



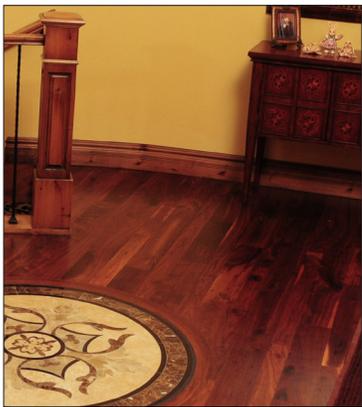
# Diversification Program

## WOOD FLOOR CARE

### Pricing and Income Potential

**Hardwood floors** - If the floor is in good condition and requires little preparation, the process will be rather easy. \$0.75 to \$1.50 per square ft. is an average price depending on the size of the job. This price excludes jobs that require a lot of repairs and preparation such as patch work. Patching or repairing deep scratches or gouges can bring additional square footage or time and material charges.

**Cabinets, furniture, and trim** - Due to the wide variance in these items it is difficult to set a per sq. ft. rate. These are done by hand and typically require more labor and time. A rule-of-thumb would be about twice the rate of a comparable area of floor space and typically ranges from \$1.50 to \$3.00 per sq. ft.



Hardwood Floors are gaining in popularity in today's marketplace. In 2005 alone over 500 million square ft. of new hardwood floors were installed. It also seems these days that carpet is the first thing to go during any remodel. Hardwoods are everywhere!!

Servicing hardwood floors has been a little scary to cleaning and restoration companies in the past. Sanding alone was something that required years of practice and a certain degree of finesse on this seemingly unforgiving surface. A mistake in sanding required additional sanding to blend it in. The dust, the fumes and the potential to make mistakes made this process unappealing to the professional carpet cleaner.

**Hydro-Force** released a **hardwood cleaning and preservation system** as an alternative to the tricky and technical processes of the past. You will find the **Hydro-Force Wood Products** very effective and easy to use. The system is forgiving, meaning it is unlikely that you will make mistakes that will damage the wood. The **Hydro-Force** system is easy to learn, is dust free, odor free and you can be in and out of the home or facility usually within a few hours.

#### Product List (Suggested items to perform this service)

Lindhaus LW38 Pro Scrubber (or like machine)	Wood Finish Applicator
Hydro-Force Heavy Duty Hardwood Cleaner	Terry Cloth Covers
Hydro-Force Wood Fresh Hardwood Cleaner	Hardwood marketing brochures
Hydro-Force Hardwood Preservation Finish Satin	Hardwood marketing postcards
Hydro-Force Hardwood Preservation Finish Gloss	Hydro-Force Preservation System DVD

#### Educational Resources

- Hydro-Force Hardwood Cleaning and Preservation System DVD
- Hydro-Force Hardwood Cleaning and Preservation System step by step resource guide
- Mini workshops from your local ILS or Bridgepoint Distributor

#### Marketing

To market your wood finishing and maintenance service, use the **Bridgepoint Wood System postcards & brochure** featuring **Hydro-Force Wood Products**. Many of your existing customers will use your service if they know about it. If your customer is unaware you perform this service, that is your fault, not the customer's fault.

Be sure to:

- Utilize the "Hardwoods Can Last Forever" brochure to help sell the service.
- Mail the "Hardwoods Can Last Forever" post card to previous customers.
- Include in your yellow page advertisement.
- Include on your van, invoices and business cards.
- Have your telephone receptionist mention it over the phone.
- Technicians should leave the brochure in any home or office they see hardwood floors.

#### Other

Refinishing hardwoods is easy to learn, requires little investment in new equipment and is a huge income opportunity in both the residential and commercial markets.

**BRIDGEPOINT  
SYSTEMS**

[www.BridgepointSystems.com](http://www.BridgepointSystems.com)

800-658-5314

