

A NECESSARY PROCEDURE

It would be virtually impossible for your team to “skip” our standard first-time cleaning routine and try to carry on maintaining your home in a satisfactorily-clean fashion. There’s a big difference between “old dirt” and “new dirt”. If we don’t get rid of the old dirt, no matter how hard we try, simply removing the new dirt isn’t going to make things look sparkling fresh and clean.

Date of Quotation _____ 20____

The following quote for:

Name: _____

1st-time Cleaning Price: \$ _____
(1st-time price quoted above is valid until _____)

Subsequent Price for cleaning:

Weekly \$ _____

Bi-weekly \$ _____

Other \$ _____

Weekly/bi-weekly cleaning quotation guaranteed for _____ following completion of first regular cleaning.

**YOUR COMPANY NAME/LOGO
AND PHONE NUMBER HERE**

**Our
First
Cleaning
Visit**

**Why is it different?
Why is it necessary?
Why does it cost more?**

ON OUR FIRST VISIT

Before we can even begin to perform routine weekly or bi-weekly maintenance cleaning on a home, there are usually a variety of “first-time” tasks which require extra attention on our first visit. Our first cleaning visit is more like a spring cleaning, or what we call a heavy, deep-cleaning. In fact, it's not uncommon for our teams to spend from four to eight times longer on a first-time cleaning than it takes us on regular, repeat maintenance visits. While the situation in every home is unique and different, following are some examples of what we mean.

BATHROOMS

It is not unusual for us to spend much more time cleaning one bathroom on our first visit as it takes to clean the entire home on subsequent visits. For example, if we don't spend the time and effort usually needed to get the doors, shower-door track, shower and bathtub walls, bathtub surfaces, plumbing fixtures and porcelain artifices deep-cleaned, the objects will never look clean. No matter how often we come, built-up mineral rings or hard-water stains are present in the commode, we do our best to bring these surfaces back to “ground zero”.

THE KITCHEN

Kitchen cabinets, counter tops and appliances often require extra attention on our first visit. Grease, fingerprints and other dirt seems to make its way through everyone's hands and gravitates toward the kitchen (and seems to think that the top of the fridge is an especially good place to hide!). It doesn't take long for kitchen dust to become impregnated with grease ~ certainly a lot more difficult to clean than a week's accumulation of ordinary surface dust. Some clients ask us to clean the oven or inside the refrigerator on our first visit, too.

ALL ROOMS

The amount of time and effort required to bring all rooms back to ground zero depends on many factors. Most of our clients hire us because they simply don't have time to clean with more than a “lick-and-a-promise”. Perhaps no one has vacuumed behind or beneath the sofa for months (and moving furniture to clean isn't as easy for one person as it is for a team of cleaners). Bookshelves, baseboards, window sills, windows, chandeliers or other furnishings and fixtures are often neglected for long periods of time and may require extra initial “TLC”.

NOTE: The above brochure is 7 ¼ “ wide by 8 ½” high. If printing a small quantity on your own printer you should set your printer to “LANDSCAPE” print mode and cut letter-size sheets to size prior to printing in order to have both sides line up properly. Once printed you should fold the sheets down the center column to end up with a 2-sided brochure folded down the middle .

USE:

This brochure is designed to be presented to prospective clients during your in-home presentation. First-time and one-time cleanings generally require a significant amount of extra work. This brochure helps them understand why it may cost more than subsequent visits.

SAMPLE