



*Spraying Fenway Park with a coating to protect it from graffiti*



*Cleaning the Jefferson Memorial in Washington D.C.*



*East Coast Power Washing in Plymouth, Massachusetts*



a never-ending challenge to find and keep clients. He also knew he had to be 'different' than all the other power washers in the area. Dan had learned from an article in the EnviroSpec 2002 Catalog that the use of 'proper cleaners' was huge to house washing clients. Dan says, "I wasn't selling power washing, I was selling safety! You can't use the word 'chemical,' which scares people; you need to say something like 'cleaning products.'"

Dan knew he used the best cleaners, because they were from EnviroSpec, and he knew he did the best job around; but that alone did not get him the number of clients he wanted. Then when he was attending a marketing class he heard a phrase that changed the way he thought about selling his services.

The Quote: "If you truly believe that you have the best product or you do the best job, then you are doing your prospects a total disservice by not convincing

them to use you. If you don't have the best product or service, *change it*, so you do have the best product or service."

"That hit me like a ton of bricks" says Dan. "I knew I did the best job around, but never realized I was hurting people by letting those 'splash and dash' power washers sucker those people in on price alone."

That's when Dan figured out that he was now a consumer advocate in the power washing industry. He says "It all stems back to that 2002 EnviroSpec catalog. That catalog helped me lay the foundation of my business; I just didn't know it at the time."

### **A Competitive Advantage**

The one product that EnviroSpec introduced Dan to that has made him hundreds of thousands of dollars, and has put him in the top 10% of power washers in the country, is Plex-Master. It's a surface

sealant with mildew formation retardant that Dan applied after he washed the house, so he could guarantee customers that their house would be mold-free for one year. In an area where mold will typically start growing on a house in as little as one month after it's washed, Dan was guaranteeing no mold or mildew for a year! This easily set him apart from other power washers in his area.

Dan tells the story of a house he washed, where the next-door neighbor was also washing his house the same day. "I finished washing and sealing the entire house with Plex-Master in a little under two hours. The neighbor had taken two hours just to wash his garage! He yells over to me, 'hey how do you do that so fast?' I said I have the right equipment and use the best soaps. He said, 'soap?' I just shook my head and walked away. The next year, after the neighbor saw that the house I cleaned still looked good, he