a gentle mechanical cleanser, sometimes called a soft scrub.

Here is a common way to use baking soda to clean grout:

- Sprinkle baking soda on dampened grout lines.
- Let it sit for a few minutes.
- Use a nylon brush to gently scrub it in.
- Rinse it away.

You can also make a paste with baking soda and water and apply it to tougher stains. Since the dwell time depends on the severity of the stain, check often.

Borax (C+A)

As a stronger alkaline than baking soda, Borax (pH 9.5) cleans and bleaches by [converting small amounts of water molecules to hydrogen peroxide](#). Borax is a natural ingredient, but not necessarily safer for you or the environment than man-made chemicals.

As a common ingredient in pesticides, herbicides and fungicides, [borax is very toxic](#) to humans and their pets when ingested or absorbed through mucous membranes (i.e., breathed in or absorbed through the skin). It can also cause

skin irritation, so this product should be used with caution. Don't use around food, keep it out of reach of children and pets, and rinse well off surfaces after using it.

There are many recipes for using borax to [clean mold off grout](#). Most dilute borax in water, probably to reduce the opportunity to breathe in the powdered form. The most common recipe includes dissolving ½ cup of borax into one gallon of warm water and applying that solution to the grout with a scrub brush. No dwell times were discussed, so progress should be checked often.

White Household Vinegar 5-6% (C+T)

Standard household vinegar (citric acid) is highly acidic, with a pH 2. Like everything on the extreme ends of the pH

CAUTION: Do not combine vinegar with borax. [\(Learn more\)](#)

scale, vinegar can bleach color from things it comes into contact with. Stick with the white vinegar as apple cider vinegar may stain the light-colored grout.

Avoid using vinegar on or near natural stone as citric acid will damage it pretty quickly. The acid in vinegar may also etch or erode the surface of ceramic tile over time if not used carefully, causing a dull appearance, or loss of gloss.

Most recipes using vinegar call for full strength, or recommend diluting it 1:1 with water, and specify to let it sit no longer than 5-10 minutes. Monitor progress closely.

Hydrogen Peroxide (C+T)

The 3% hydrogen peroxide solution found in drug stores has a pH of around 6.5 which is considered a neutral pH. Although not toxic at this concentration, you should use hydrogen peroxide, especially applying with a spray bottle, in a well-ventilated area. It is a mild oxidizer, or bleaching agent, so test in an inconspicuous area before applying to colored grout.

There are many [recipes for using hydrogen peroxide](#) to kill mold and whiten grout, from applying it full strength to cutting it 1:1 or 1:2 with water, so ultimately dilution depends on how tough the job is. Spray it or apply it with a cloth to the grout. Let the hydrogen peroxide sit for a few minutes; the exact time needed will vary depending upon the severity of the stain. There is no standard recommended dwell time and recommendations run from 5-30 minutes or more. Scrub as needed.

For particularly tough stains, create a paste with hydrogen peroxide and baking soda and apply to the grout. Do not leave unattended and check progress often.

Oxygen Bleach (C+T)

Oxygen bleach is often used on the tougher stains and the really grimy grout. There are many types of oxygen bleach. A common form, Sodium percarbonate, is a dry, granulated form of hydrogen peroxide.

Oxygen bleach, like chlorine bleach (sodium hypochlorite or household bleach), is an oxidizing agent, meaning it breaks the chemical bonds (by taking an electron) of a molecule that contains color (ex: a stain). This changes the stain molecule so it either has no color anymore or the new color is outside the spectrum of color we can see. Oxygen bleach is a great cleaner and whitener because it is not harsh like chlorine bleach, and it can brighten grout without discoloring.



C Chemical Action: Works to separate soil from surfaces and to hold onto it through removal.



H Heat: Generally, the higher the heat, the more active the cleaning agent.



A Agitation: Both to increase contact between the cleaning solution and the soil, and to physically move soil.



T Time: Often referred to as dwell time. Chemical action is not instantaneous; it takes anywhere from a second to several minutes for the cleaning agent to work.

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There are many different types and brands of oxygen bleach, and there can be a big difference in quality since not all have the same amount of active ingredient, so check labels and apply according to directions on the label.

Reminders: Before Changing Products and Procedures

Before implementing a new product or procedure, make sure the application and timing fit into your total cleaning procedure and provide replacement training for your staff prior to use in the field.

For all cleaning products and homemade mixtures used in clients' homes, make sure you have a valid SDS (formerly MSDS) on file at the office and on site at the client's home (usually in a notebook).

Be sure to inform clients when you change or add use of a product in their homes so that they have an opportunity to identify any philosophical or medical challenges. ■

Small Problems that Become Big Issues

Find their pain and fix it.
Rinse and Repeat.
By Sara Thurston



As most cleaning contractors know, there is invariably something that happens or something that is not happening that triggers a client to take bids and consider hiring a new cleaning contractor. Sometimes it's a rate increase. When this happens, many managers are required to take bids just to ensure what they are paying and what you want to charge them in the future are competitive.

But more often than not, managers consider looking elsewhere when they see something that is not being taken care of and, in many cases, is getting worse. Common examples include the floors not being maintained properly or too many spots are visible in the carpet. But, very often, it is something very small that becomes very big over time, such as grout discoloration.

Once the grout on a tile and grout restroom floor begins to discolor, it can become a mag-

net and attract more and more soiling. This is because discolored grout is often caused by bacterial buildup, moisture, and chemical residue, which attract more soiling. We see this often happening with carpets. As spots develop, they tend to become worse over time because the soiling causing the spot attracts new soils, moisture, etc.; the same thing can happen with grout. Although it is less noticeable initially, once it builds up, it is very noticeable and can be much more difficult to remove.

A Case Study

A Chicago-area contract cleaning company was hired to take over the cleaning of five branches of a local bank. The five branches were all similar and built about the same time—in the late 1950s to early 1960s. While the front-of-house areas that bank customers see had been remodeled and updated several times over the years, little if anything had been done to the back-of-house areas, otherwise known as the staff areas.



Sara Thurston has held several positions with Nilfisk, makers of professional cleaning equipment and manufacturers of the U.S. Products line of portable extractors. She now serves as communications manager for the company.

[More info](#)

The bathrooms all had outdated, one-inch by one-inch tile and grout floors. They scaled the entire floor and then climbed the walls to about waist height. Fortunately, the wall tiles were not very soiled and could be easily cleaned, but this could not be said of the floor tiles. The floor grout areas were very dark and soiled. The bank's district manager, who hired the new contractor, made it clear that:

- One, it was this grout soiling that made him look for another cleaning contractor and
- Two, he wanted the grout areas cleaned and lightened up as much as possible, certainly much better than they currently appeared. (See sidebar)

Initial Cleaning Steps

Some easy and then some difficult measures were taken to clean the grout. The easy way was to clean the floors and then re-mop them using a properly diluted bleach solution. While there was some improvement, it was not enough to consider repeating, if for no other reason than the restrooms were not well ventilated. Not only was this poor ventilation likely one reason the grout had become so soiled—proper ventilation helps decrease moisture in restrooms—applying the bleach solution made breathing difficult and unhealthy.

The next attempt was to use brushes specifically designed for grout cleaning. Some of these brushes were literally the size of toothbrushes. Using a milder cleaning agent than bleach, the areas were coming clean while causing less negative environmental impact. However, the process was very slow. In one restroom, for example, the cleaning worker took over an hour to clean an area that was just about four square feet. At this rate, and with his other cleaning duties, it was estimated it would take two to four weeks to clean one restroom floor area in one bank—far too slow to consider.

A third option was to use low-speed buffers on the floor. This was certainly much faster; however it proved to be less effective than the manual floor brushing. If we examine the floor contact of a low-speed rotary machine, we see it hovers over the higher surfaces of the floor, which is the tile. It can be far more difficult for the machine to reach the lower areas, where the grout is located.

Dual Surface Cleaners

An option that was recommended to the contract cleaner was the use of dual surface machines. These are typically machines designed to clean both hard surface floors as well as carpeted floors. Since these machines can clean two surfaces—hard and soft floors—they can also provide cost savings to a cleaning contractor. How effective are they? In many cases, these dual surface machines can be very

Why So Brown?

There are many reasons why grout discolors and turns brown or black and at the top of the list is the mop head and cleaning solution. Change mop heads frequently and definitely change the cleaning solution after cleaning each restroom floor. This can help slow the browning of grout areas.

effective at cleaning both types of floor surfaces. In the case study, the contractor selected a portable carpet extractor. With a built-in heating element, heating the solution to approximately 212°F, the machine was already recognized as an effective carpet extractor.

For the tile and grout area in the restrooms, a cleaning solution was pre-sprayed over the floor and allowed to dwell. When using this technique, it is very important that the solution remain wet. If it dries, the pre-spray should be reapplied. After this, a powerwash wand attached to the extractor generated upwards of 1,200 psi with a powerhead rotating at about 1,400 rpms and was used over the floor. Because large volumes of water are used, the machine has auto-fill/auto-dump capabilities.

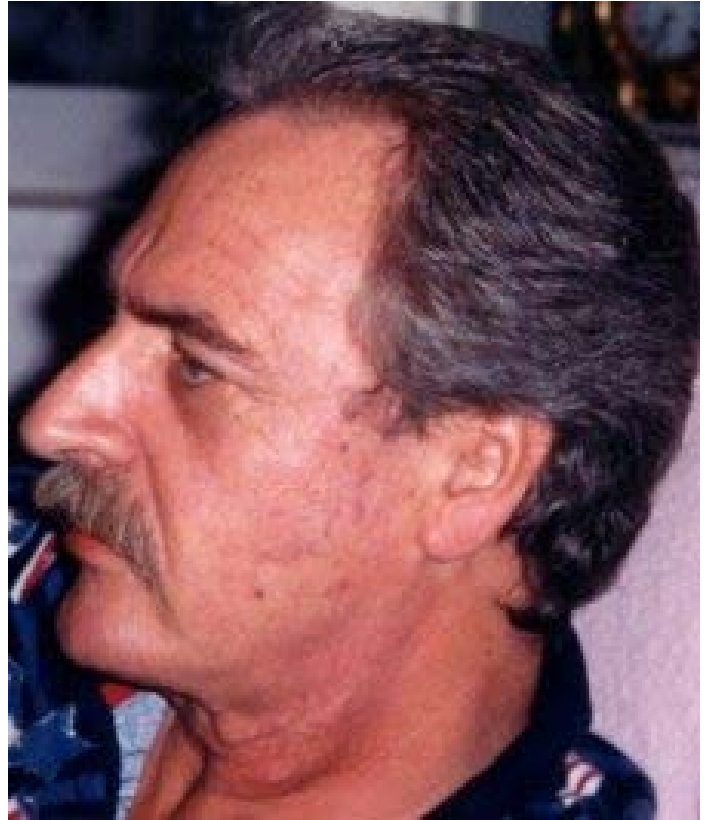
In this case, the dual surface machine proved very effective. One restroom was cleaned per night and all restrooms in all branch locations were cleaned in about two weeks. A sealant was then applied to the floors to help minimize soiling in the future.

Keeping the Client

We can learn something else from this story. It appears the original cleaning contractor rarely met with the bank managers or conducted any walk-throughs with them. This was a mistake. With regular office visits with this bank, the contractor likely would have heard about these tile and grout problems before they became serious—concerning enough for the client to look for another cleaning contractor. This reveals a good plan for working with all clients. ■

The Remarkable Odyssey of Gary Goranson

A look back at the career of a trail-blazing entrepreneur with a heart as big as his accomplishments



1964: started his first business, aged 21 years, as a Canadian-based direct sales distributor for vacuum cleaners

1971: led ColoramaTV store chain to be the largest Magnavox dealer in Canada within 2 years



1974: became the Magnavox Regional Manager, accounting for 25% of all Canadian sales just within his last 6 months with the company

1976: founded Tidy Car, a mobile car polishing and detailing service, with 100 mobile operators within a few months of launch



1977: franchised Tidy Car and had assets in 38 countries by 1980

1980: featured in *The Entrepreneurs: Twelve Who Took Risks and Succeeded*, along with W. Clement Stone, Mary

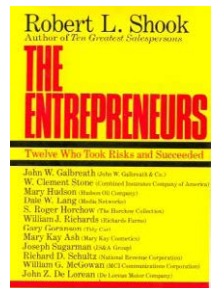
Kay Ash and 9 other industry leaders of their day. His chapter explored his creation of TIDY CAR, which he founded in 1976 and built into a worldwide company of more than 2,000 franchises in 38 countries in just four years.

1988: retired and sold the Tidy Car empire, now known as Ziebart Tidy Car.

1991: founded WorkEnders, Inc., to show budding entrepreneurs how to start a business with a modest investment and grow it into one doing several hundred thousand dollars annually.



2015: retired from WorkEnders, Inc., and HouseCleaningBiz101.com and is selling inventory at a steep discount.



A Man of Integrity

"As one of the pioneers of our industry, Gary was actually one of the first people I called when I became Executive Director of ARCSI. He provided me much insight into the residential cleaning industry. His white paper "[A Word of Caution to House Cleaning Price Shoppers](#)" has been added to our website. It clearly explains to consumers the advantage of hiring a professional." ~ Ernie Hartong, CEO, ARCSI

"I've known Gary Goranson since his Tidy Car days in the 1980s. He's a man of conviction. He takes a solid stand on what he believes in and acts on it. He's a man of integrity. If Gary Goranson says he'll do it, you can count on it. He's a friend of the common man and woman. His businesses have been created to support individual workers and entrepreneurs in making their lives easier, their success quicker and their businesses more solid and dependable. The world is a better place because of Gary Goranson." ~ Jim Cathcart, CSP, CPAE

"Gary was the first person to give a serious and comprehensive treatment to the business side of the cleaning industry. To this day, Gary's work is used by thousands of cleaning companies all over the world. If there is ever a Mount Rushmore for people who helped professionalize the cleaning industry, Gary will certainly be on it." Tom Stewart, Publisher, *Cleaning Business Today*

"Gary has been such an inspirational industry leader. I've recommended his training products to my consulting clients for years because of the quality and value his program offers. Gary served on the Cleaning For A Reason International Committee for a year and was instrumental in helping our nonprofit form policies regarding international outreach and expansion. I've called on Gary for professional advice many times over the years and consider him a mentor and friend." ~ Debbie Sardone, SpeedCleaning.com

"Gary Goranson contacted me nearly 15 years ago when he and two partners were in the process of starting a cleaning service franchise. They knew business but not cleaning, so I signed on as the cleaning "expert." There was quite a cleaning learning curve, but when Gary decided to learn something he would work nearly around the clock until he mastered it.

Gary set about creating his WorkEnders program to teach existing and start-up cleaning services how to succeed in the residential cleaning service business. He is one of the most influential people ever in the burgeoning housecleaning residential industry. He has surely earned his retirement. I have a feeling that if anyone called him with a cleaning question, even in his retirement, he would have as much time as it took to help." ~ Jeff Campbell, Founder of Speed Cleaning ■



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3 Ways You're Doing Facebook All Wrong



Stop doing these three things to improve your return on engagement.

With every marketing guru adamant that a cleaning business must have a Facebook Page to facilitate growth, the internet is flooded with advice on what “to do” to get the most out of Facebook. But here are three things you want to avoid doing on Facebook if you want the best ROE (return on engagement) out of your social media strategy:

1 Stop Hashtagging on Facebook

Post view and engagement statistics show that Facebook posts without hashtags perform more than 50% better than posts with hashtags. More than that, the more hashtags you add to a Facebook post, the less likely it is to be seen. Why? Facebook has never truly embraced the hashtag from Twitter, which it sees as competition.

If you are dedicated to the hashtag, focus your social media efforts on Twitter and Instagram – but only as long as your strategy is netting you followers that you are able to send to your website and convert into customers. Just because you like hashtags and Twitter doesn't mean your target consumers do. Make sure you play their game in their playground to make the most of your social media strategy.

Click image to view infographic about hashtags on Facebook.



2 Stop Posting Videos Directly to Facebook

It's tempting – oh, so tempting – to take the easy route when you've snagged a super cool video of your techs doing something cool like hallway swimming and upload it directly to Facebook. It's quick; it's simple.

But it doesn't support your online presence. Remember, the core of your online existence is your website. Everything else you do online – on any social media platform, on

review sites, with lead generators, with contests – must lead your prospects to your website (where presumably you have great sales conversion calls to action).

So when you post a video straight to Facebook, you lose the opportunity to drive traffic to your website or otherwise boost your SEO. Instead, take the extra time – literally minutes – to post that video to your company YouTube channel (which you’ve connected to your website); that way you can add a card to your video, program in some keywords and phrases, and make it searchable – independent of your share to Facebook, which is still an awesome idea!

3 Stop Posting ONLY About Cleaning

Cleaning may be the only thing you think about and talk about during the business day, but it’s not likely to be the only interest in your life. The same applies to the community of followers and fans you’re trying to grow and cultivate through your social media channels. So make sure your posts appeal to all of the aspects of life of your most common target markets.

If you’re currently shooting in the dark with your topics or


are posting exclusively on cleaning topics, consider this strategy: make a list of the 10 most common features of

“When you post a video directly to Facebook, you lose an opportunity to drive traffic to your website.”

the majority of your current clients: have pets, have kids, military families, sports fans, stuff like that. Make that your 2-week rotational pattern for your daily posts. When followers see you connecting with something they care about, that’s when they Like, Comment, and Share posts, and that’s what you’re looking for in your ROE (return on engagement).

When you use the information at your fingertips to take stronger control of what you can do to create a fan following, you’ll see a higher ROE. And then you’ll be better able to connect your ROE and your ROI as the connections between community engagement and sales becomes clearer. ■

IMPROVE YOUR HIRING ODDS



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- Work Attitude
- Workplace Drug Use Attitude
- Theft Attitude
- Customer Service Attitude
- Prospects for Long Term Employment
- Safety & Risk Avoidance Attitude

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Top 3 Reasons We're Not Seeing You at the Beach in June



There's only one "perfect" time to make a commitment to your business, and that's NOW!

As cleaning business owners, Derek Christian, Tom Stewart, Liz Trotter, and Joe Walsh have spent years worrying over filling their technicians' schedules with clients so that they could grow as big as they dreamed.

But as cleaning business consultants and coaches, they've worried more over the Cleaning Business Owners (CBOs) who "couldn't" register for the May 31 - June 6 Jump Start Week of Foundations of Success, their 6-month business growth program which includes private coaching.

You may be wondering why anyone would forgo an all-expenses paid* week in a beach-front mansion on one of the most beautiful beaches in southern Atlantic. Here's what the CBB coaches revealed:

TOP 3 REASONS WE'RE NOT SEEING YOU AT THE BEACH IN JUNE:

3 You already had a commitment for Jump Start week.

The spring and early summer are jam packed with holidays, high school and college graduations, and weddings, so we "get" it. But the second week in January is rarely a HOT week - check your calendar now!

2 You didn't get your business development grant application in time.

So many states and towns have state and private funding to support business growth and development, and three people coming in June are doing so with at least 50% funding, if not more. Start checking now, especially since

sometimes we have to register the program for you to get funding.

1 Your competitor signed up first.

We had to tell FIVE people who wanted to sign up that they had to wait for the next class to sign up because one of their competitors in their local market got their regis-

- Only 12 Openings
- Includes all meals from local restaurants and farms
- 1 Company per Market
- Includes Local Transportation
- Four Openings for Foundations Graduates**
- 6-month and 12-month payment plans available

[Put Down Your \\$500 Deposit here.](#)



tration in first. Because we are committed to ensuring that each member of a class can be completely open and honest and vulnerable on this journey, we are very strict about having only one company per metro market in each class.

SPECIAL OFFER – EXPIRES JUNE 8, 2016

Because we had so many people hampered by circumstances rather than desire, we're doing something we've never done before: we're going to let you register for Class 7 - January 10-16, 2016 - for the Class 6 price!

We know, we know, we told you the class would not be offered again at the bargain of \$7,499, and it's not; the Class 7 price is going up to \$7,995 – on June 9th.

- January 10-16, 2016
- Includes 7-night stay at [622 Ocean Blvd. on Isle of Palms](#)



Remember, this offer is good through Monday, June 8 at 5 pm ET. At 5:01, the price goes up to \$7,995! The earlier you register, the better shot you have at getting a beach-facing room and balcony – only six available. [Check out the house and rooms here.](#)

If you're still skeptical, we encourage you to follow us on Facebook the first week in June. We'll be posting photos and videos every day so you can see for yourself what really happens, what you're really getting!



- [Follow Liz Trotter](#)
- [Follow Derek Christian](#)
- [Follow Tom Stewart](#)
- [Follow Joe Walsh](#)
- [Follow Cleaning Business Builders](#)

Don't spend another week kicking yourself as you follow posts from Charleston. [Register early](#) and know that your 2016 will be amazing with the 12-month growth and development plans you create!

**Airfare not included, but local transportation is part of the accommodations.* ■



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Getting and keeping the big accounts is more about your attitude and management than your actual cleaning quality.

By Darren Williams

As cleaning industry professionals, we are always looking for a larger and more sustainable client base. This is just the nature of commercial cleaning. In Washington D.C., we have been able to capitalize on contracts with larger entities, such as stadiums, multi-tenant buildings and various embassies. Admittedly, it takes a lot of hard work and effort to get to this stage of business growth, but there are things to consider that can put you on this track.

It's important to clearly define your sales goals and make strides toward them as you grow your business. Knowing what you are trying to accomplish is very important in this process. There are four aspects to keep in mind when pursuing larger clientele.

1 Know Your Audience

Large clients don't respond well to high-pressure sales tactics. They know what they want, where their pain points are and don't need you to "convince them otherwise." Many people make the mistake of pushing and overselling without understanding the true need of the client. They are looking for you to cure a problem they may be experiencing, not overpower them with bright, colorful brochures and mailings. Experienced facility managers can see right through that.

Before becoming a Master Franchise Owner with Anago Cleaning Systems, I worked in the financial industry and was extremely familiar with how large companies operate. Knowing your client, the types of issues they might be experiencing, and outlining a



Darren Williams is an Aiken, SC native who has been in commercial cleaning since 1996. He joined the *Anago Cleaning Systems* family in 2001 and with his partners purchased a Master Franchise for Washington, DC, in 2003.

[More info](#)

clear plan to accomplish their goals are very important.

2 Fill a Need

Know how to price the job you're proposing to do. They don't always look for the "lowest responsible bidder." Larger customers have typically "been there, done that" and have realized the words "lowest" and "responsible" probably don't belong in the same

spending the time it takes to change vendors every year. Filling a genuine need is the best way to maintain relationships with larger and even smaller clients.

3 Take Initiative

Show them you are willing and able to do things that are not particularly your responsibility. They want a vendor to take ownership of situations that come up and put fires out as soon as possible with minimal interruption to their day-to-day business. For example, if you see a flood when you arrive late at night, make the necessary calls, pump out the water (if you're equipped to do so) and help get the building ready for service the next day. Don't wait until the next morning or leave a note on someone's desk. It's too late by that point.

4 Talk the Talk and Walk the Walk

Be sure you have the financial strength to do what you're proposing to do. You should be able to demonstrate that you have the necessary staff and equipment on-site to do the job. If it seems like you're half stepping, you're done before you even get started. ■

"Show them you are willing to do things that are not particularly your responsibility. They want a vendor to take ownership of situations that come up."

sentence when it comes to janitorial service proposals. Once they find a vendor that can take something off their plate, they want to stick with them and avoid



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From Hiring to Rewards? Vote in Our Employee Management Survey



Vote for the “Best of” Employee Management Services and Products that make it easier for your company to grow with more and better staff.

With literally hundreds of companies, services, and even mobile apps vying for your employee management dollars, we are excited to launch the third round of CBT’s “Best of” Awards focused on the services and products you use to handle your primary business resource: your staff – both in the field and in the office.

Our June survey is designed to follow the common recruiting stages – from hiring through retention:

- Job Posting and Recruiting Services
- Hiring Assessments/Surveys
- Background and Reference Check Services
- Orientation/Training Tracking System
- Employee Engagement (Rewards) Program

Remember, you can vote as many times as you’d like. And you can rate each of the services/products you list as ei-

ther “the best you’ve ever used” or “the worst you’ve ever used”; we do calculate the average rating and factor that into the final award rankings.

Vote now for the Best of Employee Management Services and Products.

VOTE NOW

Voting for the Best of Employee Management Services and Products Awards closes June 25, 2015 at midnight EDT. Award winners will be announced in July. ■

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*Shirley and Jeff LaChance
LaChance's Maids*

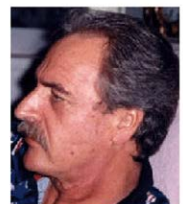
"I am a veteran in the industry and hesitated to purchase the course. Then, after reviewing it, I thoroughly kicked myself for waiting."

*David Kiser
Champagne Services*

"One of the most useful purchases I've ever invested in."

*Shawn Day
Professional Cleaning Services*

Gary Goranson
*Founder and President
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