

Emerging Opportunities

The Rise of Deep Cleaning As We Transition Out of Shutdown



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Your webinar presenters – Emerging Opportunities in Deep Cleaning

Shawn Bisailon

Shawn currently holds positions as an approved IICRC Instructor, a Certified LEAD renovator, a Certified Natural Stone and Masonry Technician, and an Oriental Rug Specialist. He was trained at a young age and began training in advanced rug washing techniques at the age of 13 in the family cleaning business. The carpet and rug cleaning industry has stayed a passion of Shawn's family for their entire working career. Shawn currently provides support and furthers education within the textile and floor care industry by teaching and educating others in schools, seminars, and conventions all around the world.



Doyle Bloss

Doyle Bloss has been a part of the cleaning and restoration industry for over 37 years. He presently serves as the Vice President of Marketing for HydraMaster in Mukilteo, Washington. Doyle has a long, successful track record of developing education and training systems in the areas of technical procedures, as well as marketing and management principles for the cleaning entrepreneur. He has worked side by side with research scientists, fiber producers, flooring producers and industry groups and associations to raise the bar in the recognition of deep cleaning creating healthier indoor environments. He has headed up the two largest training programs in the industry, assisted in developing complete chemical lines for three leading manufacturers, and has been honored and awarded for his innovative programs that build bridges throughout the cleaning and restoration industry. In 2019 he was presented with the Experience ICON Award recognizing his lifetime commitment to the cleaning and restoration industry. He has a passion for hands-on presentation that provides an entertaining and thought provoking style that fully engages the audience into the learning process.



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All registrants will receive via email with the address you signed up with:

- 1) A PDF of the Powerpoint Presentation
- 2) A resource page with live links
- 3) Copies of Pre-cleaning checklist, After Care Procedures, and Certificate of Treatment you can customize
- 4) A link to sign up for the FREE Deep Cleaning Marketing Campaign
- 5) Later you will receive
 - a) Special **EXCLUSIVE** offers and discount codes you can use on specific HydraMaster products at participating HydraMaster Distributors before May 30, 2020
 - b) A link to the video of the presentation

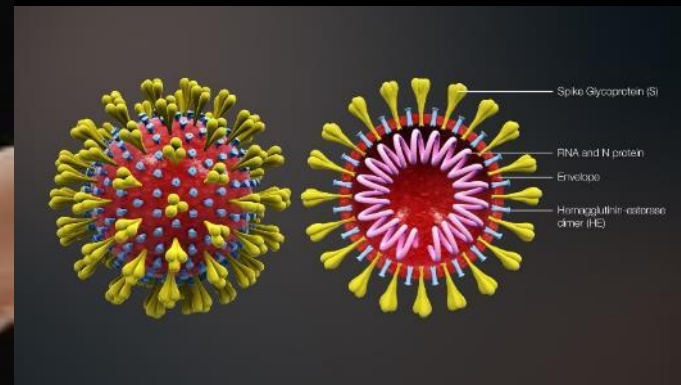


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Cleaning business operation status in our industry right now:

1. Totally shut down and closed during state mandated "Stay at Home" Orders
2. Operational, but only cleaning vacant or unoccupied commercial and residential buildings
3. Fully operational – cleaning occupied commercial or residential buildings
4. ?

*There **IS** so much conflicting information out there!*



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Cleaning for Health – The definition of clean

"Effective cleaning is the process of extracting and removing unwanted matter to the optimum extent to reduce exposure to unwanted matter.

Most people clean carpets when they look dirty. Rarely does anyone recognize that their carpet needs to be cleaned for health protection.

Yet every time pollutants are extracted from the carpeting; the quality of the indoor environment is enhanced by reducing exposures.

A high-performance carpet cleaning process focuses on nine steps using a wet, high temperature, high flow, high extraction system"

- Dr. Michael Berry

**Characteristics of High-Performance Carpet Cleaning;
Journal of Cleaning, Restoration & Inspection 2017**

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Cleaning for Health – Measuring Clean



Carpet Cleaning Effectiveness Analysis

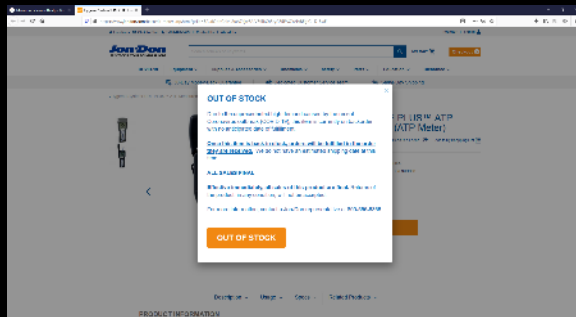
Substances in Carpet	Mitigation guidance	Vacuuming Effect	HW Extraction Effect
Soils	Walk-off mat and frequent vacuuming	High	High
Atmospheric Dusts	Vacuuming Cleaning and Ventilation	Moderate to High	High
Toxic PM	Walk-off mat and frequent vacuuming	Moderate to High	High
Fibers	Containment	High	High
VOC	Ventilation	N/A	N/A
Chemical/Pesticide	Activity management	Low	High
Allergens			
Pollen	Walk-off mat and frequent vacuuming	High	High
Fungi	Dry, walk-off mat and frequent vacuuming	High	High
Mycotoxin	Dry, walk-off mat and frequent vacuuming	Moderate to High	High
Mite	Dry, frequent vacuuming	Moderate to High	Moderate to High
Cockroach	Dry, frequent vacuuming	Moderate to High	Moderate to High
Cat and Dog	Activity management	Moderate	Moderate to High
Infectious Agents			
Bacteria	Frequent cleaning	Low to Moderate	Moderate to High
Endotoxin	Frequent cleaning	Moderate to High	High
Viruses	Frequent cleaning	Low	High

Table 1



Cleaning for Health – Measuring Clean

ATP Hygiene Monitoring uses a device called an **ATP** meter to **measure** how **clean** a surface is. A sample is taken with a special swab, inserted into the **ATP** meter, and a numerical value is returned. Pre-defined ranges of values determine if the surface is **clean** or **dirty**.



https://www.jondon.com/bacteria-meter-atp.html?gclid=EAlaIQobChMI2faA7ajw6AIVBf5kCh3ryAE5EAQYAIAEglIGI_D_BwE

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Cleaning for Health – Measuring Clean



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Using ATP in Healthcare Settings

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December 8, 2010

[Environmental Hygiene](#), [Sterile Processing](#), [Purchasing](#), [Clinical Interventions](#)



Adenosine triphosphate (ATP) is an enzyme that is present in all living cells, and an ATP monitoring system can detect the amount of organic matter that remains after cleaning an environmental surface, a medical device or a surgical instrument. Hospitals are using ATP-based sanitation monitoring systems to detect and measure ATP on surfaces as a method of ensuring the effectiveness of their facilities sanitation efforts. The amount of ATP detected, and where this ATP was detected, indicates areas and items in the healthcare setting that may need to be recleaned, and the possible need for improvement in a healthcare facility's cleaning protocols. We asked members of industry -- 3M, Charm Sciences, Ecolab Inc., Neogen and Ruhof -- to share best practices for ATP as used in a program to fight healthcare-acquired infections (HAIs).

What should healthcare professionals know about the importance of cleaning validation in the healthcare setting?

3M: In the CDC guidelines for multidrug-resistant organisms, it is recommended that hospitals "monitor cleaning performance to ensure consistent cleaning and disinfection of surfaces in close proximity to the patient..." To gauge the effectiveness of a cleaning program, most healthcare facilities rely on visual inspection as a cleaning monitoring method. Although easy to implement, visual inspection has been shown to be inadequate for ensuring proper cleaning has been performed.

Charm Sciences: Proper procedures and policies need to be in place to monitor daily cleaning effectiveness using methods beyond visual assessment. With increased risk of hospital acquired

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IN LESS TIME**

Fit testing N95 respirators
for Healthcare Workers



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Cleaning for Health – Measuring Clean



John Downey
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Greg Whiteley, PhD
Gavin Macgregor-Skinner

www.ciriscience.org



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Cleaning for Health – The value of heat

The value of heat in the cleaning process should also be reinforced at this point.

- Most understand that the use of heat accelerates most chemical reactions resulting in deeper cleaning and often reduced drying times.
- **But the use of heat in the role of the removal and treatment of unwanted substances, including biological germs and viruses has been scientifically measured and demonstrated in studies (conducted between 1991 and 2014) sponsored by**
 - Division of the United States Environmental Protection Agency
 - Research Triangle Institute
 - Air Quality Sciences
 - Airmid Health Group
 - Others



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Cleaning for Health – The Value of Heat

The value of heat in the cleaning process should also be reinforced at this point

- **Measured reductions in biological contaminants can be clearly demonstrated in carpets, textiles, upholstery, and hard surface floors after the use of high performance truckmounted cleaning equipment that can maintain temperatures across the surfaces being cleaned of 160°+ F.**



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Cleaning for Health – Clean before you disinfect

“Regardless of what chemicals may be able to destroy the Novel Coronavirus, most efficacy tests are done in clinical environments and not tested “in field” meaning that the real-world application and efficacy may not achieve the same results.

As such, it is critical to remember that most antimicrobial products are not going to achieve the desired results when applied to soiled surfaces, soft furnishings, etc. Even surfaces that appear visibly clean must be cleaned thoroughly prior to application of chemicals. The fact is that

proper cleaning of surfaces is much like washing of hands and offers more protection than application of hand sanitizer as it removes the contamination rather than trying to “kill” or destroy it.

The international restoration industry should lead by example and not engage in ineffective practices of applying chemicals (spraying or fogging) without proper cleaning first.”



- Rachel Adams-Beja
IICRC Instructor



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Cleaning for Health – the Effects of Cleaning on COVID-19

“The virus has a lipid envelope that is not protective, rendering it susceptible to inactivation by detergents”

“As a general rule (with educated limitations), the higher the cleaning temperature the better.”

Dr. Eugene Cole



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HydraMaster wants to extend our gratitude to all cleaning and restoration professionals during these uncertain times.

Thank You

**for standing on the front line in making progress
toward a cleaner and healthier future**



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A MAN'S GOT TO KNOW
and woman's

her

HIS LIMITATIONS

imgflip.com

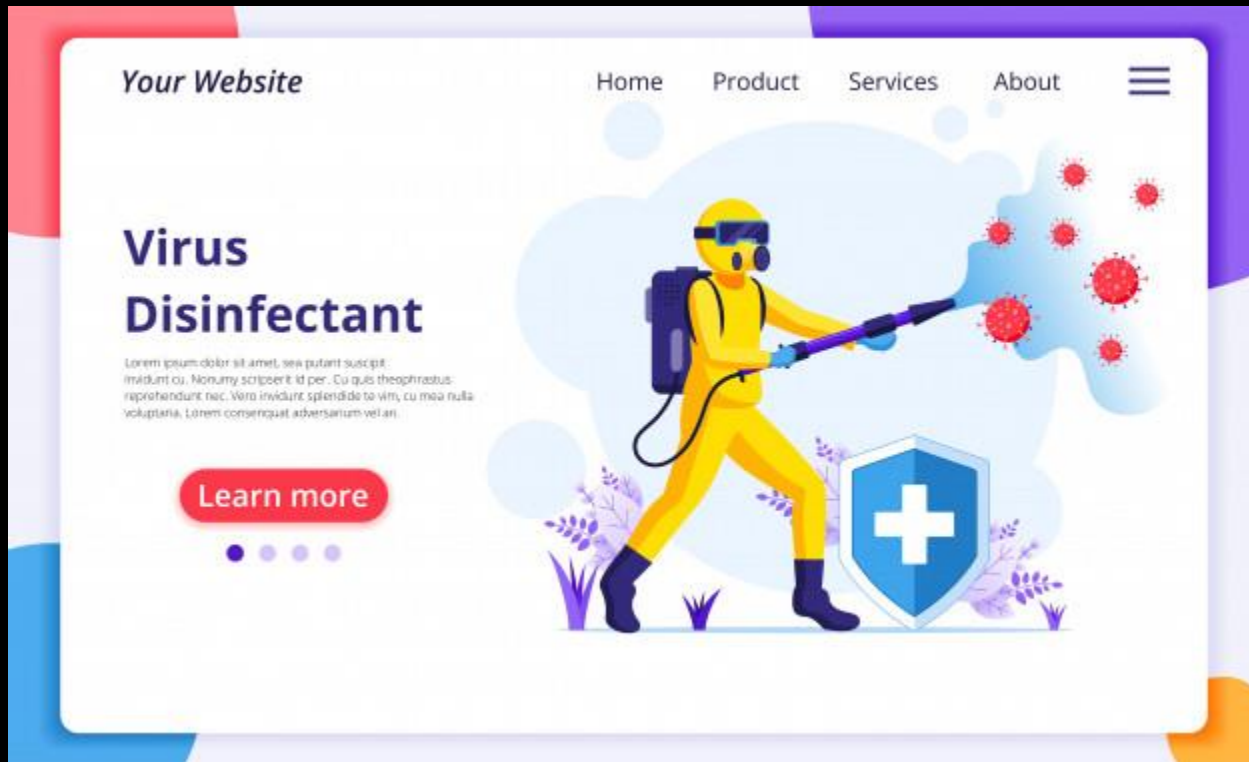
1. Don't oversell your capabilities
2. Don't promise or imply something that is impossible to achieve
3. Money is not worth your health, your technician's health, or your customers health
4. Consult with your trusted advisors

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Website templates with questionable claims are already readily available

Do the right thing because.. it is the right thing to do!

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Understanding the Terminology and All of the Big Words Being Thrown Around



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Understanding the Terminology and All of the Big Words Being Thrown Around

WARNING

MUS

Made up stuff



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Understanding the Terminology and All of the Big Words Being Thrown Around

- Sanitizing
- Disinfectant
- Label directions
- Cleaning vs. Deep cleaning
- Fogging
- Air Scrubbing
- EPA “N” List of disinfectants



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Cleaning vs. Deep Cleaning

Dr. Berry referred to Deep Cleaning as:

- 1) Wet (**Water based**)
- 2) High Temperature (**145-160° F across the surface being cleaned**)
- 3) High Flow (**> 1.0gpm, not psi**)
- 4) High Extraction System (**Vacuum recovery capabilities, wastewater storage**)



Rotary Jet Extraction Tool®
Cleaning provides
650 passes at the soil vs. 2

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Understanding the Terminology and All of the Big Words Being Thrown Around

What is the difference between cleaning, sanitizing, and disinfecting?

Cleaning is done with water, a cleaning product, and scrubbing. Cleaning does not kill bacteria, viruses, or fungi, which are generally referred to as "germs." Cleaning products are used to remove germs, dirt, and other organic material by washing them down the drain.

Sanitizing and disinfecting products are chemicals that work by *killing* germs. These chemicals are also called antimicrobial pesticides. They are regulated by the California Department of Pesticide Regulation (or similar agencies in other states) and the U.S. Environmental Protection Agency (EPA). Disinfectants kill more germs than sanitizers. In most cases, a cleaning product is used first. Then the surface is either sanitized or *disinfected when it is necessary.*



Section 3: What are the health hazards of cleaners, sanitizers, and disinfectants?



Cleaning, sanitizing, and disinfecting products play an important role in ECE.

However, some cleaning, sanitizing, and disinfecting products also contain chemicals that may cause health problems in children and staff. They may also cause problems in the environment for our waterways and wildlife. Understanding the health risks of these products can help you

- ◆ choose them carefully;
- ◆ use them more safely and only when and where they are needed.

Many people think that any cleaning, sanitizing, or disinfecting product that is sold must be safe. This is not true.

- ◆ American Poison Control Centers report that household cleaning products and disinfectants are common causes of poisoning in both children and adults.
- ◆ We don't know much about the long-term health effects of many of these products. These health effects don't show up for months or years. Awareness of the long-term effects is important for young children because they have so many years in which to develop health problems from early exposures. Therefore, it makes sense to limit children's exposure to chemicals when we don't know for certain what effects they may have in the long term.

Government regulations require only limited labeling of cleaning products

Only the active ingredient chemicals in sanitizers, disinfectants, and fungicides that kill bacteria, viruses, or mold have to be listed on the product label. Manufacturers are not required to list all of the ingredients on cleaning product labels. Words such as "natural," "non-toxic," and "green" that appear on cleaning product labels are poorly regulated by the government. While the Federal Trade Commission has guidelines for manufacturers who use these terms, they are rarely enforced. Researchers have found that cleaning products labeled with these terms often have as many hazardous chemicals as conventional cleaning products. These gaps in information on cleaning product labels make it difficult for the consumer to make wise choices when purchasing cleaning products.

More than 85,000 commercial chemicals have been developed in the last 60 years. When health testing is done, it is normally done on a single chemical. However, we are usually exposed to a mixture of chemicals. Scientists do not understand the effects of being exposed to mixtures of chemicals.

Acute and chronic health effects

When we use cleaning, sanitizing, and disinfecting chemicals, we can breathe them into our lungs and absorb them through our skin. When these chemicals affect our health right away it is called an acute effect, such as an asthma attack. But some chemicals get stored in our bodies or we are exposed to small amounts repeatedly over a long time. This chronic exposure can cause cancer or other diseases, such as asthma, years later. These are long-term or chronic health effects. Chemicals also make their way into air and dust and continue to expose children and staff over time. For example, a study of ECE facilities found residues in dust of a dangerous pesticide that had been

https://www.epa.gov/sites/production/files/documents/ece_curriculumfinal.pdf



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Related Topics: [Coronavirus](#)[CONTACT US](#)

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Can I use fumigation or wide-area spraying to help control COVID-19?

EPA does not recommend use of fumigation or wide-area spraying to control COVID-19. The Centers for Disease Control and Prevention (CDC) recommends that you clean contaminated surfaces with liquid products, such as those provided on [List N](#), to prevent the spread of disease. [Read CDC's recommendations](#). Fumigation and wide-area spraying are not appropriate tools for cleaning contaminated surfaces.

[Return to Frequent Questions about Disinfectants and Coronavirus \(COVID-19\).](#)

Source: <https://www.epa.gov/coronavirus/can-i-use-fumigation-or-wide-area-spraying-help-control-covid-19>



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Deep cleaning procedures in an environment without a known COVID-19 diagnosis



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Effects on Cleaning Procedures

- Safety/Precautions
 - Treating everything you are bringing into the dwelling (tools, hoses, etc.)
 - Provide customer re-assurance (Certificate of treatment) – Tim Miller – BDA Group
 - Supply updated precleaning checklist before you arrive



Certificate of Treatment
This certificate signifies that

Your company name and/or logo goes here

has cleaned, wiped down, and/or applied a disinfectant to all cleaning tools, hoses, and accessories that will be brought into and used on this jobsite in accordance with generally accepted industry standards of care and Center for Disease Control Guidelines

Name of jobsite: _____
Date of job: _____

Authorized Signature: _____

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Effects on Cleaning Procedures

- Safety/Precautions
 - Dwelling protection (corner guards, hose hooks etc.)
 - What does this have to do with the present challenges?

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Effects on Cleaning Procedures

- Safety/Precautions
 - Technician Protection - “Cover the holes” (Gavin Macgregor-Skinner)
 - You are protecting your cleaning technicians from the customer and your customers from your cleaning technician



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Effects on Cleaning Procedures

- Safety/Precautions
 - Technician Protection - “Cover the holes” (Gavin Macgregor-Skinner)

New CDC guidelines issued April 3, 2020 regarding face masks



CDC Centers for Disease Control and Prevention
CDC 24/7: Saving Lives. Reducing People™

Search Coronavirus

Coronavirus Disease 2019 (COVID-19)

CDC Coronavirus Disease 2019 (COVID-19) Prevent Getting Sick Cloth Face Covers

Coronavirus Disease 2019 (COVID-19)

Symptoms & Testing +

Prevent Getting Sick -

How It Spreads

Protect Yourself

Cloth Face Covers -

Recommendations for Cloth Face Covers

Cloth Face Covers FAQs

Cleaning Your Home +

Social Distancing

Social Distancing for Tribal Communities

Daily Life & Coping +

If You Are Sick +

Recommendation Regarding the Use of Cloth Face Coverings, Especially in Areas of Significant Community-Based Transmission

Other Languages Print Page

CDC continues to study the spread and effects of the novel coronavirus across the United States. We now know from recent studies that a significant portion of individuals with coronavirus lack symptoms ("asymptomatic") and that even those who eventually develop symptoms ("pre-symptomatic") can transmit the virus to others before showing symptoms. This means that the virus can spread between people interacting in close proximity—for example, speaking, coughing, or sneezing—even if those people are not exhibiting symptoms. In light of this new evidence, CDC recommends wearing cloth face coverings in public settings where other social distancing measures are difficult to maintain (e.g., grocery stores and pharmacies) especially in areas of significant community-based transmission.

It is critical to emphasize that maintaining 6-feet social distancing remains important to slowing the spread of the virus. CDC is additionally advising the use of simple cloth face coverings to slow the spread of the virus and help people who may have the virus and do not know it from transmitting it to others. Cloth face coverings fashioned from household items or made at home from common materials at low cost can be used as an additional, voluntary public health measure.

The cloth face coverings recommended are not surgical masks or N-95 respirators. Those are critical supplies that must continue to be reserved for healthcare workers and other medical first responders, as recommended by current CDC guidance.

Use of Cloth Face Coverings to Help Slow the Spread of COVID-19

Learn More

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Effects on Cleaning Procedures

- Safety
 - Technician Protection – “Cover the holes” (Gavin Macgregor-Skinner)



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Effects on Cleaning Procedures

- **Safety**
 - **Occupant Protection** - Keep customers and pets out of the work area and for 20-60 minutes after cleaning
 - **Provide updated After-Care Recommendations and Guidelines**



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Effects on Cleaning Procedures

- Pre-Vacuuming
 - Dispersal? – Use a vacuum with a hepa filter
- Presprays
 - Needs surfactant – detergency
 - If using injection, pump up or electric sprayer, keep spray tip below the knee when applying



Surfactant Free
Detergent Free



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Effects on Cleaning Procedures

- **Hot Water Extraction**
 - Heat retention (wand and wand strokes)
 - Rinsing with surfactants – use an alkaline detergent rinse or an acid detergent rinse



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Effects on Cleaning Procedures

- Cleaning process
 - Speed drying?
 - Grooming
 - Air Scrubbers?



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Effects on Cleaning Procedures

- Changes in Frequency Recommendations?

Professional Cleaning

Periodic professional cleaning of the overall carpet is highly recommended. The frequency of overall cleaning may vary depending on the level and type of traffic and the conditions to which your carpet is exposed. This may range from as little as 6 months to 24 months between cleanings. Your carpet should be properly cleaned at least once every 24 months to maintain its appearance and useful life.

Shaw recommends only hot water extraction (also called "steam cleaning"), utilizing carpet cleaning products, equipment, and systems certified through the Carpet and Rug Institute's Seal of Approval Program. These products are listed at www.carpet-rug.org. **Warning:** Non-approved cleaning products and topical treatments, applied by you or by a professional carpet cleaner, may result in damage to your carpet that will not be covered by your warranty.



Recommended Cleaning Intervals for Carpet

Environment	Normal	Special Condition	Cleaning Frequency
Day care	1 wk	Epidemic	daily
Nursing homes	1 mo	High humidity	1 wk
Restaurants	1 mo	Dusty homes	1 wk
Schools	3–6 mo	Dusty outside	1–2 mo
Family residence	6–12 mo	Children & pets	3–6 mo
Office building	6–12 mo	Ground level	3–6 mo

Table 2



Post cleaning treatments

- Applying a disinfectant/sanitizer
 - EPA N List Disinfectants only
 - Wipe, spray, electrostatic spray or fog? – Follow the directions!
 - Safety precautions
 - Does your state require you to be registered as a pesticide applicator
 - Understand your insurance coverage
 - Claims? – “Apply”



Related Topics: [Coronavirus](#)[CONTACT US](#)

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What about all of the other “treatments?”



ULV Fogging
with disinfectant



Electrostatic sprayer
with disinfectant



Hydroxyl Generator



Ozone
Generator



Thermal
Fogging with a
water based
disinfectant



Air Disinfectant



Air scrubbing



Grandma's Remedy

<https://scientificairmanagement.com/evidence/>

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What about all of the other “treatments?”

With some level of assurance, they could not hurt and are likely helpful, so long as:

- 1) You must deep clean first (understand how the virus is transferred)
- 2) You use them strictly according to manufacturer directions
- 3) Take precautions (if necessary) to protect people, pets, and plants
- 4) You don't oversell your capabilities



Insurance Considerations

- **Job #1: Protect the workers.** If your employees have not been trained on personal protection equipment, if your firm does not have the equipment and experience working with bio-hazards, this is not place for on the job training.
- **Follow the guidance and advice** offered in the new RIA and IICRC Preliminary Report for Restoration Contractors Assisting Clients With COVID-19 Concerns. This document was produced specifically to help contractors mitigate risk.
- **Get your insurance coverage in order.** At a minimum, contractors should review their general liability, contractor's pollution liability, professional liability, and workers' compensation policies with an insurance agent or broker with specialized knowledge or access to specialized knowledge in restoration contracting and bio hazards.



David Dybdahl
American Risk Management
Resources Network

<https://armr.net/>

<https://www.linkedin.com/in/david-dybdahl-cpcu-arm-4b99385/>



<https://www.randrmagonline.com/articles/88871-ask-the-expert-liability-insurance-recommendations-for-coronavirus-cleaning>



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Insurance Considerations

- There is no training available for insurance agents on the specialized needs of restoration contractors. ***Which explains why more than 90% of restorers are inadequately insured today***, not just on biohazard work. If you do not have a Contractors Environmental or Contractors Pollution Policy with its own insuring agreement section, stop all biohazard jobs. Job site coverage extensions on the General Liability policy do not fulfill this requirement.
- **Most of the liability insurance policies sold to restorers do not work very well if at all for virus decon work.**



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<https://www.randrmagonline.com/articles/88871-ask-the-expert-liability-insurance-recommendations-for-coronavirus-cleaning>



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Insurance Considerations

Here are the red flag things to look for in insurance policies:

- If there is a virus, microbial matter, or communicable disease exclusion on one of the policies, do not perform virus decon or cat 3 water work. Do not work in health care settings. Policies without those exclusions are readily available.
- **If your rating pages for the premium charged show you classified as “janitorial”, be concerned that a janitor doing virus decon work in personal protective gear could be a material change in the risk that the underwriter agreed to cover at the beginning of the policy term.** To avoid claims problems over an undisclosed “material change in the risk”, all you have to do is make sure all your insurance underwriters know that you are performing virus decon jobs. Some underwriters who have been kidding themselves (and their bosses) that restoration contracts are just glorified janitors will be confronted with the reality that restorers need to deal with Category 3 water and other biological contaminants all the time. If a underwriters decides to cut and run from biohazard work to protect their job security, its better to know that insurance company wants nothing to do with biohazard work before a claims adjuster is denying you coverage for on claim over a “undisclosed material change in the risk”. Insurance companies do that, its kind of the ultimate exclusion.



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Insurance Considerations

Here are the features of the insurance coverage you need for biohazard work:

- The CPL and professional liability coverage should specifically reference fungi/bacteria/virus or microbial matter or microbial substance as a covered “pollutant”.
- There should be a reference to how the clean up cost coverage under the policy is triggered that is not dependent upon environmental laws, because there are no environmental laws for bio hazards including virus.
- Ideally the coverage in the insurance policy is in lockstep to the industry standards you use to do your work.
- With trained personnel following the new guidance in the RIA/IICRC Report, and insurance coverage specifically adopted to biohazard work restorers, restorers will play a big part in bringing us all back to some normalcy.



David Dybdahl
American Risk Management
Resources Network

<https://armr.net/>

<https://www.linkedin.com/in/david-dybdahl-cpcu-arm-4b99385/>



<https://www.randrmagonline.com/articles/88871-ask-the-expert-liability-insurance-recommendations-for-coronavirus-cleaning>



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Deep cleaning in an environment that has had a positive COVID-19 diagnosis



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Deep cleaning in an environment that has had a positive COVID-19 diagnosis

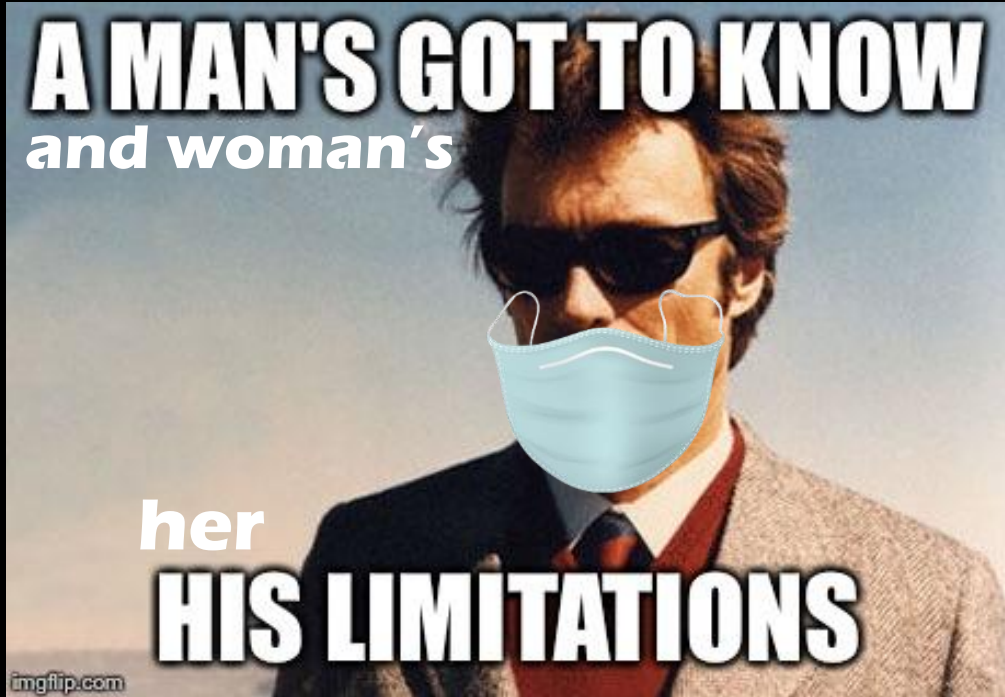
Considerations

- Are you properly equipped and trained?
- Are you properly insured?
- How to charge?
- How long has the home or building been empty?
- What is the primary purpose you are being hired for?
- The value and timing of spraying, electrostatic spraying, or fogging an EPA N list disinfectant



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Deep cleaning in an environment that has had a positive COVID-19 diagnosis



1. Don't oversell your capabilities
2. Don't promise or imply something that is impossible to achieve
3. Money is not worth your health, your technician's health, or your customers health
4. Consult with your trusted advisors

Do the right thing because.. it is the right thing to do!



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A few thoughts on hard surface cleaning

- How are most residential hard surface floors cleaned?
- How are most commercial hard surface floors cleaned?

Tile, Stone, Concrete, VLT, VLP, Resilient Tile, Terazzo

Biological contamination – cleaning for health

Tile



Stone



Concrete



Hybrid

Luxury Vinyl Plank



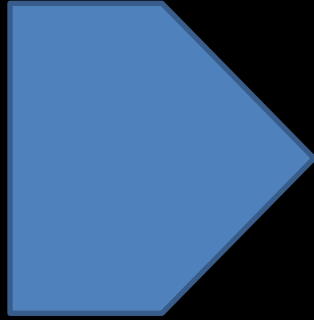
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Effective Marketing During the Emergence from the COVID-19 Pandemic



- 1. Credibility**
- 2. Cleaning for Health**
- 3. Safety & Security**
- 4. Increased Frequency**



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What is the difference between “them” and you?



NO HIDDEN COSTS!

Serving the (YOUR CITY) Area
Since 19XX
Satisfaction Guaranteed
Locally Owned & Operated
**Tile & Grout Cleaning
Now Available**

FREE RUG CLEANING Get 2 Area Rugs Cleaned At Regular Price Get the 3rd One FREE <small>(Pick Up & delivery included) With this coupon only Limited time offer.</small> <small>(727) 441-4704</small>	LIVING ROOM & HALL Up to 250 sq. feet Only \$39⁹⁵ <small>We Move Your Furniture In This Offer!</small> <small>With this coupon only Limited time offer.</small> <small>(727) 441-4704</small>	WHOLE HOUSE SPECIAL Up to 5 areas. 1200 sq. feet \$129⁹⁵ <small>We Move Your Furniture In This Offer!</small> <small>With this coupon only Limited time offer.</small> <small>(727) 441-4704</small>	CLEANING BY THE ROOM 2 Rooms \$69.99 3 Rooms \$89.99 4 Rooms \$119.99 <small>Hall Included FREE Pre-Treatment FREE</small> <small>With this coupon only Limited time offer.</small> <small>(727) 441-4704</small>
---	---	--	---

SCOTCHGARD ONLY \$19.95 PER ROOM - CALL TODAY

- They have a quality truckmount
 - You have a quality truckmount
- They are owner operated
 - You are owner operated
- They are trained and certified
 - You are trained and certified

Do the right thing because.. it is the right thing to do!

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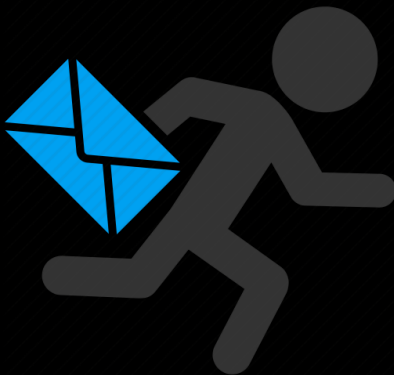
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Marketing in a nutshell



Marketing Message



Marketing Delivery System



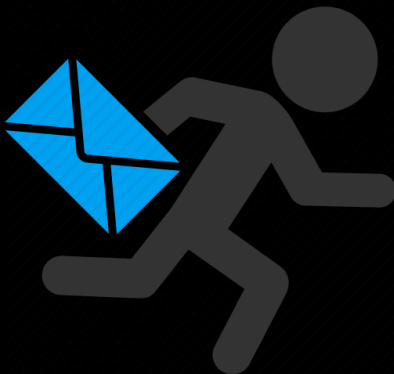
Customer Response



Marketing in a nutshell



Marketing Message



Marketing Delivery System



Customer Response

So how has/should the COVID-19 pandemic temporarily or permanently altered your marketing message?



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What is the goal (Desired Outcome) of each specific or integrated marketing campaign?

- Permission marketing – first impression advertising
- Generate new clients/customers
- Secure more business from existing customers doing what you are already doing
- Secure more business from existing customers by adding a new service
- Cash flow crisis – need money now
- Keeping your company brand in front of the community and existing customers
- Client/Customer education
- Referral marketing



**Pandemic
Response**

= Safety and Security

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"Effective cleaning is the process of extracting and removing unwanted matter to the optimum extent to reduce exposure to unwanted matter.

Most people clean carpets when they look dirty. Rarely does anyone recognize that their carpet needs to be cleaned for health protection.

Yet every time pollutants are extracted from the carpeting; the quality of the indoor environment is enhanced by reducing exposures.

A high-performance carpet cleaning process focuses on nine steps using a wet, high temperature, high flow, high extraction system"

- Dr. Michael Berry

**Characteristics of High-Performance Carpet Cleaning;
Journal of Cleaning, Restoration & Inspection 2017**

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Truckmounted Cleaning Equipment

**Marketing
Message:
Cleaning
For
Health**

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WE UNDERSTAND.

Your home has been under a lot of pressure.
Playground, sports field, movie theater, restaurant,
classroom and office.

Getting your carpet, rugs, upholstery and hard surface
floors professionally deep cleaned can help maintain a
healthier environment and restore peace to the family.

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Marketing Message: Cleaning For Health



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Marketing Message: Cleaning For Health

**THEY'LL BE BACK SOON.
MAKE SURE YOUR BUILDING IS READY**

**Getting your carpet, rugs, upholstery,
and hard surface floors professionally
deep cleaned can help maintain a healthy
environment and restore confidence**



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Elements of an effective ad in the new information era

1. Grabber Attention-Getting Headline
2. Stimulating and Persuasive Copy
3. Grasping onto your reader with pictures or drawings
4. Compelling Offer
5. Call to action
6. Give them another option besides yes or no (secondary reason for response)
7. Remove or reduce the risk from making the purchase
8. Create a sense of urgency to get them to take action now



1. **Credibility**
2. **Cleaning for Health**
3. **Safety & Security**
4. **Increased Frequency**



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Customer Education- What do we need to add to our communications/messages as a result of the pandemic?



Certificate of Treatment



This certificate signifies that

Your company name and/or logo goes here

has cleaned, wiped down, and/or applied a disinfectant to all cleaning tools, hoses, and accessories that will be brought into and used on this jobsite in accordance with generally accepted industry standards of care and Center for Disease Control Guidelines

Name of jobsite: _____

Date of job: _____

Authorized Signature: _____







**Marketing
Message:
We take
necessary
precautions
– safety &
security**

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Customer Education- What do we need to add to our communications/messages as a result of the pandemic?

Before we arrive – Pre-cleaning Guidelines

Thank you for selecting our company to professionally deep clean your home. We want you to have the best and safest experience with the least amount of inconvenience possible. To accomplish this goal, we need your help in doing a little preparation prior to our arrival:

- Vacuum your traffic areas before we arrive, if possible.
- Remove breakable items such as tabletop lamps, vases, figurines, knick-knacks and more from your furniture and the areas to be cleaned. Our liability insurance does not allow us to handle these items or to move furniture with breakables in place.
- If you chose a level of service that requires us to move your furniture, keep in mind there is some furnishings and furniture we are not allowed to move, for example, pianos and other musical instruments, grandfather clocks, some antique and vintage furniture. Your cleaning technician will be glad to point those out to you prior to when we start the job. Remove as many small pieces of furniture as possible, such as dining chairs, ottomans, and small tables from the areas you plan to have us clean. Your technician will be glad to help move light furniture at no extra charge, such as dining room chairs. Your cooperation helps us do a better job for you. We also would appreciate the floors to be free of personal items, toys, books, etc.
- If a child is going to be present in the home during the cleaning, we require an adult older than 18 to be present during the cleaning services also.
- We would appreciate if you could take steps to secure floor length draperies on the windowsill or drapery rod using hangers prior to our arrival. This procedure prevents the fabric from directly contacting damp carpets during cleaning procedures.

During the pre-cleaning inspection, please tell our technician about any cleaning concerns that you may have, particularly those regarding spots or stains. If possible, tell the technician what caused the stain or spot. The cleaning technician assigned to your job is trained in specialized spotting procedures. He or she can evaluate spots and make appropriate recommendations.

Please let your family pets know that our technicians will not bite! We would appreciate mutual consideration! Pets need to be secured or gated away from the area to be serviced. We accept no responsibility for pets getting loose, as your door will be open (to allow for hoses) during your cleaning. We will not enter your home if no one is present and dogs are loose. Please make arrangements for your pets prior to our arrival.

We will be carefully following guidelines established by the Center for Disease Control, OSHA, and the EPA to prevent the transmission of infectious diseases. Prior to entering your home, our technicians will be cleaning and/or sanitizing the hoses and cleaning tools we will be bringing into your home. Our technicians will arrive at your home wearing protective face masks, gloves, shoe "bootie" covers, and in some cases protective eyewear. These extra steps are being taken to protect your family and our technicians and we take safety very seriously. It is important that all people and pets are kept away from the areas being cleaned and treated both during the cleaning process and during the drying process. If someone in your home is feeling ill, we encourage you to contact us and re-schedule the cleaning for a later date.

We look forward to restoratively deep clean your carpeting, rugs, hard surface floors, or upholstery fabrics in accordance with generally accepted industry standards of care with professional cleaning solutions that dissolve, dislodge, and extract soil and other unwanted substances utilizing cleaning solution temperatures that maintain 145-160° F across all surfaces we are cleaning. This provides you with additional reassurance you are doing everything you can to maintain a safer and healthier home environment.

After- Care Procedures

Congratulations on having your home professionally deep cleaned. Your carpet, rugs, upholstery, or hard surface floor were cleaned in accordance with generally accepted industry standards of care. Here are a few tips to help make the most of your cleaning

- Please allow plenty of time for your carpet, rugs, hard surface floors and/or upholstery to dry before returning to normal use. Drying times for carpet generally range from 2 hours to 24 hours. How long your carpet takes to dry after cleaning is related to the type and construction of the carpet, the type and degree of soiling and whether we applied any post cleaning treatments. Even more importantly, drying time is always directly related the ventilation and airflow in the home during and after cleaning. The humidity of the indoor and outdoor environment are also extremely crucial considerations. In some situations, we will employ professional air movers and fans to decrease drying times. **One of the best ways to reduce the time it takes for your carpet, rugs, or furniture to dry is to have it professionally deep cleaned on a more frequent basis.**
- We recommend minimizing traffic on damp carpet, rugs, or hard surface floors. Please remember that your feet can be slippery when walking from damp carpet onto hard surfaces or down-stairs. Wearing house shoes when you need to walk on damp carpet will keep oils from feet and socks from transferring into carpet. Upholstery should not be used until fully dry.
- Your technician may place foam blocks or foil squares under the feet of furniture to prevent rust or wood stains from transferring to carpet and to prevent moisture from carpet from wicking into your furniture. Please do not remove these blocks until the carpet is fully dry.
- **In accordance with guidelines established by agencies of the federal government and in the interest of your family and pet's safety, it is best to keep everyone completely out of the area being cleaned or treated during the cleaning, and for a minimum of one hour after the cleaning is completed.**
- Occasionally, a carpet will look great after cleaning, but during the drying process areas begin to look dingy in traffic areas and/or spots can reappear. This is called "wicking". Wicking is generally caused by heavy soiling deep within the carpet beyond what even the best equipment can extract without over-wetting during the cleaning. As the surface of the fibers dry, dirt carrying moisture wicks upward, drawn by the dry fibers on the surface. This can present in large areas such as traffic patterns or be limited to smaller spots. Should wicking occur after your cleaning, please give us a call to discuss options. The best way to prevent the likelihood of soil and spot wicking is to professionally deep clean your carpet within frequency guidelines established by carpet manufacturers and health authorities. Please consult with your cleaning technician or call our office for more information

Marketing Message:
We take necessary precautions – safety & security

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Marketing Delivery Systems

What are the delivery systems you could use to get each marketing message into the hands of your client and/or potential client?

- Client Newsletter and email communication
- Referral source
- Company Social media pages (Facebook, Youtube, Twitter, Linked-in, Instagram, etc...)
- Google ads
- Programmatic advertising
- SEO Optimization
- Bundled mail – (val-pak, etc...)
- Personal contact – no prior relationship (cold calling)
- Personal contact – established prior relationship
- Personal contact – company literature and presentation
- Company web site
- Telemarketing/voiceblasting – no prior relationship
- Telemarketing/voiceblasting – Established prior relationship
- Direct mail
- Media – newspaper advertisement
- Media - radio advertisement
- Media – billboard
- Media – television advertisement
- Public relations

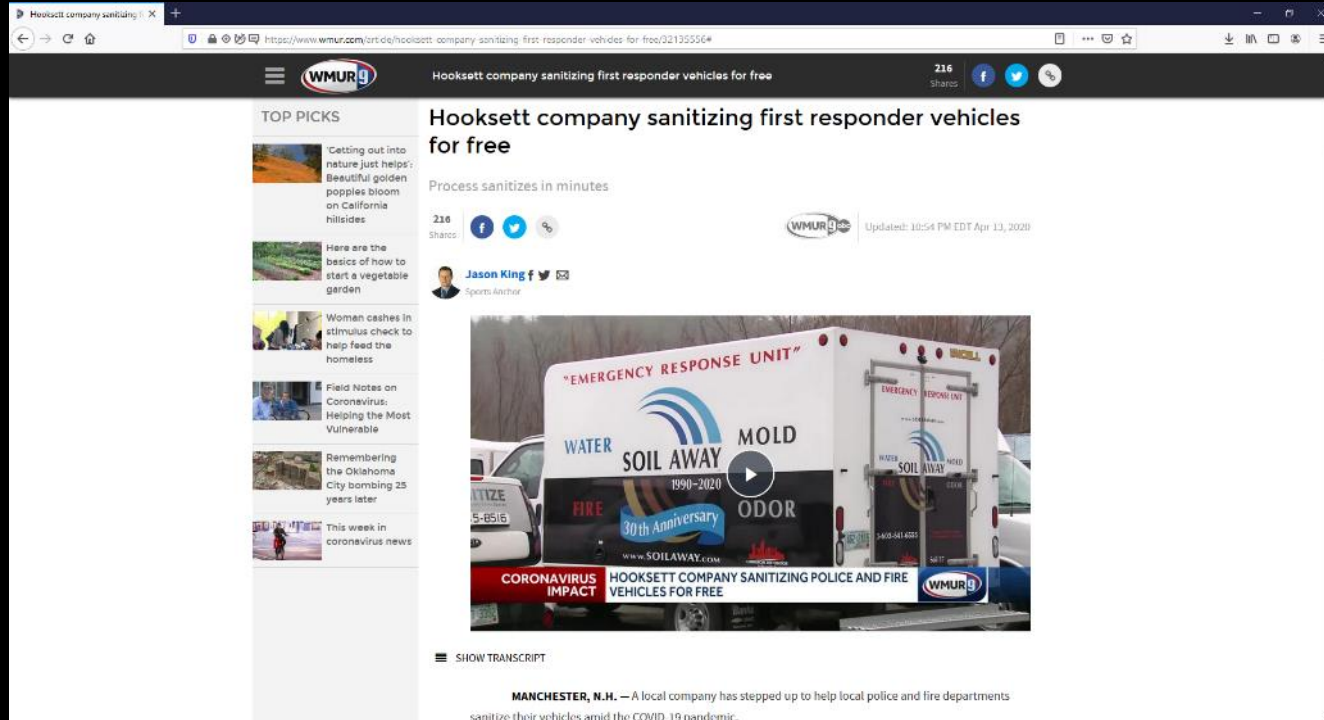
What is the best delivery system for getting each marketing message into the hands of your client or potential client? Keep in mind, you may enter more than one delivery system for each marketing material.



Customized Spotters



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**Pandemic
Response
=**

**Credibility,
Safety and
Security**

<https://www.wmur.com/article/hooksett-company-sanitizing-first-responder-vehicles-for-free/32135556>

<https://www.youtube.com/watch?v=YgKCazSI2ZQ>

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How to market your IICRC Cleaning Certifications (CCT, CMT, UFT, OCT)



MAXIMIZE
YOUR COMPANY'S REACH

BECOME AN IICRC CERTIFIED FIRM

Access exclusive benefits to grow your business:



IICRC's Global Locator



Google Verification



Expand your network



Use of the IICRC logo



Marketing Materials

APPLY TODAY

IICRC.ORG/IICRCCERTIFIEDFIRM

FREE INFO: Reader Service (20) at Clearfax.com/ReaderService

- “It never brought me one job”
- “My customers never asked about it”
- It matters when you make it matter. So how do you make it matter? The onus is on you, not on the IICRC

Pandemic Response = **Credibility, Safety and Security**



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The Value of Deep Cleaning Marketing Campaign

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**THEY'LL BE BACK SOON.
MAKE SURE YOUR BUILDING IS READY**

Getting your carpet, rugs, upholstery,
and hard surface floors professionally
deep cleaned can help maintain a healthy
environment and restore confidence

 equipped with
HydraMaster
Commercial Cleaning Equipment



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YOU PROTECT WHAT IS MOST IMPORTANT

Getting your carpet, rugs, upholstery and hard surface floors professionally deep cleaned can help maintain a healthier environment and restore peace to the family.

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Truckmounted Cleaning Equipment



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WE UNDERSTAND.

Your home has been under a lot of pressure.
Playground, sports field, movie theater, restaurant,
classroom and office.

Getting your carpet, rugs, upholstery and hard surface
floors professionally deep cleaned can help maintain a
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Shawn Bisailon The Carpet Cleaner's Coach

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- I am offering live streaming and direct coaching/consulting to existing and new clients.
- Private classes available for just their business!!
- During all classes we will further illustrate how to be not an average cleaner but offer a great professional service that will last through any storm.
- Contact me at shawnbis@msn.com for more information or www.steamwayschools.com



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SYSTEMS**

**Superior, Boulder,
Denver, Broomfield,
Westminster Areas**

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according to our Real Time Availability.



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Resources

<https://www.osha.gov/SLTC/covid-19/standards.html>

<https://www.cdc.gov/coronavirus/2019-ncov/index.html>

The US EPA has a list of disinfectants they believe are effective:

<https://www.epa.gov/pesticide-registration/list-n-disinfectants-use-against-sars-cov-2>

https://www.epa.gov/sites/production/files/2020-03/documents/sars-cov-2-list_03-03-2020.pdf

<https://www.epa.gov/coronavirus/can-i-use-fumigation-or-wide-area-spraying-help-control-covid-19>

Other industry resources

https://www.randrmagonline.com/articles/88830-coronavirus-response-what-restorers-need-to-know-on-disinfection-liability-more?id=88830-coronavirus-response-what-restorers-need-to-know-on-disinfection-liability-more&oly_enc_id=4113J1525289J2I

https://www.randrmagonline.com/articles/88829-watch-now-ria-briefing-on-coronavirus-outbreak?id=88829-watch-now-ria-briefing-on-coronavirus-outbreak&oly_enc_id=4113J1525289J2I

<https://cleanfax.com/news/issa-produces-special-coronavirus-webinar-as-who-declares-pandemic/>

<https://www.iicrc.org/page/FeaturedNews>



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Resources - Continued

https://cdn.ymaws.com/www.restorationindustry.org/resource/resmgr/COVID_19_IICRC_RIA_Essential.pdf

https://cdn.ymaws.com/www.restorationindustry.org/resource/resmgr/Essential_Business_Joint_Sta.pdf

<https://www.issa.com/wp-content/uploads/Essential-Services-Nationally-and-by-State-Summary.pdf?fbclid=IwAR1dZN0CoIJLm-8Uq6JtpRdLvfwDDwmxVzI4AXOpztQUCesABZknq8cqNLY>

<https://www.randrmagonline.com/articles/88871-ask-the-expert-liability-insurance-recommendations-for-coronavirus-cleaning>



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HydraMaster wants to extend our gratitude to all cleaning and restoration professionals during these uncertain times.

Thank You

for standing on the front line in making progress toward a cleaner and healthier future



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All registrants will receive via email with the address you signed up with:

- 1) A PDF of the Powerpoint Presentation
- 2) A resource page with live links
- 3) Copies of Pre-cleaning checklist, After Care Procedures, and Certificate of Treatment you can customize
- 4) A link to sign up for the Deep Cleaning Marketing Campaign
- 5) Later you will receive a second email that contains:
 - a) Special offers and discount codes you can use on specific HydraMaster products at participating HydraMaster Distributors before May 30, 2020
 - b) A link to the video of the presentation



Thank you for attending today's presentation



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