

# Three Benefits of Commercial Property Cleaning

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Customers and clients are likely to decide whether to do business with certain organizations based on exterior cues. If your business is being unfairly judged according to its shabby exterior, commercial pressure washing services offer a wonderful solution.

Pressure washing for commercial buildings can make your business more attractive to customers. Below is a look at the many benefits of commercial pressure washing.

## **ATTRACT MORE CUSTOMERS**

Modern marketing professionals carefully review atmospherics when predicting a certain store's success. According to *Contemporary Marketing 2011*, the term "atmospherics" refers to "physical characteristics and amenities that attract customers and satisfy their shopping needs." A store's exterior is an important aspect of atmospherics. Those who design retail outlets recognize that customers are attracted to clean, contemporary buildings. A dingy, old-looking property will fail to draw in customers. Retailers aren't the only ones who are affected by architectural characteristics; across industries, clients are influenced by exterior atmospherics.

Unfortunately, not every business can afford a building facelift. Storefront development can be so expensive that some cities fund storefront revitalization with public funds. Fortunately, pressure washing for commercial buildings is an affordable method of rejuvenating any location. Pressure washing services can change your store's exterior from "blah" (or worse) to "wow!" in only a couple of hours.

If you do choose to partner with a commercial pressure washing company, make sure they use earth-friendly cleaning solutions and green techniques to capture waste runoff. These are the methods green pressure washing services use to protect the planet.

## **EARN HIGHER PROFITS**

In the U.S, 70 percent of purchase decisions

are made *after* a customer enters the store. In other words, once you have customers in the door there's a good chance they will be open to buying one of your products or services.

## **ENGAGE EMPLOYEES**

Many businesses are focused on boosting profits by improving employee engagement. Research has shown that engaged employees transfer their positive attitudes to customers, who are more likely to make purchases if they experience a positive emotional connection to a certain brand. Overall, engaged employees sell more and satisfy both internal and external customers more often.

Work setting is a major driver of employee engagement. Employees are less likely to be enthusiastic about working in a run-down, dirty office. Fortunately, there's a quick, inexpensive way to boost employee pride and engagement: commercial pressure washing. You may not be able to rent that new, expensive office, but you can ensure your building's exterior is sparkling clean.

## **LIABILITY PROTECTION**

Depending on what kind of business you run, your building's exterior could contain hazards for customers and employees. For instance, an automobile repair shop might have a slippery pool of engine fluids where customers could easily fall and hurt themselves. Even if you're not the owner of a mechanical company, most businesses have a greasy, slippery dumpster zone. Failing to clean up this kind of area is like asking for a lawsuit. It's only a matter of time before an employee or customer slips and calls for a lawyer.

Pressure washing for commercial buildings can remove these dangerous areas by washing away any slippery substances. Protect yourself from lawsuits by regularly contracting with pressure washing services to keep your building's exterior in tip-top shape.