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THE LATEST DIRT . . .

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We are Celebrating Our 35th Anniversary!

Where has the time gone? It seems like only yesterday when we opened up Canada's first Home Cleaning Service in 1978, right here in Ottawa.

Little did we know what the future had in store for us in those early days! Being first meant we had no business model to go on. Instead we simply paid close attention to our clients and tried to deliver what they wanted - the same cleaner each time; careful, thorough cleaning; accountability for time; a service tailored to their specific household needs; and, of course - good value!

Inevitably, many more home cleaning companies started up (over 500 here over the past 35 years). Almost every one of these companies chose a business model quite different from ours.

Competition has been fierce, but we have persevered - always determined to be the "**BEST VALUE**" for our clients (see enclosed Post Card). And - the market

Spring Cleaning Time is Here

It's that time of year again! Time to air out the house, get rid of the clutter and get the dust and dirt out of areas that have been neglected during the long winter months.

We are here to help you with these tasks! We know where the dirt hides. Our **Special Services Division** can tackle just about any clean-up jobs both in and outside your home. Please see the enclosed check list.

And - if you are a current subscriber, **you will receive a discount** on this service! Please call **Julia** to book now.

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agrees, as we have been the **First Choice** of Ottawans every single year since 1978.

ARCSI (the Association of Residential Cleaning Services International) has awarded us their **Seal of Excellence** - placing us in a tiny group of companies worldwide with very high client & employee retention as well as full adherence to all governmental regulations. The **BBB** awarded us the **Torch Award for Marketplace Trust**.

Throughout this newsletter, you will learn of more services that we offer your home to make your life more relaxing. And - I can promise you this - we will always strive to give you **BEST VALUE** with every service we offer you. You have my word on that.

Patrick Irwin - Founder & President

Have You Tried Our Handy Man Service Yet?

Since our first Handy Man job, our newest service has been met with rave reviews! Our painting service has been especially popular.

Do you have some minor repairs around the home that need attention? Are you short on time, tools or skills to tackle these tasks yourself?

Have a look at the enclosed check list. If we can be of assistance, please give **Sally** a call to discuss your needs.

Please see other side . . .



Quality is Always First!

At Windsor Home Cleaning, the quality of our services has always been uppermost in our mind. To this end, we continue to devote significant resources.

In addition to exhaustive screening of new job applicants for cleaning technicians, our intensive Training Program is recognised across our industry as one of the best - anywhere.

We don't stop there. Recently, we have added another Training & Quality Officer to our staff, doubling the number of actual in home checks that we are able to do.

When one of our Training & Quality Officers drops in for a visit with your assigned cleaner at your home, their goal is to ensure our cleaner is able to meet the specific requirements of your home, is coping well with



the routine and that Windsor policies and procedures are being adhered to.

This will never interfere with the actual time your cleaner spends cleaning in your home. Our Field Officer will assist with some of the cleaning or allow extra time at our cost to make up for the time she spends with the technician.

You will also see a note left with your Work Order verifying the visit & signed by the Officer.

If there is any follow-up needed, I will be most pleased to discuss the details with you.

Sally Bradley - General Manager

We Need Your Help . . .

In today's economy, *everyone* is watching costs carefully. At Windsor, we are doing our part by keeping all of our rates frozen for as long as possible at our February, 2012 published prices.

We are also trying to keep our marketing costs as low as possible. At the same time, sales growth is an important part of keeping prices stabilized.

This is where **we need your help!** **Word of Mouth** is by far the best sales tool any service can have. Enclosed are 2 post cards, featuring our services. We ask that **you please pass these on to friends, neighbours, & work associates.**

Or, you can point them to our newly revised website: www.wecleanhomes.com. This new site is a huge improvement over the previous one. And, we have features for our regular clients - please have a look!

“ . . a week never goes by without some sincere and heartfelt 'kudos' from our clients . . . ”

Speaking of our website - a week never goes by without some sincere and heartfelt 'kudos' from our clients about their cleaning technician and the service.

We are featuring some of these on the web (with clients & technicians names anonymously, of course). We would also like to add a handful of short 20 second video clips from satisfied clients to the site.

If you would be willing to allow us to **video your testimonial**, please contact Sally. She will be most pleased to make the arrangements with you.

It is our sincere hope that we may continue to earn and keep the trust of clients like you for another 35 years!