

EnviroSpec to Host **THE POWER WASH ACADEMY**

February 24 – 28, Jekyll Island, Georgia



While the potential for tremendous success is there, the face remains that 85 percent of all power wash contractors will go out of business within their first two years. "A Sears pressure washer and a gallon of bleach does not give anyone the right to present themselves as a professional" says John Allison, owner of EnviroSpec. "We have seen these 'splash and dashers' come in and stay around for a short while and when they finally fail they leave behind a customer mindset that everyone should work for nothing."

"You really don't have to work for nothing" preaches John. "In the 70's I had the same number of 'low ballers' in my locale as you do in yours today and I still washed more houses at 3-times the price." This is the education The Power Wash Academy provides.

Two things every pressure washing contractor needs to know: how to get customers and how **NOT** to lose them because they can't keep their equipment running. "The reality is that if you have to rely on distributors to keep your equipment running, you're already out of business," says John. "You just don't know it yet."

This February, at The Power Wash Academy you can learn how to do both during the week of the 24 through 28, on Jekyll Island in Georgia.

"Power washing is a career where you can earn hundreds of thousands of dollars each year," explains John. "But you need to know a lot more than how to 'throw soap and rinse' to be successful." This is why John started the Systems Certification Courses in 2001. As John explains "By investing just a few hundred dollars in your education, you then have the potential to make a lot of money. Think of it this way. You can invest a couple of hundred thousand dollars and get a college degree and if you are lucky you can land a job making 30 grand a year. Or you can invest \$500.00-\$4000.00 that could earn you hundreds of thousands per year. To top it off this money will find its way back to your pocket the first time you repair a pump or figure out a burner problem that once was the job of your local pressure washer distributor.



GETTING THE BUSINESS

The Marketing for Power Washing school will be taught by Dan Galvin of East Coast Power Washing. Participants can choose to take part in every class being offered, or they can pick and choose which ones will best serve their needs and pick up the rest in other schools scheduled for 2014.

MARKETING FOR POWER WASHERS

Of course, your equipment won't break down if you never use it due to a lack of work. That's why this part of The Power Wash Academy will focus on marketing your business.

The Marketing for Power Washers School is led by Dan Galvin, owner of East Coast Power Washing and founder of SuccessInPowerWashing.com. Dan started in the pressure washing industry in 2003 when he purchased his uncle's business, which included an "old pressure washer," and "an old van," along with two accounts equating to \$400 a month. Dan will tell you today that included in the purchase price at no additional charge was the one thing that helped him to become successful more than anything else in the package – an EnviroSpec parts, equipment and 'how to' catalog.

Dan knew that in order to become successful with his new business, he had to learn how to market it. So he began investing in a wide variety of marketing courses, books and other resources. Additionally, he joined the Power Washers of North America (PWNA) in 2006, which was where he was able to take the basic marketing principles he learned through his outside studies and apply them directly to the pressure washing business.

Ten years later, East Coast Power Washing has taken that \$400 a month income and EnviroSpec's knowledge and increased it many, many times over.

Dan says "99% of the time power wash contractors who specialize in house washing are starting their business all over every time they leave the jobsite." Think about it. You wash a house and now you are back on the street looking for another customer. Yes, that is starting all over if you ask most. Dan is going to teach you a secret that will put that same homeowner in your pocket so you will see them EVERY year. "Why not build a repeat clientele instead of constantly searching for new customers. It's easy," says Dan.



Dan's School will offer two marketing courses for pressure washing contractors of all experience levels:

1. **ENTRY-LEVEL MARKETING**, which is offered twice – once Tuesday morning, then repeated again Tuesday afternoon – is ideal for first-year mobile power washers. This 3.5 hour course will provide contractors with the tricks for landing work at the right price. It will also get newer contractors up to speed so that they will be ready to move on to Dan's more advanced class, which begins Wednesday morning.
2. **THE 2-DAY ADVANCED MARKETING CLASS** – which will run from 8:30-5:00 on Wednesday and Thursday --provides participants with every imaginable solution for getting their phones to ring and closing the deal at the right price.

Additionally, attendees will learn:

- How to replace boring, everyday marketing strategies with more effective emotionally-charged marketing strategies;
- How to turn leads in to buyers, and buyers into repeat customers; and
- How to close 8 out of 10 jobs over the phone without even going to look at the project.

Participants will also receive the 300-page step-by-step "Success in Power Washing" guide full of proven strategies to grow your business. "My biggest enjoyment at this class was the tremendous focus on marketing and the manual that point-blank lays out the proper way to market in this industry," said Ryan Harper of Six Gun Power Washing, who attended Dan's course at the Power Wash Academy last year.

KEEPING THE BUSINESS

The Power Wash Academy will tackle all aspects of equipment design & maintenance topics this February in the Systems Certification Schools that will be led by John Allison.

ENVIROSPEC'S SYSTEMS CERTIFICATION SCHOOL

When John Allison started washing trucks and houses in the 1970s, there were no '800' numbers to call and no Internet to turn to when his equipment broke down which it did often. John quickly learned that if he could not diagnose and fix his equipment himself while on the jobsite, he was going to lose money and potentially go out of business.

Over the next 40 plus years John continued to *hone his craft* to a level of expertise that included producing the industry's only line of professional cleaners formulated exclusively for the professional Mobile Washer. His reputation for engineering professional equipment is unsurpassed. In the early 80's he built the industry's first dual pumper that worked flawlessly. It wasn't until the late 90's before others were able to duplicate the technology.

Through Envirospec's Systems Certification School, John teaches not only the basics on various equipment troubleshooting and repair topics, but also covers mistakes to avoid and tips and tricks to make work easier. "I always tell contractors they will be 10 years ahead of their closest competitor by attending our certifications school, and I have yet to be proven wrong," John explained.

"After attending John Allison's school, I now realize that the mechanics of the equipment are not as complex as we often think they are," explained Maurice Clark of M S Clark in Georgia. "Burners are the perfect example."

The Systems Certification School offers four different classes. The cost for each class is \$500 when purchased online.

1. BURNER WIRING TROUBLESHOOTING

Considered by many to be the "scariest" component for servicing, John assures that participants will be able to wire a burner "blindfolded" by the time they leave – "even if it takes us all night."

In the burner school, participants will also:

- Understand igniters, motors, amp draw, fuel pumps and switches.
- Set up a burner diagnostic system to troubleshoot a burner in five seconds rather than 2 hours.
- Learn how to properly clean coils.
- Learn to determine the correct size coil for any machine.

This course will be offered on Monday morning from 8:30- noon, or Thursday afternoon from 1:30-5:00.



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2. INFIELD EQUIPMENT REPAIRS AND TROUBLESHOOTING

Broken down equipment means lost profits, and potentially lost customers. When your equipment breaks down in the field do you know how to begin troubleshooting or do you have to immediately take it – and your wallet – to your local pressure washer distributor?

This class can easily pay for itself the FIRST time your equipment breaks down in the field! The class can be taken on Tuesday or Wednesday afternoons, from 1:30-5:00.

3. PUMPS, GEARS AND UNLOADERS

Taking your pump to your local distributor will easily cost you anywhere from \$500 to \$1,000 – when it should really only cost you around \$100.. By the time you're finished with this class, you will know more about pump repair than your local distributor – guaranteed! No wonder it's a school favorite! The pump class will be offered Monday afternoon from 1:30-5:00, or Tuesday morning from 8:30-noon.

4. EQUIPMENT BUILDING AND MAINTENANCE

You will never fully understand how power washing equipment works until you build a machine yourself – which is exactly what you'll do in this class. In this course you will:

- Unpack and mount an engine.
- Install the pump, unloader, valves, etc.
- Learn several “Allison tricks” to make your pressure washing experience more enjoyable.

This class will be offered Wednesday and Thursday mornings, from 8:30-noon.



RESERVE YOUR SPACE TODAY

In addition to the classes, EnviroSpec will also have a booth set up at the school featuring tons of accessories, closeout items and sale items. They will also feature prototype equipment not yet on the market on sale below cost. Plus, don't miss out on the raffles and door prizes.

Space for each class is limited, so make your reservation early. To learn more or to reserve your space, visit www.envirospec.com/academy2014.htm / success@envirospec.com