

3 Have you reviewed your detergents' MSDS?

MSDS? What's that?

MSDS stands for 'Materials Safety Data Sheet'. This industry-standard form includes information about ingredients, properties, handling, potential risks or hazards, and instructions in the case of accidental spills.

Would you hire a house washing service that hasn't reviewed the MSDS info for every detergent product they use? Neither would we! Unfortunately, most contractors in the industry have no idea what ingredients are in the products they use.

As an added precaution, also ask your house washing pro if they first test their cleaning products on a small, hidden part of the house surface, to be sure there is no unexpected reaction or other issue. You don't want to find out about a possible problem after the job is done.

4 Do you *only* remove mildew?

If your house washing contractor just removes mildew, they're doing a very small part of the job.

To remove mildew most contractors use bleach! Just remember—*bleach is a corrosive!* The term 'corrosive' means 'to gnaw' indicating how these substances seem to 'gnaw' their way through other surfaces (especially flesh). Remember, they are there to wash your *house* and not a load of clothes.

There are much safer and more effective ways to wash a substrate. A well structured, 'alkaline detergent bed' will kill the mildew and penetrate to the roots. Although bleach will remove surface mold/mildew it does very little to remove the more prevalent pollutants such as carbon monoxide, particulate matter, nitrogen dioxide, sulfur dioxide and lead.

We often hear people talk about 'sowing seeds.' With this Tri-Fold that is exactly what you will be doing...

You will be sowing or planting seeds in the consumers mind that will force them to make good decisions when it comes to who is best equipped and the most knowledgeable and who can best wash their home - *safely*.

These are the exact seeds that I planted in my prospects mind when I was washing houses in the 70's & 80's and I closed 8 out of every 10. And I did it at 3 to 4 times the price my competitors were charging.

5 Will you apply a surface sealant to protect my home?

The best house washing companies don't just clean the home's exterior—they also apply a layer of protection to retard mildew, oxidation and general 'fall-out' pollutants. The product that they use to insure that your home remains 'spotless' for many months to come is called *PlexMaster*.

Applying this invisible shield ensures a long life and a fresh appearance for your house. All surfaces, including windows, will be protected. Yes, windows too! *PlexMaster* also makes it possible for the home owner to simply take a garden hose and 'quickly' rinse the siding and windows to keep them crystal clear for up to a year! Annual *PlexMaster* protection agreements are available at a fraction of the initial house wash cost.

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