

# SEPARATE YOURSELF FROM THE PACK!

## SMART HOMEOWNERS GUIDE

Protect Your Home:

**5** things you must ask your house washing service



As you hand them your **ESTIMATE** also hand them **THIS TRI-FOLD.**

When you do it's all over!

If you don't wash it...  
...no-one will!

## AN EDUCATED HOMEOWNER

will always choose a quality contractor like you over an unprofessional low-baller. So how do you educate them? Just give them a copy of this...

### **HOMEOWNER'S SMART GUIDE, "5 things you must ask your house washing service."**

When customers ask these important questions, you'll be able to give the right answers -- while your low-balling competitor will just have to shrug his shoulders...*and walk away.*

Protect your home: 5 things you must ask your house washing service

#### **1** Do you use bleach by itself to wash the house?

Bleach is often used as a cheap and ineffective cleaning chemical by house washers. It can degrade siding and roofing materials, and certainly isn't too good for grass, animals and other living things in the environment.

However when a bit of bleach is properly mixed with a high quality house-specific detergent like *EmulsifierPlus*, risks are greatly minimized. In addition, the gloss enhancers contained in that detergent will make your home look bright and new.

Also be sure your house washer is not using caustic chemicals on your home, such as sodium hydroxide and potassium hydroxide. These are the active ingredients in *Drano*, *Easy-Off* and paint strippers. And of course you don't want them to remove the paint along with the dirt!

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#### **2** Are your detergents environmentally friendly?

It's your property--of course it should be left free of residual chemicals. You need to be sure up front that lawns and shrubs are not harmed by contaminants, not to mention children and pets.

However, even when you ask, some house washing companies will assure you that their cleaning materials are "biodegradable." That's not good enough! Given enough time, even your house itself is "biodegradable."

Or you might be told that their chemicals are "neutralized" after the job is done. At least, whatever hasn't already seeped into the ground. Wouldn't you rather they use detergents that are formulated to be 100% environmentally safe from the start?

A true house washing professional is as concerned about the local environment as you are. Leaving soil, greenery and underground streams exactly as they found them is their primary goal.