

Residential Cleaning Connection Canada

NEWS, NETWORKING & EVENTS FOR THE CANADIAN CLEANING PROFESSIONAL



ISSA SHOW

NORTH AMERICA 2018

360° of Immersion

October 29 – November 1 | Dallas, TX

ISSA Show North America is the largest exposition for the professional cleaning industry. From October 29 to November 1, the entire industry will congregate in Dallas, TX, to find the latest solutions to today's toughest cleaning challenges. Surround yourself with the newest strategies, products and opportunities

to realize greater profits and improve efficiency for your firm.

This year's trade event promises to offer a "full circle of learning" with over 90 education seminars and training workshops geared to all sectors of the industry. Educational programs focus on a wide range of relevant

... continued on page 2



Thank you Alison Palmer!

By R.J. Patel, Chair,
ISSA Residential Cleaning Council

Alison Palmer, owner of Custom Maid in Virginia Beach, VA, and a two-time president of ARCSI, recently retired from the ISSA Residential Cleaning Council. Throughout her association with ARCSI, Alison has gone above and beyond in her leadership and service to the association. While her presence will be missed, we would like to express our sincere gratitude for her efforts to keep ARCSI going amidst struggles early in its existence.

Recently I sat down with Palmer to talk with her about ARCSI and what it means to her.

R.J. You are a pioneer of the residential cleaning industry, especially when it comes to ARCSI. What does that mean to you?

Palmer. Actually, I discovered ARCSI after many real pioneers put in blood, sweat and tears. Some of the hardworking, passionate people who laid the foundation and made ARCSI a reality are David Kiser, Tom Stewart, Debbie Sardone, Brenda Schwery, Alonzo Adams and Richard Wilson. They created a solid foundation. When I discovered ARCSI in 2006, it was already growing.

ARCSI is a thriving community of like-minded residential cleaning business entrepreneurs. After 21 years in business, I discovered friends and colleagues who are willing to share their knowledge and to brainstorm to find new, innovative solutions to old problems. Being with such remarkable people gave me a new passion for my business.

R.J. What drove you to work so hard to maintain ARCSI?

Palmer. Owning a residential cleaning business (or any other business, I suppose) can be a very lonely, isolated existence. Our

... continued on page 2

... continued from page 1

Thank you Alison Palmer!

ARCSI community relieves lots of stress. Aside from learning new things about cleaning and running a business, I think members get validation that they are already doing most things just right.

R.J. What was the most important decision you made as president of ARCSI?

Palmer. It was calling Ernie Hartong, an old college friend, who was in the association management field to find out where to look for a new executive director. He gave me tons of great information, then he threw his hat in the ring. The rest is history. Ernie has been an amazing leader since 2009. Without him, we would not be what we are today.

R.J. In one word, what does ARCSI mean to you?

Palmer. ARCSI will always be my passion.

Now, I want to share what some ARCSI cleaning council members had to say about Alison:

“Alison stepped in at a critical point in ARCSI’s history. She saw critical problems that others had glossed over and made some hard decisions. She gave freely of her time and resources. I don’t think it would be wrong to say that without her, there might not be an ARCSI today.”

- Bruce Vance, *Town & Country Cleaning*

“Alison and I have worked together for many years, and sometimes we didn’t see eye to eye. But I always admired her love, commitment and dedication. She was always willing to do whatever it took.”

- Alonzo Adams, *Busy Bee Cleaning Co.*

“Alison is a quiet champion with a deep well of energy, intelligence, wisdom and generosity. Where would ARCSI be without Alison rolling up her sleeves, and working hard, much of it on her own dime and to make this industry better?”

- Brenda Stankus, *Classic Touch Cleaning*

For more of my interview and comments from members, please read the ARCSI Blog

— Reprinted the June issue of ISSA Today

New Name... Same GREAT Networking Event! Team ISSA Welcome Reception

ISSA Canada is extremely excited to be partnering with the Association of Residential Cleaning Services International (ARCSI) and the International Executive Housekeepers Association (IEHA) to host the brand new Team ISSA Welcome Reception (formerly Canada Night) on October 29 at the Dallas Fairmont from 7:30 to 10:30 p.m.



Meet, or get acquainted with, colleagues from all over the world while you enjoy complimentary snacks and beverages during this friendly networking extravaganza. Not only is the event open to all ISSA Canada members, ARCSI and IEHA members will also be in attendance, resulting in an outstanding networking opportunity and a chance to meet some major industry players.

Contact ISSA Canada today to see how your company can be represented at this social event of the year.



360° of Immersion

... continued from page 1

topics to help attendees build their skills, streamline their processes, update their professional certifications and get up-to-the-minute perspectives from the experts.

In addition to the wealth of educational offerings, over 750 exhibitors from over 24 countries will showcase the most current trends and innovations to enable professionals to find new ways to profit and drive their bottom lines.

Over 16,000 industry representatives

— including distributors, building service contractors, facility decision-makers and residential cleaning companies — attend the event to grow their professional circle and receive solutions from nationally respected suppliers and fellow peers.

Immerse yourself in 360° of education, innovation, connection and inspiration at the leading exposition for the cleaning and facility solutions industry. Register today and don’t miss special early bird pricing (in effect until July 31).



ARCSI Professional Image Awards

Now is the time to make your nominations for the 2018 Professional Image Awards – the perfect opportunity to recognize the extraordinary people who comprise the residential cleaning industry. The deadline for submissions has been extended to July 31.

Each year ARCSI recognizes members from both Canada and the United States in a variety of categories. All members are encouraged to submit a nomination in at least one category – with a maximum of three nominations per company.

ARCSI will present the awards during the ISSA Show North America 2018 in Dallas, TX.

The **Professional Cleaner of the Year** presented by PerfectClean recognizes a staff member who is directly involved in the house cleaning industry. The recipient should be someone who goes above and beyond in their service to both company and client.

The **President's Award** is presented to an “in-house” staff member of an ISSA residential firm who is a key individual within the company – i.e. office manager, sales representative, trainer, CFO, etc. The recipient should be someone who demonstrates professionalism on an ongoing basis.

The **Professional Image Awards**

provide an opportunity for residential cleaning professionals to showcase the marketing efforts they have undertaken to grow their businesses. Each year, ARCSI recognizes the following awards:

- **Best Logo** – includes design, use of colour, ease of overall use and branding. The category is judged on graphic design, uniqueness, communication value, theme, etc.
- **Best Web Site** – includes overall look and design, ease of navigation, timeliness of materials, etc. Web site should include the ARCSI logo and a link.
- **Best Uniforms** – includes overall professional look, consistency, branding and comfort for employees.
- **Best Vehicle Graphics** – can be full or partial wrapping or graphics. This category is judged on visual appeal, graphic design, readability, use of ARCSI logo and overall branding.

The finalists in each category will be on display at the ISSA Show North America. Attendees will have an opportunity to cast a vote for their favourite in each category. On-line voting will also be available.

Who will walk away with ARCSI's most prestigious awards? You tell us. Send your submissions today so the members of your team can stand out and be recognized.

Amazon Ditches Independent Contractor Model for House Cleaning Services

Retail giant bucks tech industry trend by hiring employees in pilot program

Reports from Bloomberg and Business Insider indicate that Amazon has shifted direction in its latest foray into the \$16 billion residential cleaning market. The company has a new pilot program in Seattle – Amazon Home Assistants – which hires cleaners as regular employees, not as 1099 independent contractors. Services can include cleaning, trash removal, laundry and dishes.

The move to hire cleaning technicians gives the company more control over training, quality and the products used. The Amazon Home Assistants website states, “All our technicians are Amazon employees who are trained professionals. If you'd rather be at a park than vacuuming, or seeing a concert rather than folding laundry, we can help. We use 100 per cent eco-friendly and kid-safe cleaning products which are rated four stars and above on Amazon. All our services are backed by our happiness guarantee. If you're not satisfied, we'll come back and fix any problems.”

Other acquisitions that may help Amazon embed itself in the home services market are Amazon Key – which allows homeowners to give home access to service workers remotely – and Ring, a smart doorbell start-up that the company agreed to purchase last month for approximately \$1 billion (USD).





Wins Silver in Power of A

ISSA, the worldwide cleaning industry association, is thrilled to announce that ASAE, the centre for association leadership, has awarded its 2018 Power of “A” Award (Silver Level) to ISSA for its Cleaning for a Reason program.

ASAE created the Power of A Awards to showcase how associations leverage their unique resources to solve problems, advance industry and professional performances, kickstart innovations, improve world conditions, or enrich lives.

“Cleaning for a Reason absolutely enriches lives,” said Lou Centrella, ISSA director of digital marketing. “Since its inception in 2006, the program has facilitated free cleaning of the homes of around 30,000 women battling cancer.”

As a result of this award, ASAE will promote ISSA’s Cleaning for a Reason and provide ISSA with proprietary marketing tools to use in promoting the award. ASAE will be engaging in a number of promotional activities throughout the summer and fall to celebrate these meaningful initiatives.

“ISSA Charities is poised to take things to the next level,” Centrella revealed. “This type of recognition and support helps elevate Cleaning for a Reason as a program and will help us grow it in the coming years.”

One of the growth opportunities ISSA Charities will pursue is fundraising. “Attaining third-party validation of Cleaning for a Reason’s activities allows ISSA to justify continued investment in the program and promote participation from membership, volunteer leaders, and other stakeholders, even outside the association,” Centrella explained.

Attention from a large association like ASAE will help spread awareness of ISSA’s Cleaning for a Reason beyond its previous reach, helping to put a spotlight on the cleaning industry and, more importantly, the volunteers who make the program work.

ISSA previously won a Power of A Award in 2015 for its Value of Clean® program.

BUSINESS NOTES



Questions for Accurate Quoting

By DEBBIE SARDONE

People are busier than ever, and, given their need for expedience, some prospective clients only want one thing from you – a quote for the amount you’ll charge for the service. How many times have you received a text or an email asking, “How much do you charge?”

I recommend that you never – NEVER – text back an amount. Instead, contact the prospective client and explain that you have a few questions you need answered before you can provide an estimate. After all, how can you know what to quote without knowing more about the situation? Since they sent you a text or an email, you know how to contact them, so do it. Introduce yourself and get into the details.

Here’s what you need to ask potential clients before providing a cleaning quote:

1. Where do they live? You want to be sure that you service their specific area.

2. Is this one-time or are they seeking on-going cleaning services? If it’s a hard job and a one-time shot, you can quote more for the job than if you’re going to be cleaning on a regular basis.

3. Is the cleaning to get ready for a special event or occasion? For example, are they moving far away? If so, you probably won’t get another shot at clean-

ing for them, and move-out cleaners often require more work than a regular clean, so don’t lose money on the job.

4. How soon do they need service? If it’s tomorrow, you’ll probably want to add a rush charge. If it’s next week, you have more flexibility with your scheduling and staff, and can charge less.

5. What size is the home? Not just how many square feet, but how many bedrooms, bathrooms, people living in the house and pets do they have? All these things can determine how much time and labour the job requires.

6. Do they have hardwood floors? Hardwood floors take more time to clean than say carpet, so you should figure this into your quote.

7. Any other special circumstances? Think mold, water damage, even skunk spray dragged in on a carpet by shoes or a pet. This question helps you quote more accurately and assures you bring what is needed to complete the job.

MORE THAN MONEY

There are two key reasons for this initial potential client contact: The first is to simply gather enough information so that you can provide a quote that makes sense for your business. The second benefit is to

... continued on page 6

Summer Cleaning Tips

Practical pointers for your cleaning customers during the long, hot humid days of summer

By JANICE STEWART

A neighbour of mine came back from a 10-day vacation to discover she had left a load of laundry in her washer before she'd gone. The clothes were so severely mildewed they were damaged beyond repair. She had to throw them away. She and I managed to get the washing machine sanitized. It is finally without that mildew smell when you stick your head in the drum, and all the clothes come out smelling fresh again. Maybe, like her, you could use some summer cleaning tips.

MOLD AND MILDEW

Mold and mildew are the names for the thousands of types of fungi that

ten-parts waters. Be sure to wear rubber gloves and have plenty of sponges or clean clothes ready. Apply chlorine bleach solution to the mold with a soaked sponge or cloth, let it sit for 15 minutes and then rinse. Thoroughly dry the surface. Throw away any sponges or towels you used so you don't spread the mold spores. If mold remains, you might need to call in an expert.

To prevent mold, wipe surfaces in kitchens and bathrooms regularly with a detergent solution to remove dirt and oils, and attract mold and mildew. If mold reappears quickly or spreads to an adjacent area, you may have a leak that needs repair. Keep air conditioner, humidifier

and refrigerator drip pans clean and keep drain lines unclogged. Never put away wet clothes or shoes, and as my neighbour would advise, don't leave damp laundry in your washer or dryer for extended periods of time. Always check your washing machine and dryer for damp clothes

before you leave on vacation.

STAINLESS STEEL

I have noticed since school has been out that my stainless steel microwave and refrigerator – the two appliances that see the most action from my kids – look rather grisly due to a nasty mess of streaks, stains and fingerprints.

Stainless steel is made of an alloy of steel, chromium and nickel. It does not rust, corrode or tarnish. Stainless steel with a smooth finish shows more fingerprints and watermarks than stainless steel with a brushed finish.

Use a damp microfibre cloth with a drop of mild dishwashing liquid to clean your stainless steel. When cleaning stainless steel appliances, always wipe in the same direction as the grain. Water stains

... continued on page 7



10 Places You're Forgetting to Clean

Just because you can't see dirt, doesn't mean it isn't there – in fact, it's those hidden areas in each room of a home that are often the dirtiest of all. Whether you're gearing up for spring cleaning or simply want to make sure your living space is as neat as it can, review our list of 10 commonly overlooked places to clean for some inspiration.

(1) The Inside of Drawers

Empty each drawer in your kitchen and bathroom one at a time and vacuum out what remains. If necessary, use a damp cloth to clean up any spills, and allow to dry before replacing the contents.

(2) The Hood Fan

Wipe down all surfaces using a commercial degreaser or a mixture of hot, soapy water. Place filters in a sink filled with a few inches of very hot or boiling water and add one-quarter cup of baking soda. Let soak for several minutes, carefully remove and rinse with clean water.

(3) The Refrigerator Coils

Disconnect the power to the refrigerator and unplug the unit. Locate the coils on the back or below, and use the crevice tool on your vacuum cleaner to remove excess debris, and a refrigerator coil crush (available at most home improvement stores) to tackle what remains.

(4) Sliding Door and Window Tracks

Remove loose debris by vacuuming, and use an old, dry toothbrush to dislodge the rest. If necessary, sprinkle with a light dusting of baking soda, spritz with a mixture of vinegar and water, and leave for five minutes. Wipe up the solution and grime with a clean rag or paper towel.

(5) Garbage Disposal

Odors are likely due to an accumu-

... continued from page 6



break down organic matter. They flourish in damp environments and can grow on virtually any surface if moisture is present. Not only does it look bad, but it is also destructive. Mold and mildew can produce allergens and gasses known as volatile organic compounds (VOCs) which cause a musty odor. Symptoms from exposure to mold allergens and VOCs include runny nose, cough, congestion and asthma, as well as irritation of eyes, nose and throat. Some mold, such as black mold, can be toxic and dangerous for people with lung problems and infants with developing lungs.

Moisture control and ventilation are essential for preventing mold. As soon as you see mold on a surface, clean it immediately before it has time to spread. The surest way to remove mold is with a solution of one-part chlorine bleach to

10 Places You're Forgetting to Clean

lution of food particles on the underside of the black, rubber splash guard. Disconnect the power to the unit, don a pair of rubber gloves, and spray a paper towel with an all-purpose clean. Continue to wipe and replace with a clean towel until all debris is removed.

(6) Air Filters and Vents

Replace your air filter every six to eight weeks as needed. Remove register covers and vacuum visible dust and debris from vents before replacing.

(7) Indoor Plants

Cleaning methods will depend on the type of plant, which can range from gentle wiping of leaves with a soft, damp cloth, to giving plants a light spray with a showerhead or garden hose.

(8) Underneath Furniture

Dust and debris love to hide under beds, sofas and other large pieces of furniture. A long-handled dust mop works well on hard surfaces, but for carpeted areas you may need to use your vacuum cleaner or move the furniture to access the dirt.

(9) Faucet Aerators

Remove the aerator carefully to avoid damage, and disassemble. Use an old toothbrush and water to gently scrub parts, being careful not to bend the screens. Reassemble and reinstall when complete.

(10) Fan Blades

Disconnect the power to the fan and position your ladder below. Using a pillowcase, slip it over each blade one at a time, using the top portion to wipe the blade and the bottom to catch the debris. Use a lint-free cloth sprayed with an all-purpose cleaner to remove residual grime, and to clean the base and light fixture.

The outside of a home deserves equal attention. Power washing can help restore the natural beauty of a variety of outdoor surfaces.

- Reprinted from the Molly Maid Blog

Questions for Accurate Quoting

convey to the client that there is a whole lot more to cleaning than just how cheap you are. As you go through this list, you illustrate your knowledge about all the aspects that they wouldn't even think about.

For example, if it's a move-out clean, you can tell them that if they're satisfying the requirements of a home-buyer's contract or rental lease, you'll need to do a complete top-to-bottom clean. That includes tackling the inside of drawers; washing baseboards, doors and cabinets; hand-cleaning light fixtures; and vacuuming the blinds. Listing the items they didn't even ask for shows them you understand what it is they need. Suddenly they realize that it's a much bigger job than just having one person show up with a vacuum tomorrow morning. They will value your expertise – and you can price your services accordingly.

Let the prospect know all the things that you traditionally do when you provide a particular type of service, whether it's for them having a party, putting their house on the market or getting everything ready as they prepare to go into surgery. Once you go through your complete list, they know it's going to be a bigger job

than the three hours they had initially thought. The customer is more likely to agree to your quote after you detail all the things they didn't even think of.

It bears repeating: Never provide a quote until you know what you need. You are not competing on price, so you must get across the feeling that there is a whole lot more involved than just how cheap or expensive you are. If I can't create that impression, then I've lost the job... unless I'm the cheapest. Instead, have a conversation to demonstrate that you really know what you're talking about. If the customer has been calling around to just get price quotes from people, they may start to question whether those other services really know what's involved in their request, because they didn't ask the detailed questions that you covered.

- Debbie Sardone is founder and president of Buckets & Bows Maid Service; founder of Cleaning for a Reason, a division of ISSA, which offers housecleaning services to those battling cancer; and founder of consulting business, The Maid Coach. Find out more at www.themaidscoach.com.

- Reprinted from ISSA Today

ISSA Show North America Welcomes IICRC to Specialty Cleaning Pavilion

The Institute of Inspection, Cleaning and Restoration Certification (IICRC) will be a component of ISSA Show North America's first-ever Specialty Cleaning and Restoration Pavilion (SCRIP). ISSA Show North America will be held October 29 to November 1, 2018 in Dallas, TX.

The new SCRIP will feature cleaning and restoration processes, technologies and best practices of the cleaning and restoration industries, uniting the industry together with the greater cleaning industry, and all powered by The Experience team.

The new addition aims to execute ISSA's mission of advancing clean and driving innovation, and to further boost its leadership role in provid-

ing education and information to the global cleaning industry. The IICRC will offer special incentives for those at the show, including those who want to become IICRC Certified Firms. Those looking to become IICRC Certified Firms will have their application fees waived when they sign up at the show.

While the booth is designed especially for the specialty cleaning and restoration sector, the pavilion will also welcome building service contractors and facility and in-house service providers, offering a chance to learn more about specialized techniques, equipment and tools.

To register or for more information, visit www.issa.com/show.



... continued from page 2

Summer Cleaning Tips

can be treated with a commercial stainless steel spray. Dry thoroughly with a clean microfibre or cotton cloth. Otherwise any residue will cause streaking. Although durable, stainless steel will scratch, so don't use anything rougher than a white scrub pad to clean stubborn dried food stains. A gentle abrasive powder such as Bon Ami can be used on stovetops.

You might also try isopropyl rubbing alcohol – it cleans, removes streaks, provides a shine, sanitizes and is safe for the metal.

Although not my favourite option, some people swear by mineral oil. They say it gives a good shine and helps remove streaks and water spots. I would recommend using it very sparingly and buffing with a clean cloth. After application and buffing, it should not feel oily to the touch. If it does, you've used too much.

HARD SURFACE FLOORS

Every season has a challenge for floors, but in summer a wider variety of soils seem to make it into the house. To care for your hard surface floors:

(1) Use door mats inside and out. To truly dry and remove grit and soil from the bottom of your shoes, the floor mats should cover at least four strides. Outside mats should be two- by three-feet or larger. Inside mats should be two- by three-feet or three- by four-feet. Look for rugs or mats that are simple to clean. According to cleaning guru Don Aslett, if

done properly, mats can cut up to 80 per cent of the flow of dirt into your home.

(2) A regular routine of dust mopping, sweeping or vacuuming to remove dirt before it is ground in is essential.

(3) Wipe up spills immediately before they stain.

(4) Remove stuck-on soil regularly by damp mopping.

Your floors will last a lot longer with some regular attention year-round.

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- Aslett, Don. **No Time to Clean: How to Reduce and Prevent Cleaning the Professional Way.** Marsh Creek Press. 2000.

- Janice Stewart is the owner of Castle Keepers House Cleaning and driving force behind the development of the Modern Cleaning approach. Janice brings her scientific and healthcare background to inform the development of effective, safe and healthy cleaning methods.

- Reprinted from Clean Business Today



Calendar of Events

JULY 24, 2018: Hot Topic Tuesday - "Training Better Cleaners" – 1 p.m. Eastern. For more information and to register, visit www.arcsi-canada.org.

JULY 31, 2018: Hot Topic Tuesday - "Profitability, Productivity & Accountability" – 1 p.m. Eastern. For more information and to register, visit www.arcsi-canada.org.

SEPTEMBER 26, 2018: CIMS ISSA Certification Expert (I.C.E.) workshop, Richmond Hill, ON. For more information, visit www.issa-canada.com.

OCTOBER 29, 2018: CIMS ISSA Certification Expert (I.C.E.) workshop, Dallas, TX. For more information, visit www.issa-canada.com.

OCTOBER 29, 2018: Team ISSA Welcome Reception (formerly Canada Night), Dallas Fairmont, Dallas, TX. For more information, visit www.issa-canada.com.

OCTOBER 29, 2018: ISSA Party for a Purpose, Topgolf Dallas, Dallas, TX. For more information, visit www.issa.com/show.

OCTOBER 29 - NOVEMBER 1: ISSA SHOW North America 2018, Dallas, TX. For more information visit www.issa-canada.com/events

NOVEMBER 1 & 2, 2018: CMI Train-the-Trainer certification course, Dallas, TX. For more information, visit www.issa-canada.com.



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910 Dundas St. W., P.O. Box 10009
Whitby, ON L1P 1P7
Tel: **(905) 665-8001**
Toll free: **(866) 684-8273**
Email: tracy@arcsi-canada.org
Web: www.arcsi-canada.org



360° of Streamlined Solutions

How can you streamline operations, reduce costs, retain top talent, and increase customer satisfaction? Through a curated offering of education, expert insight, and training at the ISSA Show North America, the clear leader in the world of facility solutions—where you'll receive all the tools you need to exceed standards of clean. Find the full spectrum of resources you need to train yourself and your staff. See a well-rounded showcase of innovative products and complete the certifications you need to improve operations and stay ahead of the competition.

**EXPERIENCE A FULL CIRCLE
OF OPPORTUNITY.**

REGISTER TODAY at ISSA.com/show

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