Getting the Most out of Spring Cleaning by Fritz Andre

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In several parts of the country people anticipate the coming of spring. One reason for this is because spring gives people an opportunity to clean up and get rid of all the dirt, dust, and soil that have accumulated in their houses over the winter season.

Accordingly, springtime is also a great time for your cleaning service business to earn more. By offering special spring cleaning services you can definitely expand your clientele. Spring cleaning can truly give you a lot of leverage especially in places that experienced a long winter season or heavy snowfall. In such places, snow and sand tend to accumulate on carpets and you can start from there. Offer thorough carpet cleaning or spotting, and perhaps give special rates or discounts to old clients. Aside from carpet cleaning, you can also provide hard wood floor restoration. As we know during winter hardwood floors suffer tremendously due to sand and ice melting off from shoes and boots, and spring is the perfect time to bring back the lustre and beauty of hardwood floors.

Windows also need a lot of attention after the winter season. People give very little importance to windows during winter simply because they get a regular dose of ice, moisture, dirt, and grime during this time, and cleaning them would be useless. As such you can make this work to your advantage by offering window cleaning both for interior part of the window, and its exterior. If the client has window screens, offer to clean those as well. It is entirely up to you if you will impose a separate charge for such a service, or if you will make it an incentive for the client. Either way, you are sure to get a lot of business during springtime with cleaning windows alone.

Aside from windows, carpets, and floors, spring also gives you an opportunity to offer services like cleaning refrigerators, ovens, microwaves, and other kitchen equipments. Just remember to advise your clients of simple standard operating procedures in this kind of service, such as throwing out left-over or spoiled food in their refrigerator. You wouldnâ€™t want your clients to call you a day after you came in their home and looking for the food they left in the fridge.

Other services that can be offered in relation to spring cleaning

As mentioned earlier, spring cleaning is not limited to cleaning carpets or floors. There are a lot of other cleaning jobs that can be done during this season. Aside from cleaning kitchen equipments, the following services can also be included or offered separately from your regular spring cleaning package.

â€¢ During warmer months, people enjoy having barbeques. Advise your clients that barbeque grills need to be cleaned at least once every year, and offer to clean their grills for a reasonable price.

â€¢ Not all conference rooms are well maintained or cleaned regularly. So, cleaning such venues can be an addition to the services you have. If you already offer this kind of service, you can simply remind your clients that their conference room can use some thorough cleaning and polishing.

â€¢ See if your customers have upholstered furniture like sofas and chairs. Encourage them to have their upholstered furniture cleaned. It would be best to have different rates for different kinds of items. For example you can set the charge for standard office chairs at around $5.00, and $7.00 or so per linear foot of fabric sofas. This fee may seem low at first glance, but when accumulated you might be surprised at how much you can earn.

These are just examples of the specialized service you can give your clients. The important thing to

remember though is that your customers need to know you offer them. Provide them with a list of all the services you have in the form of a flyer or brochure. You can personally hand it to them, attach it to their sales receipt, or send it via mail or e-mail.

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