

Window Cleaning

Jul/Aug 2016

magazine

This issue...

WFP Link: fob and mobile app

Will it make your life easier?

Latest toys from GrippaTank

We have all the details

Carrie investigates Maui

Window cleaning in paradise

The new face of Ionic Systems Australia

Exclusive interview with Gordon Cornish

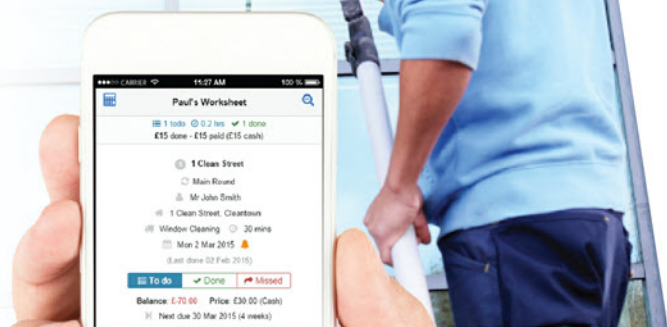
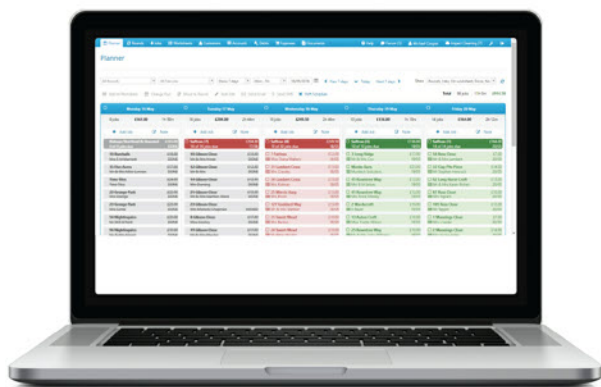
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Organise your staff remotely



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Sunshine Window Cleaning

“ Since franchising in 2015, our growth has been rapid, and that just wouldn't have been possible without Cleaner Planner. ”

“ Since using Cleaner Planner, I've saved 20 hours a month in admin time, signed 45% of my customers up to goCardless and stopped having to collect debts. ”



Paul Westcott
Impact Window Cleaning

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Window Cleaning Magazine



Editorial

Hey Readers,

Do you know what one secret of success is? Its very simple - you have to love what you do. I remember in my early days as a trainee print sales man, I would have discussions with my Sales Manager about the 80 or so cold calls I had made in that day. He would tell me that I needed to smile on the phone! At first I thought he was crazy. What did it matter if I was not smiling on a phone call? The person on the other end cannot tell either way, right? Wrong!

Within ten seconds of starting a sales call, a prospect would be able to tell if they are talking to beauty or the beast.

I learned that smiling actually helped with the tone of my voice, and it is one way of positively affecting its inflection. Without smiling you can sound monotone and therefore come across as boring, or worse uninterested in the sales call you initiated.

The reason is not psychological but rather physiological. When you smile, the soft palate at the back of your mouth raises and makes the sound waves more fluid. Smiling helps your voice sound friendly, warm, and receptive. I began to have a cavalier approach to sales calls. I never worried about not closing the deal, I started to have fun with the calls..... And do you know what? It got results. The more fun I had, the more deals I would close and I thought less of the calls that never went anywhere at all. I began to love what I did.

The same goes for when you love what you do when you are running your window cleaning business. You give off this magical aura that provokes opportunity, and enhances your customers experience of not only you but of your business as well.

Window cleaning is a passion for me and I firmly believe that my enthusiasm for our industry generally rubs off on people. I hope that you feel the same motivation for your business and that somehow the articles of WCM stokes that furnace and keeps you fired up for success!

Go get that big account!

Lee Burbidge

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Visit our You Tube Channel WCM TV

Rare short interview with Craig Mawlam. New Task 2 Trolley system.



Scan the QR Code with your smart phone or click the movie icon, if online.

Check out Unger's new Boar's hair brush head



Scan the QR code with your smart phone or click the movie icon if online.

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What better person to have at the top of Ionic Systems than the type of person with hands on experience in window cleaning and pressure washing and maybe a splash of an engineering background? Enter Gordon Cornish the new owner of Ionic Systems Australia. Moving from his own commercial cleaning business into the big executive chair at Ionic .

Of course this was not a sudden overnight thing, as Gordon explains.

WCM: So how did you make the transition from running your own commercial cleaning business to Ionic?

GC: *Our service business had a wide scope of works. In business I always go by the motto to "never say no". Within the service business we kept on getting asked, "do you clean windows?". After saying 'yes', I quickly hit the books and started my diligent research. My engineering background cemented a product in mind. It was the Ionic Brand. The workshop was like an assembly line at a major aviation facility. It takes a lot to impress me but this did. I got to know the product and work with the previous*

owner over a number of years. It was then that I was offered the Australian Distributorship.

WCM: *You have a lot to bring to the table. Your enthusiasm is infectious. Dare I say, you even had experience in a ladder accident of your own. What happened? And do you feel this gives you an authority when it comes to explaining water fed pole Vs traditional work?*

GC: *There are always risks in any task, and the only way to perform that job safely is to remove the risk.*

I was painting a low-set house standing on new aluminium scaffold on a solid base when a wheel sunk in. It was only 1.5m high... but it cost me a full knee reconstruction. I thought what if I was 5 or 10 meters high?

Till this day, through the full rehabilitation and physio therapy, I used to sit there awaiting my turn. You would talk to all the other patients.

I quickly learned that a very large majority were ladder falls. You just do not realise how common it is. I ask the question, do you keep your feet on the ground? Or climb up a ladder?



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ionic
SYSTEMS
Australia



staff makes it easy.

WCM: What first attracted you to the Ionic brand?

GC: *I have got an eye for quality, and that is said without my sales hat on. I was used to production, process and quality audits with aviation. The techniques and design grabbed me from the first time I stepped foot in the Ionic Factory.*

WCM: Why are Quattro's so popular in countries along the equator?

The Quattro is such a versatile unit. The portability make it outstanding. Here in Australia even large commercial Ionic full van mounted setups will have a Quattro in the back. When you just cannot get into the middle of that school, hospital, or university, a full RO system will give you unlimited operating hours. The stainless versions are also able to support two water fed pole operators, and can be run from a 240/110v supply or a very small generator with standard water supply.

The Quattro is also a great accompanying member for the commercial water fed abseiling crews. The unit can easily be placed on a roof building via a service elevator and

WCM: Have you always used water fed pole window cleaning in your previous commercial business?

GC: *The previous business was largely commercial pressure cleaning and commercial graffiti removal. We used carbon fibre pressure cleaning poles, with a pure water source. It was only in the later years that the Ionic service business and pressure cleaning intertwined with one another.*

WCM: You found your first Ionic System in an unusual way. Where did you find it and what system was it?

GC: *It was just by chance, ploughing through the internet, with keyword searches, I stumbled across a very old or an original Quattro on Ebay. This was the first time I had heard of that particular brand.*

WCM: How did this transform your business?

GC: *I think outside the square. Ionic predominantly is designed for the window cleaning industry, but pure water cleaning opened up a whole new sector of cleaning. The uses are endless, from Aircraft exterior washing, large scale luxury yachts, new and used car lots for daily car washing, powder coating facilities, marine aquariums, oh and I forgot to mention, window cleaning.*

WCM: Have you moved 100% away from your previous commercial cleaning life?

GC: *The service sector still runs, a good backing from*



"...I THINK THAT I DRIVE EVERYONE CRAZY BACK IN THE UK."

provide two operators a continual supply. This unit is suitable for all water conditions hard and soft, and within adverse operating temperatures.

WCM: Try to describe how a high quality product can transfer into a great business attitude.

GC: We all know quality counts. When a business can present themselves in a manner of lasting good first impression, from clothing, to vehicle and equipment display and tidiness, to procedures and policies and to top it off great tools of trade to make that job easy. It's always the best way to impress.

WCM: Explain your knowledge of Ionic products.

GC: I think I drive everyone crazy back in the UK. The first thing I say is "NICE PRODUCT", the next is, "Can I see the wiring and schematic diagrams". Just the way I am, I've got to know how things work!

WCM: When did the first Zero systems sell in Australia. How did that go? What is the Australian verdict on PPB?

GC: There has been a number of Zeros sold in the past few years. The sales have been supported by large business and medium to large window cleaning companies. Personally I think the unit is still a secret here in Australia, and I will do my best over the next 12 months to make the product more known.

The advancement in the Zero over time has been remarkable. The latest version, as well as impressive on the eye, has some unique features.

Moving from PPM to PPB has been a great step. When you truly experience the difference it shows the individual or business how efficiency can be improved, not to mention the addition of hot water for an even better clean.

WCM: One thing I like about you Gordon is that you liked Ionic Systems that much, you bought the Australian Distributorship. I bet you're awesome at Monopoly lol. Seriously thou, it must have been a tad scary. Talk us through that process.

GC: Everyone reading this has a product that they like, whether it be a certain type of battery powered drill or a brand of hand tool. When you use that product and it just works and you get that buzz from using it. That tops the cake.

Looking at any multi-national company is always a task, especially when you add different states of laws.



Always get good advice. The past owners I cannot thank enough, they went above and beyond.

When entering into national business dealing there is always multi agreements. They all take time, so be prepared for that.

WCM: So, did this mean a new website?

GC: The Australian website went through a big revamp in the last few months and still has another few months to finally finish. I am pretty happy so far, as we bring it up to the latest in user experience.

WCM: We see you have a mark II Ionic Task trolley system out. Task2 looks completely different to the single mould unit of TASK 1. Task 2 appears crossed between a semi mold and fabrication. What is it made of?

GC: The first version was a blown molded, and the new Task 2 is cut from CNC in durable plastic sheets. It has a few added features from the original. We are looking forward to showing people the versatility where and how it can be used.

WCM: Apart from the obvious, you chose puncture proof wheels for this trolley instead of chunky inflatables. Was there any other thinking on advantages apart from 'no punctures'?

GC: The Task 2 has inflatable tyres as it can be used as a pumping station inline from a truck mounted unit as



a range extender, this will prove valuable on rough and soft terrain whilst cleaning solar panels on farm installations.

The solenoid cut off when used as a pumping station is a really useful benefit as you fill it on demand as the water is being pumped out of the Task 2.

WCM: Will the Task 1 be discontinued?

GC: *The Task 1 will not be discontinued as some customers will prefer to have the fast fill dump lid and solid wheels, depending on application requirement.*

WCM: We love the honeycomb design showing the visible water level. Is there a difference in litre capacity compared to TASK 1?

GC: *The Task 1 comes as a 75L configuration. The addition of the Task 2 will see two different sizes, 55L and 80L.*

WCM: What advantage to the window cleaner is the design over the previous model?

GC: *Both models have their place in the market, offering different tank sizes, features and benefits. The Task 2 will be great to use as a range extender pumping station, or as a stand alone trolley as a satellite system away from the truck mount, or to work in areas where there is no access to water with a QuattRO*

WCM: TASK 1 is a high value product right? What does it cost?

GC: *The Task trolleys are good value, as they are well built and versatile, and share the same quality components as the truck mounts. This will give operators many years of service.*

Pricing can vary from Country to Country as import duties and carriage charges need to be calculated.

WCM: Ionic market share has taken a bashing in the UK mainly due to the market getting a little crowded with new companies setting up, bringing new systems to the market. Has Australia seen the same thing happen, or is it still the Wild West with very little competition?

GC: *Ionic are still growing in the UK year on year, with more companies wanting to upgrade their equipment. It is notable that there have been changes in the make up of the competitors, with some players taking market share from other budget equipment suppliers.*

The Australian market is so very different. Residential window cleaning frequency is non existent and always has been that way. The commercial side of the service centre is the driver. Small companies are reluctant to spend, but larger companies spend and gain a greater share of the market.

WCM: What is your game plan? How best will you get the Ionic message over to Australian window cleaners?

GC: *The goal is to think outside the square, and target all markets, within the window cleaning, vehicle, boats, trucks, and aircraft cleaning sectors. They are large untapped areas.*

WCM: If you can pick an all time favourite innovation from Ionic, just one, what would that be?

GC: *I cannot choose just one, I would have to say the Stainless Steel QuattRO, it's just so robust and a great all round system, and to go with that I just love the abseiling mini broom. Such a versatile product very well priced. I often tell people we have these and they say we don't abseil. ...but for all ground level works, and glass balustrade. ...it's a must.*

END



Why Cleaner Planner IS grabbing OUR attention

09



Cleaner Planner

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Window cleaning software for keeping payment and scheduling data has to be a priority for any growing window cleaning business. Some are pretty basic and some include many other useful tools like syncing with online payment companies or SMS services. It can be pretty confusing finding the right software for you and your business. WCM plans to profile the top window cleaning software and explain the in's and out's of each one. This month we profile Rob Morgan and Mike Cooper and their software, Cleaner Planner.

WCM: How long has Cleaner Planner been providing window cleaning software and how did it come about?

Rob: Cleaner Planner launched in April 2014. As a software developer I had been building bespoke software for businesses for over 10 years. I was approached by a window cleaning company who needed a more up-to-date system to replace Window Cleaner Pro which they had been using for several years. It turned out that a bespoke system was out of their budget, but there was a light bulb moment where it became clear that there was a need for new software that met the needs of modern window cleaners. Rather than assume we knew exactly what the industry was looking for, we posted a thread on the Cleanitup forum asking people to suggest features they would want to see in the "perfect window cleaning software". The thread exploded with over a hundred replies and

things developed from there! We got together a group of 30 or so beta users who kindly helped us tweak and polish the product before launching around 6 months later. Since then it's gone from strength to strength!

WCM: What makes Cleaner Planner different to the likes of George or Window Cleaner Pro that have been around longer?

Rob: Firstly, it's cloud based software, rather than desktop based and that brings along several key benefits that I am sure we shall get into. It's just more powerful software - it was designed and built far more recently, so it's up to date with modern technology and what window cleaners really need.

Mike: Then you have the fact that, unlike other software products that have tended to stagnate and stay the same for years on end, Cleaner Planner is constantly improving and developing based on the feedback we get from our customers - and that will never change. And we don't just help customers get set up on the platform and leave them to it - they get ongoing support that they can rely on.

WCM: Why would a window cleaner want to move to cloud-based software and how secure is the data in the cloud?

Mike: Cloud-based software can be reached from anywhere with an internet connection, meaning you are not tied down to a single computer or device. Then you have the fact that it can easily support multiple users, meaning you can remotely organise and assign work to your staff.



**“Your data is more
Secure in the Cloud
than it buried
in paper-based systems
or on your PC”**

For example, you can create a worksheet for a staff member - they download that worksheet onto the Cleaner Planner mobile app, record their progress throughout the day or week and all the complete data comes back to you for your approval. It totally eliminates the old fashioned problems of having to exchange lists with staff and manually input information yourself at the end of the working day. The same principle applies if you're a sole trader and organising work for yourself, you can go paperless and get rid of unnecessary admin time.

Rob: *Also your data is more secure in the cloud than it is buried in paper-based systems or on your PC - you do not have to worry about loss or technical failure. We backup our clients' data hourly, meaning you always have access to a copy of your data that is no more than an hour old. Your connection to the Cleaner Planner server is encrypted and the same goes for your password, in fact even we can't look it up - of course you can reset it yourself if you need to.*

WCM: **Does Cleaner Planner integrate with any other services and how do they benefit window cleaners?**

Mike: *Yes, Cleaner Planner integrates with GoCardless and Stripe, which allows our customers to take control of how and when they get paid. It also integrates with Textlocal and Mailchimp which makes it possible to send bulk SMS and email messages directly from the Cleaner Planner platform, which can be a big time saver.*

WCM: **We covered GoCardless in our last edition, it's becoming a big thing for window cleaners looking to take control of their payments – how does Cleaner Planner integrate with GoCardless?**

Rob: *Seamlessly! You can process GoCardless payments in bulk or individually directly from the platform, as and when you complete the work. Cleaner Planner then updates your customer balances for you automatically, making it even easier than using the GoCardless dashboard. It also eliminates that age old problem of matching payments to customers, that you might get with BACS payments for example.*

Mike: *We also provide a GoCardless widget that our customers can add to their website which allows their customers to sign-up for payment via GoCardless. The added benefit of this is it requires the customer to enter a reference along with their payment, for example their first line of address, so you don't run into issues later with not knowing who the payment is from - this is a common issue with the standard GoCardless dashboard as it doesn't give you their address.*

WCM: **So would you say Cleaner Planner can help window cleaners to get in control of debts?**

Mike: *Definitely, it's common for our customers to have 40-50% of their customers signed up to pay by GoCardless, so they are in total control of getting money in for up to half of their customer base, straight off the bat, so debt just isn't an issue for those customers in the first place.*

Rob: *Our Stripe integration is also excellent for chasing payment, as it gives you the ability to take card payments over the phone. Plus, many of our customers use the bulk text feature to send debt reminders with minimal time and effort - according to the feedback we get, that is often more than enough to trigger payments from most customers. But even without GoCardless, Stripe and Textlocal functionality, the system has a*

"...WE HAVE NEW FEATURES PLANNED FOR 2016/2017"

dedicated 'Debts' tab that is designed to prioritise your debts based on age and make sure you stay on top of them before they become a problem.

WCM: How much time would you say Cleaner Planner saves the average 1-man window cleaning business?

Rob: *Our customers report an average time-saving of around 1 hour per day, which stacks up to around 20 hours a month. When you think that equates to two and a half working days a month, that's quite a big deal.*

Mike: *Our customers that have made that calculation is often of the opinion that what they pay for Cleaner Planner is actually a saving, rather than expense - it's freeing up time that can be spent on money-making activities like cleaning windows or canvassing for new business ...or even just not working!*

WCM: Do you offer a free trial, and can you import customers?

Mike: *Yes, we offer a 30 day free trial. We can import from Aworka, George, Round Partner, Window Cleaner Pro and Excel, and we can usually turn an import around the same day as receiving it.*

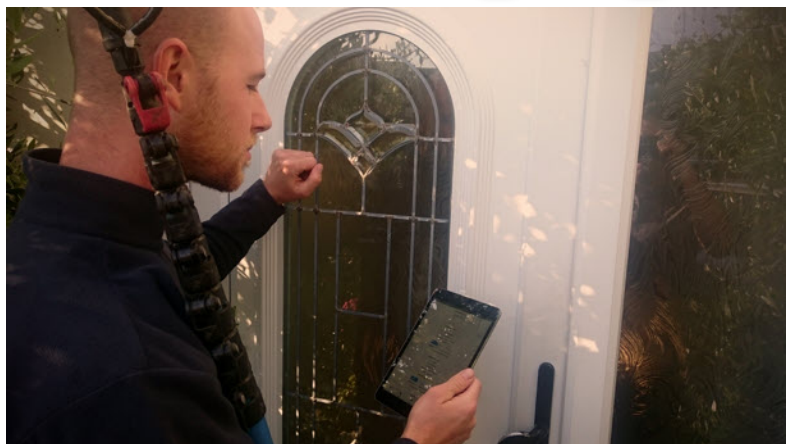
WCM: Is there a contract, can you export your customer information at any time and what data do you get out if you do?

Rob: *There is no contract - you can cancel anytime. You can also export your own data at any point and, unlike with some other software, the export file includes all your data including transactional information - so you are in total control from the outset.*

WCM: What features are requested the most by window cleaners?

Rob: *I think we are at a stage where the system is a complete package for window cleaners. There is nothing fundamental that the system doesn't already have, but we do get asked about features that are currently in development. For example, route optimisation and a Stripe widget that will allow our customer's clients to settle their actual account balances by card via their website. Both features are in the works and will be released over the next few months!*

WCM: Do you have any customers outside the UK and what other countries can you serve?



Mike: *We do indeed! We have a growing number of customers in Canada, the USA, Australia, New Zealand, Ireland and Denmark. Within reason we can support any currency required, and we have recently added a translation feature that allows users to translate content, for example the headings on an invoice, to their own language.*

WCM: What does the future hold for Cleaner Planner?

Rob: *Lots of work! We have got a series of improvements and new features planned for 2016 and 2017. We are also getting increased international demand, as Mike mentioned, so we are also adapting to the needs of other regions. We will be expanding our team to cater for that and to make sure our growing customer base still gets the top notch support and development they've come to expect.*

WCM: Would you say Cleaner Planner has played a part in the modernisation that the window cleaning industry has seen?

Rob: *We certainly have had the feedback to that affect. A customer recently told us that we had brought window cleaning out of the Dark Ages! I am not sure if we could make a claim that bold, but we do feel we are playing a part in modernising the industry. Just one example of that is easily enabling window cleaners to offer modern payment methods to their customers. We'll continue to develop Cleaner Planner so that staying up to date and running a modern window cleaning business is as easy as possible. It's exciting to be part of an industry that is moving forward so quickly!*

End.



the wagtail swipe

First look at the newest addition to the lineup of pivoting tools



By guest journalist Mark Strange,
The Window Cleaning Store

'Swipe'

noun

1. a strong, sweeping blow, as with a cricket bat or golf club.

transitive verb

1. to strike or wipe with a sweeping motion.

...or in the case of *the Swipe*, a new pivoting cleaning tool from Wagtail. Yes, yes I know we have seen so many new variations of pivoting, combination tools from Wagtail over the years, but I must admit, this one's got more of a unique twist. Now as best as I can recall, this is the first of their tools that feature both a side to side pivot *and* an up and down pivot. So what is the big deal about that? Well for many that do shop fronts with tall glass panes that go right down to their feet, it means you can now get a full range of up and down cleaning with a minimal amount of bending over

or crouching.

At first glance, the Wagtail Swipe looks like a simple, flat micro fiber washer on a pivot handle. In fact it's not apparent at first that there is even a squeegee blade on this tool. The rubber is installed at the bottom of the pad holder, slightly behind the washer pad, just enough so that it doesn't get damaged when cleaning to the bottom of the window close to the frame. The rubber is also black on the Swipe sample I received which is a departure from Wagtail's signature red rubber.

The sample I had to play with was 15" in width which seemed a bit odd as most tool sizes and rubber refills jump from 14" to 16". Then again, if you are using Wagtail replacement rubber, you are simply cutting your rubber sizes off a 3 metre roll, so no issue there. Even at 15" width, the Swipe is a fair bit heavier than say a 14" or even an 18" slim line flipper. One close look at the Swipe and it's easy to see why. This new design includes a lot more additional plastic extrusions and a metal rod to help in the up/down pivot. Because of the added weight, using the Swipe by hand can be a bit fatiguing on the hand and wrist after cleaning several windows. I would highly recommend using the Swipe on a short pole or an extension pole for optimal ergonomics. But please keep in mind, your humble reviewer has not cleaned windows on a regular basis for close to three years



now since opening my supply shop. I may be a bit unconditioned. ;-)

As like most combination squeegees from Wagtail, the Swipe too has some flipping action going on. For the most part I find the flipping transition from scrubber to squeegee a bit clunky in comparison to other flippers. But it does work once you practice a bit. I actually find it just as easy to use the bottom ledge of the window pane to help set the flipper squeegee angle. And of course if you are using the Swipe by hand you can easily use the opposite hand to quickly set the angle accordingly.

Once flipped into the squeegee position, you will be able to squeegee a window in a swirling S pattern or straight pulls as your technique dictates. My own technique for finishing off a window with the Wagtail series of squeegees has mostly been to close out to the side of the window frame as opposed to the bottom. I've found the same technique to work well with the Swipe. Especially for ground level work. And although my squeegeeing skills aren't where they used to be, I was also quite pleased with how little detailing was required after I finished a window.

When it comes to the scrubbing action of the Swipe, I am certain the large, flat scrub pad surface to be superior to other past models. More pad material on the glass means more area of glass getting, shall we say "swiped" in a shorter amount of time. The slimness of the pad/pad holder surface will also allow for the Swipe to clean between tight areas like the space between a door's glass and cross bar handle. A common scenario when performing typical shop front cleanings.

Overall, the Swipe is a very interesting piece of kit that I'm sure many of the diehard fans of Wagtail will be adding to their arsenal. And I'm equally sure it will peak the interest of many other cleaning professionals who are new to the brand or have been sitting on the fence for a while, deciding whether or not to try one of Willie's (Willie Erken, inventor of the Wagtail) new creations.

If the Swipe has made your 'wish list' of new tools to buy, please contact your favorite supplier as it should be arriving soon in cleaning supply shops around the globe.



Beautiful View
the window cleaning store



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The WFP Link App & fob is here



Finally, an app we can write about! The people at Spring UK have been working very hard on creating an app that is designed to give the window cleaner additional features and control over setting preferences for a pure water system via a mobile phone. Although this technology is in its infancy the scope for future features are promising.

WCM takes a look through some of the reasons behind the 'why?', the 'what?' and how it will add flexibility and value to your business.

The WFP Link, fob and app will be available shortly by leading distributors and it was interesting to see the likes of Streamline and GrippaTank already demonstrating the technology at the ISSA InterClean, Amsterdam the other month. The WFP Link is the next generation of radio remote control for your WFP system from the market leaders Spring (Europe) Ltd. Based on feedback, Spring knew that two issues routinely raised their ugly heads relating to the use of radio remote technology. The first was range. The window cleaner could be working on a large building fine, but as soon as he ventured too far the remote system loses its reception.

Bluetooth was a suggested option for Facelift's Black Box idea, but again range was always going to be a sticking point. The other thing was line of sight, again you are working around a corner, and reception is lost.

Spring took all this feedback and brain stormed the solutions. They ended up with a massive range of up to 500 metres, no loss of reception around corners and began to add further value with one button press for Auto Calibration, a new stand-alone fob and a killer additional app for flexibility. With their own in house programmers, Spring UK found themselves at an advantage in this development. As an electronics design and manufacture company they have developed a deep understanding of pump controllers and the features needed to make the job easier. All ready with market leading controller features and functionality, Spring is driving this forward.

So lets walk through this in a little more detail. Why develop the radio remote?

Spring UK wanted to answer the frustrations that people found with radio remote technology.

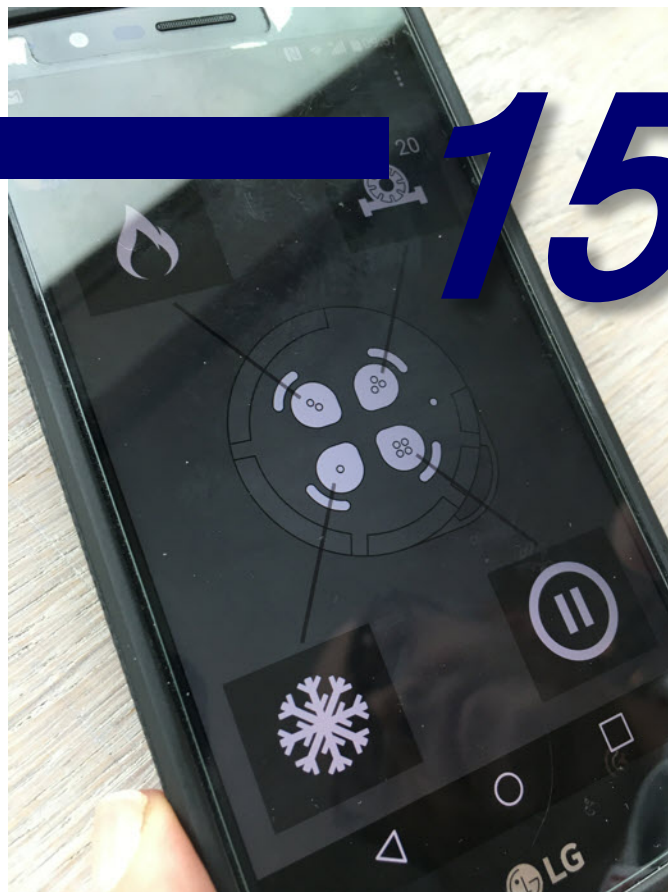
They wanted to address the issue of range and to address the line of sight. Radio remote is a great way to switch your pump, alter pump speed, provide rinse boost without trudging back to the van or Trolley. But step just out of range or just out of sight of the receiver and the signal is lost so either you move closer or have to move the van. Nobody's got time for that!

During the development stage Spring UK looked at a number of options and tested them out at their top-secret laboratory hidden in the depths of a forest, oh ok.... Sussex, UK.

Spring knew people liked using key fobs, but also some wanted less control features than others. The answer was to redesign completely the fob from scratch and to look at powerful transmitters. The result is the new bespoke Key Fob, a solid moulded item with a strong loop for attaching to a lanyard or to a key ring. The size of it fits easily in the hand or pocket.

So what does it do?

The fob is defaulted to allow you to stop/start the



pump, adjust flow up/down and provide a rinse boost. The fob is a standalone device and means you no longer need to worry about range, as it will give you up to 500 metres in any environment. Behind a building or around a corner, or out of sight. No problem.

So how will the operator know that the control has responded? Well, they thought about this too. The fob has two-way communication - it receives as well as transmits. It has LED too which will display in ...





response to the operative pressing the button.

As Spring went through this development they started to ask themselves more questions such as, 'What more could they do?' and 'How do they add even greater value and flexibility?'

A phone is still an essential part of any business, the need to be in contact with customers and suppliers, or a support network is vital to any business. So they decided to create the WFP Link phone app.

The app allows you to fully control your system via the phone if you want. In honesty though, that is not the real reason. The Fob is the key, the app is a bonus. It will allow you to configure the fob, as you want it. You want to fill the tank? Done!

You want to switch a heater on? Done! Spring have used the benefits of the phone screen to display meaningful information. Battery voltage is shown as a picturegram with the voltage displayed. DE, PS calibration, its all there.

But how easy is it to use? The pairing of the fob to the controller is simple and takes seconds. Pairing to your phone is just as simple as the app walks you through the process. Spring have worked hard to make this technology very straightforward to use.

The new multi function fob can be configured as you want it (via the App).



Scan the QR Code with
your smart phone
or click the movie icon



Oliver Stanton of GrippaTank demonstrates the WFP Link to Steve Blyth

The WFP Link app allows you to control...

- Pump Speed
- Set and activate rinse boost
- Fill the tank
- Monitor TDS
- Switch a heater
- Activate frost protection mode
- Monitor battery voltage
- Monitor water temperature

Adding value and ease to your business, the app will also allow you to hyperlink straight into your favorite distributors web site and order what you need at the touch of a button.

So in summary it would appear that range and line of sight are no longer an issue. WFP Link gives ease of use and adds value. All the tried and tested functions are there. WFP Link can be used as a straight radio remote or it can be used with the phone app providing your business with flexibility, giving real time information on the pump and system.

A look back on the Manchester Cleaning Show

The Manchester Cleaning Show took place at Event City, Manchester, on 6 and 7 April - and attracted unprecedented press coverage and visitor numbers.

The Manchester Cleaning Show - the regional launch event based on its parent, the Cleaning Show in London - was open for business on 6th and 7th April and was an instant hit with exhibitors and visitors alike.

Even before the doors had opened, exposure on BBC Breakfast had created considerable interest and a real buzz of excitement in the hall. The TV news programme's business presenter, Steph McGovern, broadcast each of her business news 'slots' from the show floor between 6 and 9am on the first morning, riding on and using a variety of equipment provided by exhibitors. This was followed by two appearances on the BBC's local North West news programme, and a couple of features on Radio 5 Live.

Steve Diprose, managing director of Quartz Business Media - a 50% partner in BCCE Ltd, the organiser, a company jointly owned with the British Cleaning Council - said: "Having BBC Breakfast and BBC North West broadcasting was fantastic - add to that the articles in the Blackpool Gazette and Yorkshire Post,

plus features on Radio 5 Live and the Steve Wright Show on Radio 2, and you have an incredible result. I do not know of any other B2B show that has received such media coverage."

And this star-spangled start was a taste of things to come.

From the moment the doors opened, the crowds flocked in. The total attendance figure has been confirmed at 2308 - a phenomenal result for a regional two-day show, particularly as this was its first outing. Craig McKay, sales and marketing director at Karcher UK, said: "It's been a fantastic show, attracting very high numbers of visitors to an excellent location. The venue is first class and has been part of the draw. As well as our prominent stand within the hall itself, we have also been able to demonstrate a number of larger ride-on machines in the outdoor area. The excellent coverage provided by the BBC Breakfast team was a real plus - both for the event and the industry as a whole. We are very much looking forward to the London event next year."

Simon Hollingbery, chairman of the British Cleaning Council, said: "I am absolutely delighted with the outcome of this event. I am extremely impressed by the show itself, and the buzz in the venue throughout the two days has been evident for all to see."

The popular Window Cleaning Competition was once again organised by the Federation of Window Cleaners and Terry 'Turbo' Burrows, the world's fastest window cleaner. Unger sponsored the competition and gave away 5 hampers to the fastest window cleaners over the two days (Terry was exempt from winning). Unfortunately, no records were broken this year, however Terry has confirmed he is already in training for the Cleaning Show in London next March.

Which leads on nicely to the next big event in the Cleaning Show series - The Cleaning Show in London next year - 14th to 16th March at ExCel. Make sure it's in your diary now - judging by the success of the Manchester event, the main London show should be fantastic and there are **plans to making Window Cleaning a major focus in 2017.**





18 DJ Coach Carroll

Window Cleaning Magazine's serial entrepreneur

Fighting price objections

Are you freaking out yet? Most sales people start to sweat when they hear this – but I'm going to give you a 3 step technique that overcomes this objection **EVERYTIME!**

You first must understand why the prospect is saying this. More times than not it is due to your lack in ability to create enough "perceived value." But we will get into that in a minute because the worst thing you can do when you get called to the carpet is to go back to selling! **Major violation!!!!**

Step 1: Acknowledge the objection

Look - no one likes to be ignored. So let them know you hear them loud and clear. This isn't a bad thing. You don't always want to be the lowest price – you want to find that sweet spot. But not listening to your prospect could be detrimental to your sale. Let's not forget one of the ten commandments of sales "Thou shall listen to thy prospect" – 2 ears, 1 mouth – got it?

Here is the script:

"Totally understand where you are coming from my friend." "Hey no problem at all." "Ok thank you for being open with me about that."

Step 2: Validate the objection

You need to make sure this is a legitimate objection and not just a complaint or a cop out. It's a hard pill to swallow but not everyone is going to like you. I have walked away from many prospects that I didn't close thinking what the hell happened? Sometimes in life we meet people that just do not like us for whatever reason. That's why it is so important to be distinct. Stand out so that there is very little chance you will trigger a negative past sales experience. I digress.

You need to identify the **REAL** issue at hand. What is



it that took the prospect to the price? Is there other underlying questions they have?

Here is the script:

"Let me ask you, other than the investment of the project – is there anything else holding you back from moving forward?"

They are more than likely going to say **"no"** – if it is in fact a 'yes' – you need to identify what it is that may be snagging your close – but then again this should all be ironed out before you move to the close – just saying!

Your come back:

"Great – so our company, our people – including myself, and the service/product is exactly what you are looking for right?"

The psychology here is that we want the prospect to be fully in on the fact that your company/yourself/your product-service is exactly what they want/need.

Prospect says **"Yes it's all great it's just too much money"**

Step 3: Can't Afford It vs. It's too expensive

Do you know the difference? One is un-closable the other is your fault. This was one of the very first lesson's I learned when I began to study the art of persuasion and selling. When a prospect says they can't afford it – they are essentially saying to you that they literally don't have the cash to give you. If this is the case there is nothing you can do. The broke homeless guy can want a Ferrari all he wants, but without the cheddar he's out of luck. Now on the contrary - if they say its too expensive – you need to understand they aren't seeing the value in what you are offering. BUT remember we aren't going back to the selling part of the presentation – we stay in the close.

Let's focus on the one we can control:

“So let me ask you friend, have you ever went to make a purchase that you really wanted but come to find it is a little more than you anticipated or even budgeted?”

If the prospect says yes – move to the close

“GREAT! It happens to me all the time – but I don't let that ruin my entire purchase. Let's get you started – what day works better for you...”

It really comes down to moving the prospect away from the price objection and moving them to focusing on how much better their life will be if they had the product/service! Take them by the hand (figuratively) and walk them through how much better their life will be! Do this and I promise your close rate will increase!

One last thing – stone cold courage – if you are still getting nervous when you go to close someone understand that there is ZERO value delivered from

you to the prospect from your time together if the prospect doesn't buy. It's ALL a waste. Keep that in mind!

Happy selling!

As always make sure you are following me on all social media platforms – simply search for #coachcarroll and make sure to subscribe to my Youtube channel for tons of free content!



Window Cleaning magazine

Rounds for sale by the Window Cleaning Magazine

Do you want to sell or buy a window cleaning business?
Advertise for free and get the ball rolling NOW. Click to Join



cleaning windows in paradise



One of the things I am most grateful for about owning a small window cleaning business in Minnesota is having my winters free to travel. This year I went to Hawaii for the first time. I'd had little interest in this particular state until my friends started moving out there; a half dozen people over the past three years. Eventually, I had so many friends to stay with, I could stay away no longer. Maui, in particular, was calling me loudly.

In late February, I left the frozen North for five weeks in Hawaii. Most of my trip was spent at an eco-retreat-center on Maui, along the North East coast, where my friend Jon is the manager of their organic farm. I worked there about four hours a day, four days a week, in exchange for free food, accommodation, and the unlimited use of a vintage scooter.

Through my farm connections, I met Ryan Bollhorst, AKA Doctor Windows, who lives in upcountry Maui, and had some interesting talks with him about what it's like to be a window cleaner in paradise.

Meanwhile, on the farm itself, with Ryan's help, I ended up tackling the dirtiest window cleaning job I've ever experienced: a twelve-pane glass fence overlooking a waterfall, valley and sea view, just in front of Jon's cottage. It was a challenging job, but we crushed it.

During a week of my time in Hawaii, I visited Kelly, a close friend who works for Apple and is so good at her

by
Carrie
Guenther



job that they transferred her from Minnesota's gargantuan Mall of America to an Apple store in Honolulu, on the island of Oahu. I never travel without my squeegee, and I usually clean windows for whoever hosts me during my travels. The windows of Kelly's old traditional wooden cottage, surrounded by her tropical garden, with its view of downtown Honolulu, were a pleasure to clean, one sunny afternoon. We also had a great discussion about her life-long history of appreciating window cleaners.

The island of Maui covers about 725 square miles, and is shaped like a figure 8, consisting of two volcanoes. The farm, on a clear day, has a stunning view of the larger one, Haleakala, just to the South. The Hana Highway (or "Road to Hana"), which winds its way along the coast North of the crater, is supposed to be the most beautiful stretch of highway in the world, overflowing with jungles, waterfalls, and stunning views of the coastline, and it was on this very road that I travelled, almost every day, from the farm on my borrowed scooter.

"...CLEANING WINDOWS BRINGS US CLOSER TO GOD..."

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With the mission-in-mind of writing a story for Window Cleaning Magazine, I eagerly approached the very first window cleaners I saw, the day after I arrived. Two middle-aged men with ladders and buckets were busy outside a popular delicatessen near Paia, at the very beginning of the famous highway.

One of the men was clearly puzzled by my introduction and my intention to chat, and was reluctant to talk to me. His co-worker was more gregarious. He looked me right in the eyes and told me in a serious and inspiring manner that cleaning windows brings us closer to God. He was all smiles when I told him I couldn't agree more. It's not just grunt-work, we both agreed. If you let it be, it can be spiritual, meditative, and a metaphor for clarity and peace.

Ryan Bollhorst often hangs out - even when he's not working - in his uniform: comfortable cotton medical scrubs with an embroidered "Doctor Windows" on the shirt. He is a tall, teddy-bearish kind of a guy, with blue eyes and a serious, russet-colored beard. He describes himself as a chef by trade, left-handed, attention-deficit-disorder-afflicted, afraid of heights, and a rookie. He's been at this game for only a year and a half, but so far, he's killing it.

"When I started, I used to work for a guy here, he was paying me 17 bucks an hour. He'd drop me off at a job and then he'd go get drunk all day." Soon his employer asked him to start collecting payments, too, and he quickly figured out that he could do better in business for himself. Like me, he has no employees yet.

We talked on his wooden deck, overlooking the high-elevation landscape around his home, which resembled a foggy redwood forest in Northern California more than a tropical island. Maui is like that. There are a half-dozen distinctly different landscapes and climates there. I sat across from him with my list of questions, but he asked me the first ones.

"I want to know," he said, "How do you clean windows in the snow?"

"I don't," I said. "That's why it's February and I'm here instead of at home."

"What's in your cleaning solution?"

"Dish soap." Silence. "Mrs. Meyers, Clean Day," I added. "You?"

"I'm a Blue Dawn man, myself."



Ryan was born in Eugene, Oregon, but has lived on Maui for 36 years. He moved there with his mom, who started a business on the island, when he was three. "My first word wasn't 'mama' or 'dada,'" he said, "It was 'Maui.'"

I started with my favorite question: "What do you love about window cleaning?"

"I'm the kind of person who needs instant gratification to be happy in my work," he said. "I was good with a squeegee. I enjoyed it. I love meeting new people. I'm communicative and I love chatting. My business is grassroots, and I strive to be the best." He also loves the freedom it gives him, making people smile, and being in beautiful homes. It's good money, when it's busy, enough to pay for his home and to help support his wife, Doris - an exuberant and joyful lady, and the receptionist on the farm where I stayed - and their four cats. His first love was cooking, but unfortunately, the food industry is high-stress and low-money.



"...IT WAS AGREED ON THAT AS WORKERS GO, I KICK ASS."

How high does he climb? He has a 24 foot ladder, like me. When I asked him to tell me more about his fear of heights, he simply said, "I met a guy on the island once who has only one arm, and he's running a moving company. No limitations, man ... I got over it."

Sixty percent of his clientele lives in "Upcountry Maui," North of and around the Haleakala summit, and about 20 percent more live in the middle of the island, in Maui Meadows and Kihei. The rest are scattered over the rest of the island, which - I found out - takes a half-day to drive around.

"Tell me more about what distinguishes Maui window cleaning from other places in the world."

"Dust and trade winds," he said. The dust, he explained, is from burning sugar cane fields. Though the industry is now collapsing, starting in the mid 1800's, sugar cane was the biggest crop on Maui, and now the island is covered with about 40,000 acres of it. To clear land for new growth, every few weeks they burn some of the fields, and it can make the air pretty dirty. I had no idea what a trade wind was. According to Wikipedia, "air swept inland on the trade winds is shunted one way or another by the mountains, valleys, and vast open slopes. This complex three-dimensional flow of air results in striking variations in wind speed, cloud formation, and rainfall." This makes Ryan's part of Maui moderately rainy, with frequent trade-wind-induced showers. Skies are often cloudy to partly cloudy. It can be frustrating weather for

outdoor workers. The trade winds themselves are commonly about 25 MPH, which is 5 to 10 miles over what I'd be comfortable cleaning windows in.

"How often do you do your clients' windows?"

"Commercial, about every six weeks," he said. "Residential, which is about eighty percent of my clients, I recommend every three to six months." The big, high-end oceanside homes get pounded by salty air when the surf gets big, and I've never seen waves bigger than I've seen them on the coast of North Maui.

Busiest months? November through February. Spring is hopping. September and October, he said, are horrible. No one calls.

"What do you know about your competition?"

"Not much. There are about 15 other window cleaning companies on the island, and about 40,000 homes. There's plenty of work for everyone." He doesn't really hang out or chat with other cleaners, and until I told him about it, he wasn't aware of all the Facebook groups for window cleaners. Now he nerds out online with the rest of us, and will surely be, henceforth, a regular reader of WCM.

How does he advertise? "Word of mouth, usually," he said. "When it gets really slow, I go a little crazy. Then I usually drive around a lot ... I go into neighborhoods and



walk up to people in their yards, give them a card, do a free estimate. Sometimes I pass out flyers.” He encourages his clients to tell their friends, and occasionally does some real estate cold-calling. He bids by the pane, and convinces me to do the same, so that when you get faster, you don’t lose money.

Ryan’s most recent project involves expanding his skill set into pools and jacuzzis, which are in no short supply on the island. This year he invested in a machine that uses a pH neutral mineral to remove calcium buildup from the waterlines, via wet sand-blasting. “I drain the water a bit and blast it. Most of the mineral is water-soluble, so it dissolves. The rest I vacuum up and then I refill the water.” He also has a buffing machine that uses diamond dust powder to remove graffiti from walls, soap scum from shower stalls, and hard water from windows that sit in the path of sprinkler systems. “The materials and pads are expensive, but it removes ninety percent of everything, so it’s worth it.” He shows me before-and-after photos on his phone, and the results are impressive.

Curious about the habits of a fellow solo cleaner, with all that alone-time, I finally asked him what he listens to when he works. “My surroundings, mostly. You know how it is ... you go into The Zone. You stare into the glass, seeing spots, it’s a meditation. Sometimes I listen to Pandora Radio, but there are so many places on the island that gets bad WiFi signal ... you’re listening to music, round a corner of the house, and then it’s gone.”

Before I left Maui, he dropped off a few of his flyers for me at the farm. The slogan reads, “If you can’t see paradise, call the Doctor.”

Back at the farm, I was seeing signs of a serious situation. Well ... serious to me, anyway, and probably to you, being window cleaners, too. Imagine this: a few yards in front of my friend the farm manager’s cottage, and also in front of “The Villa,” the retreat center’s largest building to house guests, there was ... a mess. The grassy lawn ended along a cliff’s edge, where there stood a barrier made of twelve huge panels of glass. The glass was so dirty that it hid all the wonders beyond it; the reason, surely, that someone had built the barrier to be transparent in the first place.

On the other side of the glass was a 200 foot drop to the valley below. Straight across the little valley was the edge of a waterfall. At any time of day, I could see other farm interns, local residents and their visitors swimming in the falls and sunning themselves - sometimes clothed, sometimes not - on its boulders. Looking to the left from the yard, you could also see where the valley opened up to the deep blue sea. It took 20 minutes to hike from the farm to the falls, and 40 minutes to hike all the way down

to the ocean. Just before I left to come home, there was a full moon, and one morning at sunrise, I heard the distinct and repeated sound of skin hitting water. Not the crash of waves hitting rock, but the huge smack of humpback whales breaching. They were giving birth, someone told me, and the whales were celebrating.

This view, I decided, desperately needed to be restored. This would be the very epitome of “restorative window cleaning.”

“Please ... let me clean that glass,” I begged Jon. He ran the idea past the retreat center’s director, who said he’d just have one of his handymen pressure-wash it. I cringed. “No, let me do it,” I said, “He doesn’t have to pay me much. I want to clean this for you, to thank you all for letting me be here at the farm.” Finally, the director agreed to let me have-at-it.

Upon close inspection, the panels seemed to be covered with a combination of dried grass clippings, paint spatters, sea grunge, algae, lichens, mud and animal paw-prints. I hunted down some dish soap, paper towels and an abrasive sponge. It took me almost 20 minutes and three rounds of scrubbing and squeegeeing to clean one chosen panel. After that, every time Jon walked to his cottage, he thought that one glass panel was missing. I was encouraged. I called Doctor Windows. “I need your help,” I said. “Do you have two six-inch scrapers, and a bunch of blades?” A few weeks later, with Ryan cleaning the cliff-side and me cleaning the yard-side, we scraped and squeegeed all twelve panels in less than an hour, and we felt like rock stars. The view was restored, and looked more incredible than ever.

My time spent on the nearby island of Oahu was the week of my 41st birthday, and was enjoyed by spending time with my precious friend Kelly, day-drinking, driving around Honolulu in a Jeep with the top down, exploring tide pools, swimming, watching sunsets, and rehashing all of our past shenanigans together in Minneapolis. Kelly is like a beam of sunshine funneled into a human form. No one I know has a more brilliantly colored wardrobe, or as many matching sets of nail polish and lipstick. Girl-time aside ... of course I wanted to clean her windows, and told her I would, in advance.

When I saw her house I sighed in dismay. It was built in the 1940s. Warped glass and old, wooden-framed screens. However, the wonderful difference between old-house windows in Hawaii and old-house windows in Minnesota is that there are no storm-windows in Hawaii.

Storm windows in cold climates of the USA turn a two-pane double-hung window into a four pane one. Inside and out, that's eight panes per window. I won't even touch windows like that anymore. But this was for Kelly, so with drinks in hand and music blaring, after she outfitted herself in a vintage floral organza mumu and an orange turban, we attacked her windows. I unscrewed the heavy screens and I showed her how to wash them with a brush and her garden hose. With a view of the white high-rises of downtown Honolulu over Kelly's hot pink, potted bougainvillea flowers, I climbed a paint-covered, rickety 6 foot ladder and went to work.

Afterward, we ran an errand in the Jeep and talked about how important window cleaners are. No joke. Kelly grew up in an affluent suburb of Minneapolis. Her mom entertained guests often, and also had an office in their house, and her step dad had landscaped a beautiful garden outside the office's windows. The family had a lake home, as well, and her socialite mother was fanatical about cleaning the windows at both residences, two to three times per year, which is frequent, for Minnesotans.

"Tell me about the window cleaners when you were growing up," I said. Kelly's sandy curls blew in the wind as we cruised the streets, her polished fingers holding a Camel cigarette.



"Glass cleaners kick ass," she began, "They give you a new vision. They make everything brighter and more clear. It was so important to my mom, to respect them and prepare for them, and we always had to clean the house and move the furniture before they arrived." I encouraged her to say more. "His name was Johan," she said. "He had an accent. He was dreamy. You need to call my mom when you go back home. I don't know who replaced Johan, but you should."

Hawaii is reported to be, year after year, the worst state in which to make a living. Yet I know many who have succeeded in doing so. When my plane lifted off the runway, and flew over the long row of wind-turbines that crawl along a mountainside of Maui's green coastline, I knew I would always have a home in Hawaii, and work, if I needed it, whenever I wanted to come back. We rose above the clouds, and I saw the crater of Haleakala poking through the mist. I'd seen the sunrise from that crater one morning. It had looked like a landscape from an alien planet. Thankfully, this particular planet was also full of windows, and I knew I'd be back to clean some of them, and to visit my friends, both new and old, in the winters to come.

working faster or smarter?

25



"JOB DONE!"

By Wagga

So, you want to go faster? Everyone wants to go faster. If you could do your round in half the time, I suppose you would. Think of how much more work you could fit in and how much more money you could make! But let's not get carried away with this because as we all know, it's just not as simple as that.

For a start, if you have ever tried to go really fast whilst cleaning glass, you start making mistakes. Mistakes like leaving spots when using a water fed pole or streaks and direction change marks when using a squeegee. Not only this, have you ever considered the health and safety aspects as well? It might be my age but if I try tearing round like a 16 year old, I tend to fall over. Not a pretty sight, but there is a more serious side to this. If you injure yourself because you just overdid it, then you are going to lose income depending on how bad the injury is and this will be self defeating.

No, a more balanced approach is needed. There is a saying that everyone has heard and it's this: "Less haste more speed" and it's true but I agree, it's hard to find that balance. I mentioned age and this can be a factor - you slow down as you get older. Well, it's either that or time goes faster! You choose. So you have to try to get that balance of trying to go faster but at the same time not running about like a headless chicken, and believe me, I've been there. But the question we should really be asking is this: should we be working smarter not just harder or faster?

So what I'm going to do is give you ten tips on how to increase your speed but it's not necessarily just by working quicker. It's more to do with working smarter. This is something I missed for years but hey, you can benefit instead. Much of this article will apply mainly to "one man bands" but some of the principles will be relevant to employers also. Here are some suggestions but I am sure you can think of better ones if you really put your mind to it:

Tip 1. Get your prices right first then you will not have to run around like that poor old chicken anyway.

Tip 2. Take a good hard look at your round and weed out unprofitable areas, as and when you can afford to do so. Pluck up the courage to canvass better work.

Tip 3. Do your best work at the beginning of the week.

Tip 4. Try to take an interest in your job. If you do, then you might discover better ways of doing things and become more efficient. The principle applies here "One volunteer is better than ten pressed men".

Tip 5. Preparation is key to success in most anything and preparation in window cleaning is just as important. "Fail to prepare - prepare to fail! Always try to prepare your equipment the day/night before. Make sure EVERYTHING is ready for the next day. I can't begin to tell you how many times I turned up without a crucial bit of equipment, or it didn't work or I spent ages trying to write out my "windows cleaned today" tickets at each house.....

Tip 6. Keep a set of tools in your vehicle so you can fix things instead of travelling home again. It may not be fixable but most things are.

Tip 7. Get to know your equipment a bit better. Why? SO YOU CAN FIX IT! You will find it's not rocket science. When my water fed system stops, I can usually pinpoint the problem within seconds. You do get to know it with experience though.

Tip 8. Try to remain open minded about different types of equipment and different methods of using it. In this way you are more likely to be open to new ideas and new ways of doing things, which in turn could just have the benefits you were looking for. Easier, faster and smarter.

Tip 9. When you do try something new, don't get the hump when it won't do as you tell it. It might just be that YOU are not used to it - NOT that it's no good. I found this out a few times. We can all be awkward sods at times, but don't be afraid to adopt new technology - give it a fair crack of the whip.

Tip 10. When you can afford it, carry spare parts or even whole backup systems with you. Not necessarily a whole standby van but at least have a spare trolley system or backpack ready to go just in case. Now I can hear you shouting, you forgot this or you never mentioned that, but hey I'm learning all the time too. *Anyway, I will leave you to think of tip number 11 for yourself. "Job Done"*

achieving IRATA,

working dual

countries and meeting

Richard Branson

26



By Justin Oliff



Climbing a 30metre gum tree or fetching tennis balls from the roof posed no problem for me, after all I had learnt ropes and knot tying at Scouts, Venturers and Rovers. How little did I know at age 15, that these skills and fun activities would be a precursor for my later in life chosen career in window cleaning.

Fast forward to 2001 and I was working in the electronics industry but had hit a brick wall and knew that I wanted a new and challenging career path. I had heard that window cleaning was a lucrative business so I decided to give it a shot.

During my annual leave I approached "Acorn Window Cleaning" a large company in my hometown of Melbourne Australia. They employed me as a trainee and within three months I was working on my own as a "Professional window cleaner" and 12 months later I was offered a contracting position. That was it, I was hooked and since then, window cleaning has been in my life for almost 14 years.

However in 2004, I was offered a job in Dubai as a Development & Installation Manager for an automotive electronics company and as much as I loved my window cleaning work, the opportunities were so great that I reverted back to my old career and took the job. Window cleaning was put on hold. I packed up, moved to Dubai and 16 months later with a wealth of great experiences and a fiancé; whom I had met during my stay and is now my wife, the lure of window cleaning was calling me back.

I was in love and away from home but the question was where are we going to live? Australia or Austria? Austria won the toss. Given that this is my wife's country of birth and offered exciting prospects, the move wasn't as hard as I had imagined, though not speaking the language was always going to be the first hurdle.

In Austria I returned to window cleaning for a rope access company. I worked full time for about a year, then decided it was time to go solo and work for my self. Now the really challenging phase of my career began, IRATA Level 1 training (International Rope Access Trade Association).

After many hours of theory and practice I achieved Level 1,2 and 3. This success has been one of my biggest achievements. That and learning to speak German all takes longer than you can imagine. I'm still working on the language, soldiering on and can get my way around with what I have learned so far.

Having lived in Austria now for almost eight years I have found the work to be irregular and seasonal, so in order to capitalise on my IRATA training I started working on Oil Rigs and Wind Farms both on and off



shore. In those few years I have had some great experiences, flying to work in a helicopter, jetting around Europe to destinations such as Esbjerg Denmark, a wind farm off the coast of Amsterdam, where I worked a two week rotation living on a ship and even got to meet the dynamic entrepreneur Sir Richard Branson during one of my trips home.

While there is some glamour attached to the travel, new environments and an outdoor lifestyle, what also appeals is the financial reward, window cleaning is the stable and enjoyable career I know that I can always rely on. The contract work is good and pays well, but there is risk as it can be determined by the seasons and contracts.

Taking these anomalies into consideration, my wife and I came to the conclusion that the lack of window cleaning over Autumn/Winter in Austria was just not financially viable and agreed that during the European Autumn/Winter we would go back to Australia. Consequently in 2009, I was able to pick up where I left off back in 2003 with the same company in Melbourne, "Acorn Window Cleaning".

Owen, the new owner was happy to hear from me, as the company's workload over the Australian Spring time is so demanding he was delighted to employ me again as a part time contractor. The timing was perfect for him and also gave my wife and I an opportunity to catch up with my family. Now I have window cleaning work in Australia and Austria. Its fantastic and a real treat, travelling to Australia when the weather in Austria is turning grey and to come back sun tanned after my three month stint down under.

It may seem strange that someone can have such a passion for what seems to be a menial job, but trust me, its far from menial and is never boring. I guess that's what I love about it. Every day is different. Every house is different. Every customer is different. Let me tell you a couple of stories.

One of the largest private homes I have washed was in suburban Melbourne. The house had 9 bedrooms, 9 bathrooms, 13 toilets (yes 13 toilets. Lucky for some) and 70 mirrors (that's a lot of bad luck if things

go wrong). I didn't know who the owner was until later on that night, when the boss told me he was the CEO for a very large chain of retail shops Australia wide. Not only was it a nice house where money was obviously no object but the owner was a 'real' person who appreciated my work, and on top of his quote for the job, gave me a very generous tip.

Another large (not for profit) venture was the MILLENIUM TOWERS in Vienna. This was the biggest building I have ever worked on. It was only a one-drop for an interview by an Austrian TV station about "Extreme window cleaning" but if you care to look on You Tube "Justin on Austrian TV" at that one drop, you'll be stunned by the scale of the enterprise. Now that would have been a very lucrative contract. That photo opportunity also demonstrated my faltering but adequate German skills. I'm glad to say the language has improved since then.

Not wanting to be a name dropper, having referred to Sir Richard Branson previously, I will just mention another celebrity, of no less standing than our very own, home grown, Geffory Rush. Mr Rush lives in a very exclusive, leafy Melbourne suburb. But in spite of his celebrity and fame, I was entrusted with access to his private sanctuary and caught a passing glimpse of his numerous acting awards. Such trust makes me feel very proud. Who says window cleaning doesn't have its special moments.

Sadly, there's the flip side of the coin when it comes to window cleaning. Not knowing what was in store, I arrived at a house that should have been bulldozed. But I was not there to judge until I saw trees growing out of the flooring, twenty years worth of newspapers



“...WINDOW FRAMES HAD BEEN CHEWED AND HACKED BY A DOG..”

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scattered everywhere. 80% of the window frames had been chewed and hacked by a dog. Oh dear. Then there was the smell, well lets just say I did what I had to do quickly and get out of there. In spite of the terrible sadness, I saw the customer was delighted and seemed to think that now the windows were clean the house would be better to live in. She was an extreme hoarder which is becoming more and more of a recognised condition, and in spite of the obvious squalor that was still evident, she was over the moon and her view on it all was just a bit clearer.

No doubt window cleaners around the world have similar stories to tell. There are good customers and, the not so good. There are the sad and lonely ones who book the job just so they have human contact and a friendly voice. So where do I want my window cleaning story to go from here? Well I always had a dream to clean a whole street for free in Vienna, just to let the residents see how a simple thing like clean

windows can lift your spirits and bring the sunshine into your home. So this spring I will clean the entirety of Gumpendofer Strasse and try to create some pride and interest. Some people have never had the pleasure of a professional window clean and I would like them to know how such a simple thing can be a lovely experience.

As this chapter of my story comes to a close, my wife, daughter and I would like to start another story in the United Kingdom where I will continue as a window cleaner and she at the nearest airport, doing what she does best – arranging travel for her customers. But before I hang up my squeegee I would like to experience a window cleaning technique used in New York. Belt harness, latching onto the outside of the window frame, but that's for another day. My final word is this. Find a job you love and you'll never work a day in your life. So far that has been my mantra and it hasn't failed me.



a solution to the dreaded storm windows?



Larry Crooks talks Storm Station.

Clearly Now Window Cleaning. www.clearlynow.biz

That call comes in - "Hi this is Mrs. Johnson and I have an older home with many storm windows and I'd like to get an estimate?"

You hesitate to answer for a second. You need the work and want to bid the job but you know how difficult and time consuming these windows are to clean. Lets face it, they can be really challenging!

Living in New England, I would run into this many times and I needed a solid solution for this task.

There is great money in cleaning storm windows provided you have the right equipment!

What is a storm window?:

Well, that's a good question! Some of us don't know what one is, nor have even seen one before. In many parts of the world they just don't exist, and for good reasons. They just don't need them in milder climates.

Storm windows generally serve as a retrofit on existing windows in order to improve their thermal efficiencies. Some of the leading manufactures in the early years designed their window to have a storm unit before thermo pane technology was discovered. They can be mounted internally or externally.

They tend to be in older homes throughout New England and the Northern states. Storm windows act as the old world thermo pane providing further insulation from cold whether.

Storm windows turn a single window unit into two windows to clean. The storm pane has to be removed and cleaned both sides then the fixed unit is cleaned.

The Storm Station provides a safe and solid solution when cleaning storm windows!



Various storm window designs

Top 5 reasons to clean storm windows:

1. Extra revenue for your business.
2. Provide a more professional appearance to your company.
3. More money per window unit can be made cleaning storm windows.
4. Ability to work inside during inclement weather.
5. Offer your customers a complete window cleaning service.

Behind the Storm Station design:

I knew the step ladder, which all of us own, would serve as the easel. No more bending over for my cleaning solution. It took a while to figure all the step ladder dimensions out there and the wash bin holder design. But, in the end, it came together. The storm station can hold any type of storm panel. Once mounted, you can leave it on your step ladder. It can be taken from job to job or it can quickly be removed and stored away. Also, I wanted the Storm Station for use inside or outside a customer's home. With so many different working conditions and weather scenarios, this is a nice feature to offer.

The details:

The Storm Station weighs less than 4 lbs, is 36" in length to make it very compact and shippable. It quickly attaches to any step ladder creating a sturdy and comfortable platform for cleaning storm windows and screens.

A machined channel goes lengthwise into the center of the Storm Station to collect dirty water. The dirty water then drains into a standard window cleaning bucket that attaches directly under the Storm Station. Capable of holding up to 75 lbs, this is a safe way to clean storm windows inside or outside your customer's home. The Storm Station attaches to the ladder in minutes and is quickly removed once all the hardware is in place. All mounting hardware and brackets are included.

Customer Review: "I put off buying this product for about a year or so. That was a BIG mistake! This is a really great tool to have. It makes doing storm windows so much easier! Saves the back BIG TIME!"

Where to purchase the Storm Station and demonstration video: links below

<https://shopwindowcleaningresource.com/storm-station.html>

<http://www.jracenstein.com/item/46-25/stormstation->

GrippaTank's big reveal

at
ISSA Interclean

Amsterdam

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By Lee Burbidge



At the ISSA Interclean Amsterdam this year, GrippaTank revealed their latest offerings. Mainly centred on feature improvements and enhancements of existing product line, GrippaTank did not disappoint displaying the awesome new GrippaMAX V4 system with RO cabinet amongst other goodies.

Two things really caught my eye initially. The first item was the WFP Link, fob and app (see page 14 for the full article on this) that allows the operator to control and set the GrippaMax V4 system via a mobile phone app. The mobile app is also used to set up the button functionality on a durable solid four-buttoned fob. The fob sports tiny green LED lights that show pump speed and calibration levels for example.

The second thing that really caught my eye was the GrippaPRO Totaliser, the first of its type on the market.

So, what is a GrippaPRO Totaliser?

Essentially, this neat little box is designed for water transfer from an in-house static system to the operators van. But it doesn't just transfer water; it also helps out with things such as monitoring and control of TDS outputs, flow meter and a programmable amount of transfer water option. This system can also be configured to automatically re-circulate stored water on a pre -set timer. This will then push the water after the expiry time through a UV system ensuring the bank of water does not become stagnant. You can set this up for say, every three days (if that is the time you're wanting to set). If no water is decanted after

three days then the system will begin the re circulation phase.

There is a programmable transfer mode - set the amount of litres you want the controller to transfer, pull the trigger, and then leave the system to transfer the specified amount. In manual transfer mode - pull the trigger on your transfer hose and the controller will energize the transfer pump. Once the trigger has been activated it will then shut the transfer pump off, thus preventing wearing the pump out or flooding your vehicle and unit. I have lost count on the number of times that I have popped my fill hose into the van tank, turned on the transfer pump, go sit in the office to do a little paper work, then take a phone call.... only to realise the phone call has gone on far too long. At this point I then discover that I have watered all the weeds growing in the car parking bay!

There is a nice little touch on the GrippaPro Totaliser for Water Barons. It has a monetising totaliser feature for water distribution outlets making it easy to charge the correct amount to the penny. After all you need to maximize that liquid gold, right?

So why on earth create the GrippaPRO Totaliser? Well first of all, why not? And secondly, GrippaTank thought that there was a lot of static systems out there busy making and storing the water but the go between a static tank and the van has never been really looked at in any detail. The transfer of water has always been,



well, a messy affair. The GrippaPro Totaliser brings order to this middle ground, and offers a well thought out transfer solution.

Talking of 'bringing to order' one gets the feeling that GrippaTank has some sort of OCD issue when you consider their next product. Next up on the reveal for Grippa is the nice and orderly RO Cabinet designed to house the new GrippaMAX V4 systems and GrippaRACK.

So what is the RO Cabinet on the V4? The new GrippaMAX V4 systems include a patent pending RO cabinet that encases the GrippaMAX V4 system protecting all of its vital connections and equipment, such as the RO and pre filters, from damage. With all that loose equipment that may be stored by a window cleaner in the back of a van, generators, gutter vacs, safety signs, and cones, it makes sense to protect the machine.

With this new cabinet the RO is tucked safely inside. This now allows GrippaTank to add another exciting feature in which a closed space greatly improves efficiency.

You see, the system knows when the temperature drops. Reverse Osmosis membranes do not like the cold and in fact will fail if the RO temperature drops to zero. With this RO Cabinet, what happens instead is that a warm air blower kicks in and begins to circulate warm air around the cabinet cavity, therefore preventing potential failure. Considering that the RO is one of the most expensive, replaceable items on a system, you might have to do some real sole searching if you are even entertaining such ideas as 'its not that important'.

Following the neat and tidy theme, GrippaTank have announced a smart storage called GrippaRACK Modules.

"I hate mess" said CEO Oliver Stanton. And I think we are certainly getting that vibe. GrippaRACK Modules are fully configurable storage solutions designed to keep all your traditional gear, 5L chemical bottles and sprays, WFP brush heads etc. tucked away all neat and tidy.

We all strive to be professional with our window cleaning business. I have seen many window cleaners go to the effort of printing up nice business cards, having awesome van livery and maybe even uniform or trade association ID cards. But then they open their van and it looks like what I can only describe as a teenager's bedroom crossed between the junk shed at the bottom of the garden that nobody ever visits.



Want to learn more about
GrippaTank?
Click or scan here.



You can set these modules how you like with custom dividers and create space for items such as a bucket. This product is definitely not a one size fits all and so you can set it out to the way you like to work. The flip lids on the storage box are nice and sturdy with a nice click as it shuts securely giving that solid storage feel.

Water fed pole window cleaning is not the only area that GrippaTank has rolled out improvements and enhancements too.

Next up, Grippa revealed a new gutter tool. With the GrippaTank Gutter Vac side entry in the collection tank, their 2400watt models suck up 96L per second. To enhance this equipment further they have been developing the GrippaVAC Agitator tool.

This tool is attached at the top of a telescopic pole and is then connected to a water supply at the bottom just like a regular WFP. The GrippaVAC Agitator tool uses Gardiner Quick LOQ technology and you can use as many Quick LOQ adapters and angles as you want to suit individual gutter needs.

At the business end you have a brass fitting that sprays water with a specially designed agitating tip. This tip is also designed to go down the most narrow of UK gutter downpipes allowing the user to dig deep 'a fair' way down into the pipe.

The concept of adding water to your gutter cleaning project in this way is for helping with completing the job a lot quicker and allowing the gutter vac following behind to work even more effectively.

GrippaTank have improved their Gutter poles too. They have taken the section 11 Gardiner Pole and slightly reconfigured it for gutter cleaning use to give you the new GrippaVAC V4 generation of poles. They have clamps too, so gone are the days of getting your gutter pole stuck as you are working. These are available up to 60ft.

All in all GrippaTank have brought some really great improvements to the market. Choosing the ISSA InterClean show to launch some of these products was a smart move with the ISSA attracting the biggest crowds in Europe.

We wait to see what other exciting things GrippaTank have for us in the not so far distant future.



(Above) GrippaVAC Agitator tool.

GrppaMAX V4 with RO cabinet and GrippaRACK Modules



[Click here to watch video](#)



The logo for WC Trucks, featuring the letters 'WC' in a large, blue, stylized font above the word 'TRUCKS' in a smaller, white, blocky font. The entire logo is set against a red and white background that looks like a torn piece of paper.

WC TRUCKS

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this month we feature A1A Window and exterior cleaning

Congrats to our Final Winner
Mark Reinhart
Of A1A Window
& Exterior Cleaning
in Grand Rapids, MI

UNGER
Quality Tools for Smart Cleaning™

**Selfie
Contest**

My name is Mark Reinhart II, owner of A1A Window and Exterior Cleaning, LLC, out of Grand Rapids, Michigan, USA. I have been cleaning windows since before I can even remember, as my father is the past president of the IWCA, and owner of Award Window Cleaning, also out of Grand Rapids, MI.

I had been trained in high rise and lift work by someone who was not professional, nor did he follow any safety regulations. After attending my first IWCA convention in 2001, I realized the many mistakes we were making as window cleaners. When I returned to work, I wrote and implemented a safety training manual and then continued to be the high rise safety coordinator for the next ten years.

After years of watching the guys disregard simple safety measures, I decided to take a break from window cleaning and worked in a few different factories but quickly realized that was not for me. I returned to window cleaning, and after a couple of years with my father's company, I decided it was time to go after my dream of owning my own company. In early 2015 I started my business with our family 2002 Dodge Caravan, a couple of poles, a stack ladder, and my Unger tools. As the year progressed, I slowly upgraded my tools and decided to take the plunge and

Many of my peers doubted working with a water fed pole, but then once I started with it, I soon realized that I could almost double my workload, and still continue with my regular hours and schedule. I found a local water filter company where I bought two 18 inch de-ionized water tanks, and a 50 gallon water tank with a pump powered by battery.



I use the Unger nLite 55 foot WFP, and I am very happy with the results. Something new to my window cleaning tools is the Unger Stingray, which I won through an internet contest, via Unger. Not only does my company clean windows, but I also offer many other services that I am able to run from my work van. I keep a power washer with an X jet and a surface cleaner in my vehicle at all times. I also use the 'Reach Higher' gutter vacuum, which is helpful in the fall months. Most of my marketing is through social media. You can find A1A Window and Exterior Cleaning on Facebook and Instagram. As you can see from my van, I have mobile advertising as well! I have multiple yard signs around my town, and in family and friends yards. Word of mouth is the best way to advertise. When you have happy clients, they love to tell people about you. The future of A1A is bright, as I plan to continue on my work with WFP. It not only keeps my feet on the ground, it has helped me add more work to my schedule. I think many experienced window cleaners are used to the typical squeegee/ladder work, but it is such a dangerous industry, many should open their eyes to new technology. I find it to be more efficient and better quality work. You will always have occasions where the squeegee is the best option, but I'm moving my company forward with mainly WFP technology where I can keep any future employees and myself safe, which is the ultimate goal of window cleaning. I would not be where I am today without the help of my wife, who puts up with long hours, my father, who has taught me much of what I know about window cleaning and Stefan Bright, for his amazing safety advice.



New to window cleaning?

Your questions answered.

35

do you start with a van?

Are you new to window cleaning? We have the top questions you might ask, answered. Today we concentrate on questions surrounding the van for your new business.

Should I start with a van or buy the water and use a trolley?

Always buy the best you can afford. Any water purification equipment will work, trolleys included, even those little under the sink water purifiers, but you will inevitably have to faff around with it to make it work for window cleaning, and if you can, why not make it as easy as possible for yourself?

In the early days of your new business, you should be concentrating on gaining new clients and perfecting your technique. Think about it long and hard before you start. Once you have decided, got for it with everything you have!

What is the best van to start with and why?

Same rule applies, the newer your vehicle, the better. Old vans cause issues and your income depends on you getting to work. Remember, it's not only you that's inconvenienced if you can't call when scheduled, you are breaking a promise to your clients. Clients can be very unforgiving.

So my advice is to go for a new van if possible, preferably one you really like the look of, it will make a massive difference to how you view work.

There are however some good deals on vans if you want to buy, but you can also rent. Basically, most hire companies will do a long-term hire, no credit checks, no huge deposits, just a set amount per week and a weeks notice if you want to return it.

The benefits are; it's a fixed cost. It's more expensive weekly but its fixed, so no nasty surprises. They are brand new, ordered to your spec... the hire company owns the van so no servicing costs, no tax, no tyres. It's all covered; even your wiper blades...!

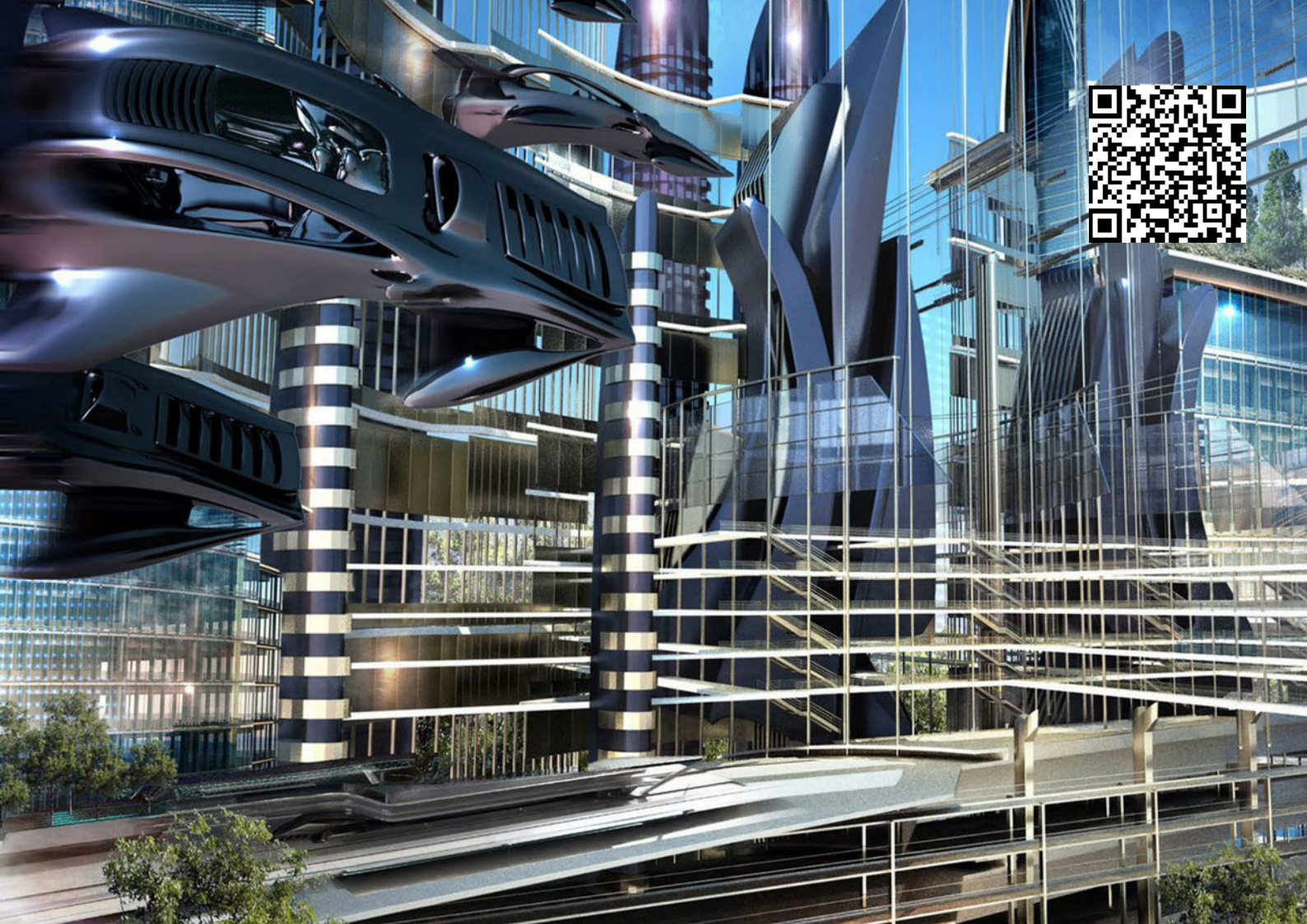
How do I work out van payload correctly to be legal?

If you were buying equipment from a manufacturer, they would have done this for you. If you want to work it out, weigh your hardware (filtration equipment, tanks, pumps and controllers) and then add the weight of your water which is 1 kg per litre. 300ltrs of water = 300 kilos in weight. Add the two numbers.

Contacting the vehicle manufacturer or some quality time spent with Google will tell you the gross payload of the vehicle. But be aware that this will include bodies, so if it's a 3-seater van, take 70 kg per person from the payload. Some manufactures add fuel weight to the gross payload too, so add this to the equation.

What about insurance for the modification. Am I covered?

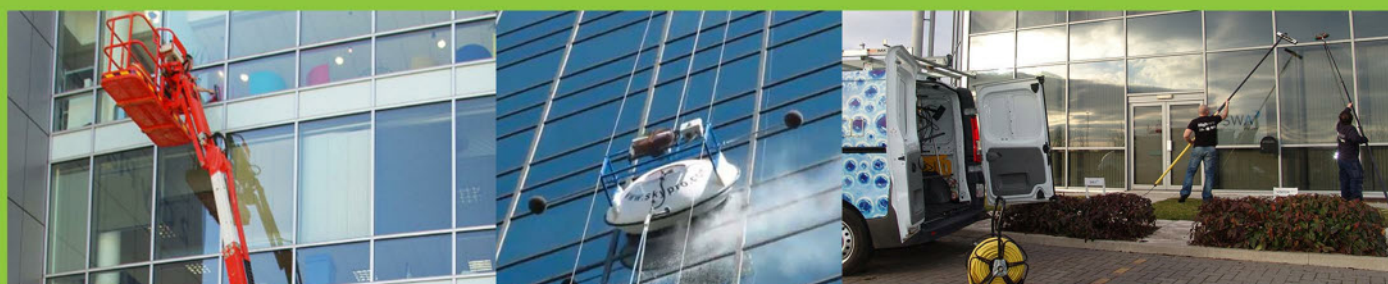
Most insurance companies assume that when you buy a commercial vehicle you're going to need it for commercial reasons. But for your own peace of mind, always tell them what you are using your van for. 99% of insurance companies will not have a problem.



The Future of Window Cleaning

begins here at the Master Guild of Window Cleaners

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The Master Guild of Window Cleaners is undergoing major changes with new and attractive features that will bring HUGE benefits to new and existing members. These include BIG discounts on window cleaning equipment and special industry deals plus much, MUCH more...

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