

Looking To Hire the Right Window Cleaning, Pressure Wash, or Gutter Cleaning Company But Have No Idea Who to Choose?

Consumer Awareness Message

My name is David Webb. I'm the owner of Tropical Home and Commercial Services and we've been serving the Central Florida community for more than 30 years.

If you're like many homeowners, you've heard the stories that tell of the nightmares homeowners have faced with unethical, unqualified, and unscrupulous service providers. These stories are a tragedy and they cast a dark shadow on the whole industry.

Chances are... you may even know someone who has had a bad experience.

The windows, gutters, and exterior surfaces of your home are a substantial investment, and in most cases, it's one of the biggest investments you make in your home. You want to get the best value for the money you spend.

I'm going to help you make an informed, intelligent decision.

I'm going to share with you ...

- The 4 biggest problems people have with window cleaners and how to avoid them.
- 3 costly misconceptions about home service providers.
- 5 questions you should ask a window cleaner before you invite them into your home.

You've probably had at least one of the four following problems:

1. They don't arrive on time (*and don't have the common courtesy to call and let you know they're running behind*).
2. They don't do what they said they would (*the price you were quoted changes, they don't want to move furniture, knick-knacks, etc.*).
3. They don't complete the job (*equipment breaks down, or they don't have the proper ladders, tools and supplies*).
4. The technician seems indifferent to your needs (*not cordial, maybe even damages your property*).

Tropical Window Cleaning goes to the end of the earth in training and in customer service to avoid these issues. Our safety experts know and our office staff is trained to communicate with you. Reputation stands above all else...

We know that...

1. Showing up on time
2. Parking so YOU can get in and out
3. Performing services in a timely manner
4. Working around “nap-time”
5. Finishing the job, being polite courteous and competent
6. Saying, “Thank you for the opportunity to serve you today”

...are vital to upholding that reputation because we understand your needs.

Now let me give you 3 costly misconceptions about home service providers:

Misconception #1: As long as the company is insured, you’re protected.

Not true!! Be sure to ask if their General Liability Insurance includes “Care & Custody.” **99% DO NOT!** Why is this important? If the window cleaner breaks a window, the insurance doesn’t cover the window, it covers anything else damaged as a result of the window breaking. And why don’t they carry “Care & Custody”? Because it is the most expensive part of the policy and they are cutting corners.

What about Worker’s Compensation? If a technician gets hurt on your property and the company or individual does not have insurance, **YOU very well may be responsible for his compensation payments FOR AS LONG AS HE IS INJURED!!** A recent study conducted by the Independent Insurance Agents of America revealed 58% of home service businesses are without any liability insurance and a far greater percentage don’t carry Workers Compensation insurance! For your piece of mind and protection, Tropical is FULLY insured. Just ask to see our policies. Again, it makes you think twice about a low price.

Misconception #2: The Company that offers the lowest price is the company you should hire.

The price you see offered may not be for the type of thorough service you want performed though. If you want the window cleaner, the pressure washer, or the gutter cleaner to do a ‘not quite’ as good a job, you can choose from dozens of companies that use inefficient or should I say, sub-standard cleaning methods. How and why, you say?

- Price is low, so they rush performing a second-rate job
- Equipment and supplies are low-quality store bought or not well-maintained and therefore cannot do a thorough job

But they charge a low price to get in the door. Inferior equipment and the inferior approach that accompany them will literally give you what you pay for – a very poor cheap clean, not giving you what you thought you were paying for.

Misconception #3: The price you see advertised may not be the price you pay.

Some advertise around \$99.95 for our services, then pressure you into paying a lot more once they arrive to your home. Sadly, some may even break the law by using illegal bait and switch tactics.

The only way you can make an intelligent decision is to have all the facts you need. Insist on a complete written quote before any work is performed so that you can protect yourself. No one can clean at that price without strong-arming additional sales, so look for a company that is not advertising a price that seems too good to be true... it usually unfortunately is. I know, it's happened to me.

Let's move on to... The 5 Critical Questions to Ask A Window Cleaner BEFORE You Invite Them into Your Home

1. **Ask: Do you have any formal training?** Tropical's Service Experts go through a 76-point certified training checklist for the services we offer and are awarded a Certificate of Excellence at approved completion.
2. **Ask: How long have you been in business?** It takes time and experience to build a reputable and solid business. Knowledge and insight learned from experience are what makes one company better than another. Tropical has been in business more than 30 years! And every day we strive to be better.
3. **Ask: Can I see your references?** If a cleaning company has been in business for any period of time, and they do quality work, they should be able to provide you with references from their satisfied clients. You can see ours all over our website!
4. **Ask: Do you offer a money back guarantee?** If the answer to this question is anything other than a resounding YES, you may be in for problems. Why should you do business with a company that won't guarantee their work?
5. **Ask: Do you have insurance?** If the answer to this question is anything other than a YES, run! All kidding aside, and as referenced earlier, this is a VERY important question. Whatever you do, do not have an uninsured cleaner perform any type of service for you – this includes general liability, worker's compensation, and bonding. It may save you money at first, but the first time there's an accident you could be left holding the bag.

By asking these five questions, you will know whether you're dealing with an honest and ethical company or not. If you don't feel comfortable with the answers you receive, **DO NOT** hire that company. Find a company that can answer these questions to your satisfaction.

Our business has been dedicated to helping homeowners get the highest return from their home services cleaning investment since 1991 (that's three decades). This is achieved through my unique process of consumer and staff education. As a result of this process, over 2,500 of the area's most discriminating homeowners (including local and national celebrities and people of prominence) now use my services annually and I am recommended by many local Retailers and Realtors.

So here is what you will receive from Tropical:

1. You Get Tropical's 100% Iron-Clad, Risk-Free, Satisfaction or Your Money-Back Guarantee. That's exactly what I mean when I say, "The Most Thorough Cleaning Ever!" We guarantee our work. That's right. We fully guarantee every cleaning job we do. If you aren't happy with our work, we'll re-clean the area for free. If you're still not happy, you pay nothing.
2. You Get a Live Person Answering the Phone. You will speak to a knowledgeable professional when you call to ask questions or schedule appointments during business hours. My Office Manager take pride in her work and will be attentive to your needs and questions. If she doesn't know the answer, she'll get it!
3. You Get Certified Cleaning Technicians. This means my Service Experts have had extensive training and education in cleaning techniques, cleaning agents, and ladder safety. This ensures that you will receive a superior cleaning.
4. You Get the Most Thorough Cleaning Ever. We use only state-of-the-art equipment and the very best products from top manufacturers. We refuse to use low end, cheap products, just to save a dollar.
5. You Get Prompt Response. We can sometimes have an opening within one week for those needing our Priority Service.
6. You Get Utmost Attention to Detail. We take the time necessary to thoroughly clean your windows and home exterior. We will not rush through your cleaning so we can hurry up and get on to the next job.
7. You Get Continued Customer Service! Should you decide to become one of our valued clients, we will keep a client file for you. This will ensure that your windows and home exterior are maintained. This removes all of the guess-work and worry. My company will take care of everything for you.

Okay, So What is The Downside?

We can't fix everything, but we will tell you up front what we can do. Plus, because my service is designed to be the most thorough, it is not for everybody. If all you want is a quick in and out or cheapest cleaning available, there are plenty of companies that can help you. I can even

recommend one of them for you. But if you want a thoroughly cleaned experience, call us and get on our schedule!

**Call (407) 324-9876 or email Info@TropicalHCS.com
To Schedule Your Appointment Today**

Don't waste one more minute worrying about your windows and home exterior. Pick up the phone and call us right now. You have absolutely no risk. No other window cleaning company will ever make a guarantee like this. Call now so you don't miss out.

Sincerely,

David Webb, Owner
A Professional Clean on Every Visit

P.S. If you thought all window cleaning and pressure washing providers were created equal, take a closer look, and let me show you what the Tropical Window Cleaning experience is all about. You have nothing to risk, except dirty windows and a dirty home exterior. Call right now at (407) 324-9876.

On behalf of all of us here at Tropical Window Cleaning, thank you very much for taking a moment with me.