

# PWNA Flat Work Certification



## *How It's Raising One Company's Bottom Line*

by Allison Hester

Do PWNA Certifications really add to your bottom line? They do if you're Perfect Power Wash in Akron, Ohio.

Last Fall, Aaron Carter – the company's sales manager – took the Seal 'n Lock Authorized Technician & PWNA Certification Course during the Power Washers of North America's Annual Convention in Orlando. As a result, flatwork calls and sales have increased by 30 percent.

“Perfect Power Wash has always done a lot of flatwork, but before taking the certification course, we didn't know many of the technical aspects of flatwork cleaning,” Carter explained. “We didn't know the ins and outs of rust stains. We weren't clear on the drying time for sealers. And so on.”

Carter, who is in charge of the company's sales, has been able to take what he learned and turn it into literal dollars by being able to

better educate customers, and in turn, close the deal. Also, he has passed on his PWNA training to the company's local technicians which helps them better communicate with customers while on the job. “Now we can really educate our customers on why what we do works, or when something isn't going to work, we can let them know why. It's given us a huge advantage over our competition.”

### **The Value of Flat Work Certification**

In late May, Fox News in McAllen, Texas ran an article entitled “How to Get Grease off of a Driveway.” One of the author's main tips was to “NEVER” use a pressure washer on a driveway. (He also said the best way to remove grease was with dish soap and a brush.)

A day or so later, a radio program in Las

Vegas interviewed a pressure washing company live on the air. The first words out of the contractor's mouth were spent explaining how a pressure washer has the power to completely destroy a driveway.

These are two examples of what appears to be a growing trend in publicizing the hazards of using a pressure washer on concrete. And there are legitimate reasons for it. In untrained hands, a pressure washer can damage concrete – leaving pits, stripes, discoloration...or worse.

However, when handled correctly, a pressure washer is the most efficient way for cleaning flat concrete surfaces. And yet these scare tactics about the hazards of pressure washing concrete may understandably leave customers confused. "But I read that power washers destroy concrete."

If the power washing contractor tells the customer his practices are safe, it's one thing. If, however, the contractor can educate his customer on why the practices are safe, then show the customer that he has been trained specifically in flatwork cleaning and has been certified by the nation's premier national pressure washing association, then that puts the contractor in much more trustworthy position. That's the power of certification.

### The PWNA Certification Course

Each of the PWNA certification courses follows a similar outline, covering these topics as related to the specific type of cleaning:

1. Background of service
2. Economic Opportunity of service
3. Chemicals, detergents and cleaners
4. Equipment
5. Cleaning Process
6. Water Reclamation
7. Safety
8. Pricing
9. Advertising

*eClean Magazine*

### 10. Available add on service

In addition to cleaning flatwork, the PWNA course also delves into sealing concrete. This is an add-on service that has grown exponentially over the past few years, and a natural add-on for pressure washing contractors.

Because paver sealing is a related market that is a real money maker for some contractors, and because Seal 'n Lock already had a quality technician training program in place (See the Seal 'n Lock vendor profile article on page 16), the Seal 'n Lock Technician Training Course has been added to the PWNA Flat Work Certification program.



"I always believed in education as the key answer for anyone's success," explained Seal 'n Lock founder Rich Colletti. "Because PWNA is offering quality education, I want us to be part of it."

Is the PWNA Flat Work Certification for everyone? "It's for everyone – newcomers and veterans alike – who do flatwork cleaning and want to separate themselves from the competition," explained Charlie Arnold of Arnold's Powerwash in Lewes, Delaware, who helped create and teach the course. "No matter how long you've been cleaning, you can always find a new nugget or two of information that you can apply to your business, as long as you're willing to listen for it."

Carter agreed. "None of the competition around here is certified. They just are spraying off the concrete, applying sealer, but not able to explain why. Certification has placed Perfect Power Wash in a league of its own."

The Seal 'n Lock Authorized Technician & PWNA Flat Work Certification Course will be offered during the PWNA's annual convention, October 17 through 19, in Orlando, Florida. To learn more or to register, go to [www.PWNA.org](http://www.PWNA.org), email [info@pwna.org](mailto:info@pwna.org) or call 800-393-7962.



**The following PWNA members have  
received PWNA certification  
since October 2012:**

**Aaron Carter**

Perfect Power Wash, Akron, OH  
Fleet Washing; House Washing; Flatwork

**Alvin E. Figueroa**

A & M Fire and Safety Equipment, Apopka, FL  
House Washing; Roof Cleaning; Flatwork; Environmental

**Barry Marno**

New Finish Power Washing, Calgary, AB  
Fleet Washing

**Ben Enneking**

Enneking Pressure Cleaning, Inc., Batesville, IN  
Wood Restoration

**Charles Puglisi**

Absolute Fleet Wash, Riverhead, NY  
Fleet Washing; House Washing; Flatwork

**Clint Reynolds**

HydroTech Solutions, Lake Mary, FL  
Environmental; House Washing; Roof Cleaning

**Curtis Hunsinger**

Klean King Services, Inc., The Woodlands, TX  
Environmental; House Washing

**Dan Galvin**

East Coast Power Washing, Buzzards Bay, MA  
Fleet Washing

**Doug Alderink**

Cleaner Imagem, Irving, TX  
Environmental

**Drew Johnson**

Klean King Services, Inc., The Woodlands, TX  
Roof Cleaning

**Frank DiBenedetto**

Mr. Grime, Mt. Sinai, NY  
Environmental; Roof Cleaning

**Glenn McFarland**

Maddie & Daddie Pressure Washing, Winter Garden, FL  
Roof Cleaning

**Gus Mejia**

Mr. Grime, Mt. Sinai, NY  
Fleet Washing; House Washing

**Guy Triger**

Puma Power Washing, Day City, CA  
Environmental; Fleet Washing; House Washing

**Jean-Blaise Kiza**

Lakeland Professional Services Ltd., Cold Lake, AB  
Environmental; House Washing; Wood Restoration

**Jerome Khan**

Clean Image Limited, St. James, Port of Spain  
House Washing; Roof Cleaning

**Jesse (Shay) Juban**

Juban's Pressure Washing LLC, Walker, LA  
Fleet Washing; House Washing; Roof Cleaning; Flatwork

**John Tornabene**

Clean County Powerwashing, Kings Park, NY  
Environmental

**Joseph Luck**

Absolute Fleet Wash, Riverhead, NY  
Environmental; Fleet Washing; House Washing

**Josh Born**

Oberlin, OH  
Environmental; Fleet Washing; House Washing; Roof Cleaning

**Kamren Kaloi**

Oahu Power Wash, Honolulu, HI  
Environmental

**Kyle Nebeker**

Riverbend, Lindon, UT  
Environmental; House Washing; Wood Restoration

**Michael Krakower**

Quality Pressure Cleaning Solutions, Sunrise, FL  
House Washing; Roof Cleaning; Flatwork

**Michael Palubiak**

Perfect Power Wash, Akron, OH  
Environmental; Roof Cleaning; Wood Restoration

**Mike Westerfield**

The Gutter Boys, Berea, OH  
House Washing; Roof Cleaning; Wood Restoration

**Neil Matheson**

Sparkleen, Toronto, ON  
Wood Restoration

**Nevin Mast**

Holmes Siding Contractors, Millersburg, OH  
House Washing; Roof Cleaning

**Paul Laramee**

Exquisite Finishes, Warwick, RI  
Fleet Washing; House Washing

**Rob Alderink**

Cleaner Image, Irving, TX  
Environmental

**Rudy Palmer**

Optimal Powerwashing LLC, Philadelphia, PA  
Flatwork

**Scott Klein**

Riverbend, Lindon, UT  
Fleet Washing; Roof Cleaning; Flatwork

**Shaun Downham**

Oahu Power Wash, Honolulu, HI  
Environmental

**Stewart Esposito**

Absolutely Clean, Raleigh, NC  
House Washing; Wood Restoration; Flatwork

**Thomas Heasley**

Cleaner Image LLC, Roanoke, VA  
House Washing; Wood Restoration

**Ty Eubanks**

South Shore Building Services Inc., Anaheim, CA  
Fleet Washing; Flatwork

**Wilfredo Gutierrez**

C&W Cleaning Service Inc., Arlington, TX  
Fleet Washing; House Washing; Roof Cleaning; Wood Restoration