

Pressure Washing Resource Association Explodes across North America ...and Beyond!

by Thad Eckhoff, Co-Founder of the PWRA and Owner of Apex Services

As the PWRA nears its one-year anniversary, membership is growing rapidly (over 120 members as of March 25, including two non-continental international members joining in March). Contractors are lining up to jumpstart their spring marketing and take their business to the next level.

Three new sponsors have also joined the team: Bob Williamson of Pressure Tek, Jake Clark of Armstrong Clark, and Peirce Fritchett of Ready Seal. There are more sponsor opportunities open so watch for new announcements.

The Pressure Washing Resource Association (PWRA) – founded by Thad Eckhoff, owner of Apex Services, and Chris Lambrinides, owner of Window Cleaning Resource.com – is a for-profit group that aims to provide practical and profitable business and marketing benefits that will help individual contractors increase their bottom lines.

The PWRA is not an organization. It's not about politics. It's not about charity. It's not about larger industry-related issues. It's about helping honest, hardworking individual contractors make money so they can support their families...and the benefits begin as soon as they sign up.

So what are these benefits?

Tested and proven marketing materials.

These include postcards, door hangers, proposal packets, email templates, mailings, business forms, and more.

The Pressure Washing Resource forum. In its first year, the Pressure Washing Resource forum (www.pressurewashingresource.com) has grown to around 7,500 users and has built

a solid reputation as a business-oriented, drama-free zone where contractors can feel free to talk about their businesses and whatever else is on their minds. The main forum is free to join. You don't even have to create a log-in, as the forum boasts a one-of-a-kind custom-coded feature which allows users to participate directly with their Facebook account and have their comments appear directly in the thread instead of in small print at the bottom of the page. The innovation keeps moving light years ahead of the rest of the pack! You can also interact with other PWRA members on our Facebook group and page, if you prefer.

One new feature that is proving to be quite popular and a lot of fun is the "Like-ometer" Forum software automatically tallies who had the most "liked" posts in the past day, week, and in forum history. Right now Tim Fields of Complete Power Wash in Hagerstown, Maryland is firmly seated as the "Most Liked Overall" poster but Len Sutton of Sea to Summit in Clemson, SC has captured the "Most Liked" for the day and the week as of this writing. Who will be on top tomorrow? Check it out and see for yourself.

The private, member-only forum provides a tight-knit community where contractors can discuss their business issues, strategies, and aggravations in an intimate environment. It's the place to freely discuss such topics as money, growth strategies, employee issues, difficult clients, and those super secret marketing campaigns that are not for public view. This is also where the RFP job leads are



posted. Members have access to local, state, federal, and military requests for proposals in the United States and Canada.

The huge printing discount from Gotprint.com, which has more than paid for many contractors' memberships whether they used one of the many free PWRA templates or their own designs. Members have saved tens of thousands of dollars on printing since it became available.

The second highest savings has probably come from **Ambidextrous Services' 30% discount on web design and search engine optimization** work.

The newest benefit is from **CLC Lodging**, which provides hotel discounts- save money on those overnight work trips!

So if you're ready to move forward into the 21st century with your pressure washing business check out the Pressure Washing Resource Association. Remember, PWRA is not involved in politics and industry infighting. It doesn't presume to speak for "the industry" as a whole. The sole purpose is to put more money in its members' pockets today.

Click here to learn more or to join.

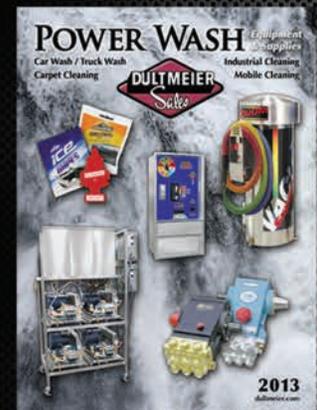


Laurie Benjamin, owner of All Aspects Maintenance Ltd., Trinidad and Tobago, is one of the PWRA's newest members. Visit www.trinicompass.com/allaspects to learn more about his business.

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