



**A series of technical bulletins from SEK-Surebond...
“Achieving Installation Perfection”**

TB.11 Where to find Cleaning & Sealing Opportunities

**Cleaning & Sealing Opportunities
Are Everywhere You Look**

At first, it might seem obvious where to find a few cleaning and sealing opportunities. Then, when you add a little imagination and extra effort, the opportunities seem almost endless. This is especially true when you consider over 7.3 billion square feet of pavers have been installed since 1998 in the United States according to the ICPI, Interlocking Concrete Pavement Institute. **The opportunities really are endless!**

To get started, first explore your current customer base...your residential and commercial customers who have contracted you for a service this season. Are you presently providing lawn service to a customer who has a dirty, weed stricken paver patio that needs some TLC? That's an opportunity! How about the neighbors of your upcoming clean and seal job? They could be potential customers as well. Send a courtesy letter to the neighbors of your contracted job informing them you will be working on their neighbor's home/property in the near future. Explain the work scheduled to take place and invite them to call if they have any concerns. This subtle approach may produce additional business if they have their own hardscapes that need some attention. Another more direct idea is to distribute 'door hangers' or flyers advertising your company and services to homes in the area of a present job. Looking past current customers, now explore opportunities with your past customers. Any past client where you have installed a hardscape project is an excellent prospect for cleaning and sealing to make their hardscape look like new again.

Moving beyond your own customer base, your competitors' customers present additional opportunity for cleaning and sealing. Contact fellow contractors in the area who do not offer cleaning and sealing to make them aware that you offer such services. Work out an agreement for a possible referral fee or a contracted rate for providing cleaning and sealing services to their customers.

Are you ready to think beyond the obvious? Home associations and professional property management companies often contract companies annually or over a season to perform cleaning and sealing of hardscapes on the properties that they manage. Make initial contact now to find out how and when they make a decision on service providers for the coming year. Commercial buildings such as office buildings, doctor offices, hospitals, restaurants, hotels and golf courses, to name a few, often have paver walkways, entryways, patios, etc. and many are in desperate need of cleaning and sealing. Contact a general manager or maintenance department to introduce your company and services. On a smaller scale, connect with local realtors for referrals of 'one-time' opportunities. Realtors may advise their clients to get their hardscapes cleaned up to create improved curb appeal in hopes of selling their homes quickly.

Some additional ideas involve investing a little money. Such as, purchasing an ad in one of those direct mail 'mini-magazines' that advertise local companies offering products and services to homeowners in the area. Or, include a flyer or coupon in one of those direct mail envelopes containing many businesses coupons that are tailored for your specific area and typically distributed by a national company. Sign up and attend local home shows to promote your business and find prospects.

Finally, don't forget to mention to your local hardscape distributor and paver manufacturer that you offer cleaning and sealing services. The dealer may be able to refer homeowners your way that are looking for restoration services. A paver manufacturer may rely on you to solve any problems with warranty work, excessive efflorescence or staining.

As you can see, there are many ways to find cleaning and sealing opportunities. The effort you make now to promote your business should produce immediate results and plant seeds for opportunities later in the season or next year. SEK-Surebond is here to assist you in any way we can. Just give us a call at 800-932-3343.

Start increasing revenue today!