

## **Case 1. A large rural block paving pressure washing and sealing example**

This section reports the chain of events that lead to securing an order for a large job which was successfully completed through net working with other companies in this industry.

The chronological order of events were as follows:

In June 2007 Jet Stream Drive Clean received a phone call from the secretary of a company in Northamptonshire, saying that they had an inquiry via their web site that they were not immediately able to service and asked us if we could deal with it. This was from a Mr G in Essex requesting a site survey and a quotation for having his Tegula block paved driveway, patio and pathways professionally pressure washed and sealed. We immediately contacted Mr G and arranged to meet him at his home for a consultation. The photographs we recorded during the survey and copies of which are shown in the site survey gallery below, show that there are many very unsightly paving areas surrounding his home. The biggest problem being the exceptional weed growth in the joints of the paviors. His remit to us was for a complete deep clean of all areas of his paving, to banish the weeds and take action to prevent them from growing back.

### **Site survey gallery**



## Analysis and recommendations to client

The area of paving to be dealt with was measured and found to be 705 m<sup>2</sup>. Our analysis was that to bring all the paving up to the required standard would need a 3 part work programme. We recommended that due to the excessive and strong growth of the weeds, we must first apply a weed killer. For the application of the weed killer to have enough time to kill the roots it would be necessary to wait 2 weeks, after which we could pressure wash all the treated areas and clean up the debris. The final act of this proposed 3 part exercise would be to brush in fresh kiln dried sand into the joints in the paving and apply Seal a Block Commercial Pre-polymer Urethane sealant.

We explained to the client how the proposed sealant works and that it will set the sand hard in the joints, thus preventing further re-growth of weeds from the joints of the paving. We had determined that Seal a Block commercial was the only suitable sealant, because of the area to be covered, the initial strength of the weeds, and also the size of joints commonly associated with Tegula block paving. In addition using Seal a Block Commercial with its one coat application spread by a squeegee, we were sure we could achieve a consistent finish over the large areas involved. Seal a Block Commercial has been designed to work in the harshest of applications such as in



airport hard standings for aircraft. This made it ideal to handle the wider gaps of the Tegula paving, soaking into sand really well and setting it hard to the side of paver's but still retaining the flexural properties of the paving. The lower cost option of an Acrylic sealer would just not be good enough for this job, and would have been a penny-wise pound-foolish option, which we would not recommend. We further advised the client that some regular light maintenance would be required after we had done the job to keep it in good condition, if he decided to go ahead and accept our quotation for the work we had proposed.

On returning to the office a quotation was prepared and sent the next day by E-mail. As standard practice all the quotations we give for jobs involving sealing, request a prepayment of 50% of the sealing costs one week before starting the work. This is because sealants have a limited shelf life and have a high cost. It obviously helps cash flow, but also gives us confidence that the client is really serious about having expensive work done. We also only order the sealants for each job after we receive the prepayments, as this helps us keep our stock levels to a minimum. Shortly after sending the quotation we received an E-mail back accepting our quotation and requesting that we start as soon as possible. As this job was for some £5000, we sent the client an order acknowledgement with a proposed date when we could start the work for his approval. This was accepted and we received the prepayment as requested.



## Results of the weed killing 2 weeks application



### Time table of events

1. Inquiry received
2. Site survey carried out
3. Quotation sent by E-mail 15<sup>th</sup> June 07
4. Quotation accepted by E-mail 18<sup>th</sup> June 07
5. Order acknowledged and prepayment received 21<sup>st</sup> June 07
6. Application of the weed killer 27<sup>th</sup> June 07
7. Pressure washing carried out 10<sup>th</sup> and 11<sup>th</sup> of July 07
8. Re-sanding and sealing carried out 31<sup>st</sup> July 07 to 1<sup>st</sup> August 07
9. Final payments received

### Work schedule carried out on site after weed killing

In order to complete the pressure washing to meet the client's time frame, we needed to hire some help from another pressure washing company we knew who were situated at a reasonable travelling distance from our client's property. This company had sought advice from Jet Stream Drive Clean about 1 year earlier when they were in the throws of setting up their company, so we had a good connection to them. In our planning we allowed two days for all the pressure washing (some 32 person-hours) and this was completed in the time frame requested by the client. We then allowed a good two weeks for the paving to dry out and settle down again, before starting the re-sanding and sealing.

A further delay was incurred until the weather forecast indicated a period of stable fine weather. This was necessary, because the weather is critical to sealing and we could not risk a failure with such a large area to seal. For convenience, the large quantity of sealant & jointing sand required was delivered directly from the suppliers to the client's home, as he had agreed to store it in his garage. To carry out the actual sealing we used a 4-person team on the first day and a 3-person team on the second. This enabled us to complete the re-sanding and sealing in two days, some 56 person-hours of work.

The photographs in the finished job gallery which follow, show what a difference our services can make to the appearance and usability of a property. The benefits are truly amazing!

## Finished job Gallery



As stated earlier in this section Jet Stream Drive Clean's invoice for the job totalled some £5000.00, from which a 10% commission on pressure washing part of the job was paid to the company that passed the inquiry to us. The whole process described above in this section, from inquiry to finished job, shows the value of networking with other companies in the industry.

## Conclusion

The Client Mr G expressed his delight with the job and said that he would recommend us to other prospects. He understood that he should take steps to protect his investment in having his paving brought up to a very good standard and said that he would carry out the maintenance programme we had suggested to him. As you will see from the copy of an E-mail to our office, we completed the work while the client was on holiday and through the power of E-mail we were able to keep him fully informed of progress. Actually sealing such a large area with only our team on site was an advantage and saved us some time during the sealing operation,

“Hi Brian

- We are back and have had the chance to look things over
- Looks very good, I think; nice that it's a bit darker than when it was untreated too.
- Thanks for getting it all done without us being around

I will heartily recommend your services to anyone I know (although I don't know anyone with quite this much block paving). I'm OK with strictly anonymous (in terms of

location and our name) use of before/after shots, that's fine".

We have taken this case study as an example to demonstrate how our working procedure is used to achieve the highest standard of results, it also demonstrates how the working relationship we have with others in the industry can be beneficial in both obtaining and completing orders. From the business point of view our margin for the job taking account of all the costs was 40%.

## **Case 2. Cleaning up after summer floods**

During the floods of the summer 2007, the park near the river Great Ouse that passes through Buckingham became flooded. After these floods had drained away it left the children's play areas contaminated with dirt, silt from the riverbed, sewage and other pollutants from the drains with a really bad smell rendering the play areas unsafe to use. There was an obvious need for the services of Jet Stream Drive Clean, so we approached the Town Council with some proposals to clean up these areas, after which they invited us to submit a written quotation.

### **Example pictures of flood damage**



After the Town Council had liaised with their insurers Jet Stream Drive Clean were given the go ahead to carry out their proposed cleaning programme so that the play grounds could be reopened to the general public again. The pressure washing was carried out over a 4-day period, after which we then had to treat the cleaned areas with a Sanitizer. The treatment of the cleaned areas with the Sanitizer was deemed necessary to kill off any remaining bacteria, viruses, and fungi. The application of this is explained in the section Chemical Treatments , which contains additional examples of the flood story. The application of the Sanitizer involves simply pouring the ready-to-use product into our backpack sprayer and spraying it over the affected areas. This sanitisation process took a further half a day to complete.



Our total invoice price for this project was £ 2561.25, which included £xxx for the cost of the Sanitizer and was carried out by just one operative.

This case study demonstrates how a local business can provide a service to the local community thereby raising the profile of the company in the locality. It also demonstrates how circumstances can arise where a local event can turn out into a business opportunity and just how wide awake you need to be to take advantage of such an opportunity. After completing the work to a high standard Jet Stream Drive Clean had gained a very valuable contact for future business in the Town Council.

## **Example of a working week**

This working week is a true reflection of what you can expect to be doing once your business has been established and running well. The following example has been taken from our last year's diary and reflects the diverse jobs, quotations, and travelling done in that particular week.

Monday 7th May 2007

9.30 am: Arrived at Mr D's House in Brackley, and pressure washed his block-paved driveway. I allowed until 1 pm to clean this 70 m<sup>2</sup> driveway, as the builders who had just finished left it in quite a state, Fee charged £175. Now Mr D would like us to take a look at his patio and swimming pool and quote for cleaning these areas.

2 pm: Arrived at "Northway Paving" owners home and sealed his new patio for him. We agreed to do this for him at cost price, because Northway pass on lots of work to us.

Tuesday 8th May 2007

9.30 am: Arrived at Mr C's house in Northampton and cleaned his block paved driveway in preparation for having it sealed, again I allowed until just after lunchtime for this job, as I also had to clean a small patio the other side of Northampton. Total value of Mr C's job including the sealing was £900 and the other small patio job brought in another £90

Wednesday 9th May 2007

9.30 am: Arrived at Mrs J's House and pressure washed her patio; this is the third year running now we have cleaned her patio. Finished at 12 noon; Fee £150. Then drove to Mrs B in Chackmore and quoted for cleaning her swimming pool surrounds, and patio. The day's work was finished by 1 pm.

Thursday 10th May 2007

9.30 am: Arrived at Mr C's House in Milton Keynes and cleaned his very small slabbed patio. Fee £80; finished by 11 am. Then returned to Mrs B's Home in Chackmore and cleaned her patio and swimming pool surrounds as she had accepted her quotation over night. The job was finished at 6 pm; Fee £250.

Friday 11th May 2007

9.30 am: Arrived at Mr G's House in Bridlington near Northampton and cleaned various patios and pathways surrounding his home. Finished by 3.30 pm; Fee £352.

Then drove into Northampton to quote for two new jobs.

Saturday 12th May 2007

9.30 am: Arrived back at Mr D's House in Brackley, and brushed sand into his driveway. During the week he had accepted the quotation to clean his patio and also had taken up our suggestion of treating his swimming pool surrounds with Algo-bioinhibitor. These additional tasks were completed for him on Saturday. Finished by 2 pm; fee £195.

Total invoices issued for the jobs completed in the week £1292.00.

Hours worked approximately 36.5.

Plus the first stages of a sealing job worth £900 job were started.

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