

Benefits of Spring Cleaning with Commercial Power Washing

by Paul Horsley, Publisher

After a winter of rain, snow and winds, it's a simple matter to revive the appearance of your business with the help of a commercial power washing service. When your commercial building needs a facelift, you don't have to plan a remodel. One of the best ways to perk up the exterior of a building is to simply make it look clean. Pull the weeds, trim the hedges and call a commercial power washing service to beautify the property. By doing so, you can reap the following rewards:

Motivate employees. When employees feel negatively about their place of work, they will feel less motivated to perform well, less connected to the work environment and less eager to keep up productivity. And the outside of the building can be as important a part of the environment as what goes on indoors. It takes only one staff member to gripe about a building's dirty appearance to bring the rest of the team down. Help your employees feel proud about their place of employment, and this pride will translate into improved retention, teamwork and productivity.

Attract more customers. When it comes to free enterprise, beauty isn't in the eye of the beholder; it's in the eye of the consumer. According to the book *Contemporary Marketing 2011*, customers are attracted to ideal "atmospheric" conditions, which refers partly to the physical characteristics that attract customers. Consumers often consider clean-looking, well-kept commercial buildings as places that will satisfy their shopping needs. Part of being a business owner is satisfying customer wants and needs, and satisfaction can come with something as simple as making a building look cared for with the help of professional power washing services.

Increase your bottom line. Up to 70 percent of consumers make their purchasing decisions after walking through the front door of the store. Getting a prospect through the front door is one of the biggest challenges

when you own a business. When your building sparkles, there is a better chance you'll see an increase in foot traffic. Once a customer is inside, you have achieved the hardest part of making a sale.

Reduce risks. Keeping the area around your commercial building clean with the help of a commercial power washing company can help reduce the number of employee and customer accidents. Mud, built-up dirt, leaves, grease and other fluids can make your building's exterior a danger zone. They can also make your building seem less welcoming overall.

Wastewater Recovery. When you hire professional power washing services to help beautify your commercial property, the wastewater has to go somewhere. In some areas, it is against the law for wastewater created by pressure washing (or even water from a hose) to go down any storm drains. The reason for this is to help protect wildlife from toxins that may enter the water, such as car oil from a parking lot. Avoid a hefty fine and hire a commercial pressure washing professional who has the proper certifications and permits to clean your building's exterior and handle the wastewater responsibly.

Scheduling Concerns. Springtime in many regions comes with nighttime temperatures that are sometimes below freezing. Professional power washing services often clean the exteriors of commercial buildings after hours so your customers are not inconvenienced. If the forecast calls for freezing temperatures on the night of your scheduled pressure washing service, you may need to be flexible and reschedule the cleaning for another time.

Using a commercial property cleaning service is an effective way to freshen up the look of your property, attract new customers and increase your sales. Now that you know that enhancing the outside of your commercial building is so simple, there is no excuse to put your spring cleaning off any longer.