



Diversification Program

ENCAPSULATION CLEANING

Pricing and Income Potential

Encapsulation cleaning allows you to achieve two to three times the production rates of hot water extraction while many times gaining a superior result. This equates to \$200 - \$300 per hour or more with less overhead and overall job cost.

2,000 to 3,000 sq ft per hour is common, and at only \$0.10 per sq ft which is low by industry standards, you can see the real earning potential.



Seasonal slow downs or economic down turns in business often force us to expand our service offering. Why not do that with the one thing you know and do better than anything else? Carpet cleaning! Many cleaners shy away from commercial business for various reasons:

- “I cannot afford to clean at those prices”
- “I don’t want to work nights and weekends”
- “It puts too much wear and tear on my equipment”

There are many other excuses but you understand the point. **Encapsulation** using the **Brush Pro** and **Encapuclean Products** from **Bridgepoint Systems** eliminates all concerns of not being able to clean commercial properties and still maintain profitability.

Commercial carpet cleaning is an ever growing market and a tremendous resource to help build your business. If you clean a commercial property with only 50 employees, there are at least 50 potential residences you could be cleaning and have the added benefit of them witnessing first hand, your product or service.

Encapsulation cleaning is a must for the cleaning contractor. These commercial properties are not typically affected by the standard industry trends you experience in the residential market. In addition, commercial buildings have health and image concerns (IAQ) to consider besides simple appearance. This also opens up a tremendous opportunity to pick up other services in the building such as stone care, tile and grout cleaning, wood cleaning and more.

Product List (Suggested items to perform this service)

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|-------------------------------|------------------------------|
| Brush Pro 20" | Replacement bags (10) |
| Commercial brushes | Flexi-Pro Cordless Sprayer |
| Encapuclean Green DS | Extra 2.9 gal bottle and lid |
| Encapuclean O ² | Wall charger |
| Pro-Force 1500 vacuum cleaner | |

Educational Resources

- Bridgepoint Fast Track Cleaning Class and Cleaning Guides
- www.interlinksupply.com Technical Resource Center
- Commercial Cleaning Initiative Seminar featuring Dane Gregory
- IICRC Commercial Cleaning Technician Class

Marketing

Be sure to utilize terms such as “Low Moisture” or “Commercial” cleaning in all forms of advertising. Be sure all services are listed on vans, business cards, invoices, yellow page ads, newsletters and web sites.

Marketing commercial properties typically requires personal visits and demonstrations to give you the best chance of success. A quick demonstration at a potential property of the **Brush Pro** and **Encapuclean** will go a long way in helping you land cleaning contracts. The best part is you can do these demonstrations during business hours with no inconvenience or disruption for the property.

Other

Anyone that does any commercial cleaning of any volume, or would like to, should absolutely be offering **encapsulation cleaning**. **Encapsulation** offers high production rates, dries in less than an hour, no wicking, no yellowing, no returning spots, stays cleaner longer, easy to learn, easy to train and is very profitable.

BRIDGEPOINT
SYSTEMS

www.BridgepointSystems.com

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