

called me to wash *his* house.”

In 2008, when most companies were downsizing or going out of business, Dan's wife Heather joined the East Coast team, and the company's residential business boomed. In fact, Dan says that with the help of EnviroSpec's informative catalog, their soaps, and Plex-Master, he has made well over a million dollars.

As his company has grown, so has his ability to give back. In 2006, Dan participated in the “Clean Across America” project, cleaning around the Lincoln Memorial. Every year, his company donates community service projects, including the cleaning of local schools and churches. “We spend about 40 to 60 man-hours in giving back. I truly believe that giving back helps you grow.”

## Power Washers of North America

On the advice of his uncle, Dan had joined the PWNA (Power Washers of North America) and attended his first convention in 2005. “I learned more from two days at the convention than I did the two years I was in business. I became absolutely hooked.” It was at that first PWNA meeting that Dan realized power washing was an actual industry. “I didn't realize there were thousands of other power washers out there doing the same thing, struggling with the same struggles I was having.”

At dinner one evening, Dan met Daryl Mirza. “I was in business for two years making \$250,000 and thinking I was doing really well. Then Daryl mentioned that he had 500 employees. Wow! I never even fathomed the idea that there could be a nationwide power washing company,” Dan laughed. “So you go from little corner store to nationwide. The connections you make through PWNA really are incredible, and everyone is there to help everybody.”

Dan was later elected to the PWNA Board, and then served as President from 2008 to 2010.

## Finding His Company's 'Sweet Spot'

During the 2010 PWNA conference,

several million-dollar producers participated in a panel discussion where they mentioned finding your company's ‘sweet spot’ – the place where you are making the right amount of money for you.

Dan said he is currently in such a place, and struggles with the idea of whether or not to grow the business. “I would like to grow, but my wife is really comfortable right now,” he said. “She likes it where we can go away when we want to go away.”



One of Dan's biggest focuses is getting systems in place so that the business will continue to run without him. In addition to the need for the right systems, Dan offers this bonus tip: “If you want to make a profit and be successful in business, let your wife keep your books.”

## Marketing Makes a Difference

Dan has also written a consumer guide called *7 Costly Mistakes Even Smart Homeowners Make When Hiring a Power Washer*. He gives it to his higher-end clients for free. “The book

is a marketing tool. For one, it gives you instant credibility because you wrote the book,” he explained. “Just one more tool that puts you heads above every other power washer in the area.”

“I've spent well over \$50,000 to educate myself on marketing,” Dan says. “How to speak properly. How to speak to customers. What to put in postcards to customers.”

In late 2010, Dan began a program to give back to an industry that has been so good to him and his wife. SuccessInPowerWashing.com teaches pressure washing company owners how to get more leads, separate their company from their competition, use technology and the internet, and double their income without adding more clients.

## Teaming Up to Educate

To further help in training contractors, Dan has teamed up with John and Shelley Allison of EnviroSpec. “John and Shelley have an amazing love for this industry; they know if you educate the contractor, the contractor will become more successful, and in turn the industry becomes more successful. It's not about the money with John and Shelley; their rewards come from the success of their customers. They are the most amazing people I have ever met.”

Dan will teach the step-by-step systems he used to take his power washing business from zero to \$250,000 in less than three years. He'll offer to-the-point marketing ideas that contractors can take home and implement immediately.

“There's enough business out there for everybody if you are educated,” Dan says.



Dan with James Malinchak, star of 'ABC Secret Millionaire'.