

Family life renewal through cleaning intervention



By Cynthia Inman, Pres. of Ask Cindy, Inc. Residential & Commercial Cleaning Services

Based on my 20 years of being involved with residential and commercial cleaning, it never ceases to amaze me when a customer is taken back after I explain the requirements of an initial clean-up. Unfortunately, most homeowners think of house cleaning with a mind-set of the spray & wipe mode rather than the detail scrub & restore mode that is really required to give lasting satisfaction.

There are some outfits that approach housecleaning with the policy “we know that homeowners will only pay but so

much for cleaning therefore give them surface cleaning that allows them to get an immediate burst of appreciation when they first see it and let that due.” This way, labor hours can be controlled and the company can generate volume business and not have to be concerned with detail quality. In other words ñ “Quantity vs Quality.”

I decided long ago that my personality would not allow me to take that kind of approach. I gain personal satisfaction out of seeing a cleaning project brought to a place where a true “visible difference is made”. My crews are trained to approach every job as a mission to “restore and renew”. They walk with a basic set of principles:

1. Every surface must be touched
2. There are layers of build up on the surface that must be removed
3. Luster starts from within a surface not outside in
4. There are no shortcuts only improved techniques that lead to efficient and effective service
5. The customer loves their home & we help them love it more

The basic point is when you’re involved with cleaning restoration (after things no longer look nice), the work is intensive and therefore, it requires professional intensive labor of time & love. There is no way around this especially during first time clean-ups. Yes, after the initial clean-up, maintenance doesn’t

require the same level of intensity. This is especially true if maintenance commences right away.

Now, I know that when we look at the cost to accomplish this level of result, it is often seen as somewhat of a bite, but as the axiom goes ñ “you get what you pay for”. I can only tell you that each an every time my crews have finished one of these “first time renewal clean-ups”, the customer has literally been thrilled. Actually, my customers often use expressions like “unbelievable and wow! Now I know what clean is.” Many customers, after having expressed amazement initially, contact me a week later and describe how they are still discovering areas that had been detailed cleaned that they were

not initially aware of.

Let’s face it, “you get out what you put in”. While the surface spray & wipe approach will show some immediate improvement, the layers of dirt beneath the surface will begin to show through very shortly. I have had customers tell me that they we prepared to have certain surfaces painted only to conclude that based on the restoration cleaning that my crew provided, they are totally satisfied with the renewed status.

By the way, we are not talking about magic here, but rather we’re talking about “where proper dedicated process comes together with tried and true techniques, you and your home can experience a visible difference”. Put our white glove to the test.

