

WHAT REALLY MAKES MONEY

An Independent Review of Business Opportunities & Money-Making Enterprises

The 'Softwashing' Craze About to Sweep Britain

Today I want to tell you about a service that is proving hugely popular in America. I'd like to show how you could launch your own version here in the UK, working as an owner-operator and drawing huge profits.

This is quite a strange service. You've probably not heard of the idea of 'building softwashing' before. But with the right mix of chemicals and equipment, companies and homeowners in major cities across America are discovering that a softwash can restore huge value to a building.

This isn't about powerwashing. I'm talking about a new method for cleaning glass, brick, smog-stained stone, tiles, timber, even solar panels. Companies, such as Indian Motorcycle (pictured) are lapping it up.

This opportunity is one of those rare and very exciting opportunities. It is pretty new... but it is also proven. Because it's fairly new there isn't a massive amount of competition but, as is proven, the risk involved in starting it up is low.

In addition to that, it's not difficult or that expensive to start. It's very practical and down to earth – there's no technology or Internet marketing. It's something

you could start in a small, simple way but the long-term potential is, I think, absolutely massive.

And don't worry if you don't know much about cleaning – or about buildings.



You don't have to do any hands-on cleaning work, unless you want to. This is an opp you can set up as an owner-operator business or alternatively a hands-off management-type business.

Last but not least it is something that is

really perfectly suited to the UK... thanks to our often grey, rainy British weather!

What Exactly is Building Softwashing?

Let's go through a few basics so you can understand not only what softwashing is, but also the many advantages it has as a service to offer to customers.

Softwashing is a contemporary and much better solution to the more usual process of hardwashing or pressure washing.

Until softwashing came along the main way to clean the exterior of a building was by sandblasting or, at the very least, high-pressure or powerwashing.

please turn over...

Sandblasting is a very specialist process. It can be risky and is also pretty expensive. High-pressure washing is more practical but it involves quite a few downsides of its own. Pressure washing involves the use of high-pressure water – typically around 4,000 psi – which can be quite risky. It uses a lot of water, is pretty noisy and can make a lot of mess. In the process it can cause or worsen leaks, cause floods and the powerful blast can even badly damage the building being cleaned.

Softwashing is very different. It is a two-stage process. It works by, firstly, applying a cleaning chemical – or sometimes a ‘recipe’ of several chemicals – to the building at low pressure. This softens and dislodges atmospheric dirt and stains and other things that might be present like moss or algae. Secondly, after leaving the chemical mix to soak for while, the building is then cleaned with a low pressure spray to wash it all away. Leaving, all being well, a sparkling clean building.

The Advantages of Softwashing

Softwashing offers lots of advantages. These are the main ones. (Make a mental note of these as they will be useful in your marketing and when selling to prospective customers!)

- » **Softwashing only uses low pressure** – 10% that of pressure washing. Typically this is about 40-80 psi.
- » **Low pressure is safer, for operators and anyone in the area.**
- » **It is much less messy, and quieter** (almost silent).
- » **It uses much less water and energy**, so is more environmentally conscious.
- » **There is much less risk of damage to the building.** It shouldn't cause leaks or floods.
- » **Softwashing doesn't just blast away dirt, it dissolves it.**
- » **It neutralises and removes the conditions that have attracted the dirt, as an antibacterial or biocide treatment can be used.** So the newly cleaned surfaces should stay cleaner for longer.

- » **Because of these advantages the market is much bigger than for pressure washing.** More things can be cleaned more safely and more effectively.

By the way, this doesn't mean that the results are poorer. They are just as good, and in some cases, better than high-pressure washing.

If you look around on the Internet (YouTube is ideal) you'll find lots of videos of softwashing in action to show just how effective it can be.

The Market for Building Softwashing

As I said at the start, the market for softwashing building exteriors is huge. In fact it is two markets rather than just one! The softwashing market divides into residential – that is houses – and *commercial*. That includes shops, offices, factories, warehouses, showrooms, schools, hotels, restaurants, and so on. Everything from, say, a glass-fronted car showroom to a large factory building.

Residential work is the easiest to find and the easiest to do. So probably the best place to get started. But commercial work could be absolutely massive and could lead to some really big and regular softwashing contracts.

Why Customers Will Want Your Service

Sales points to bear in mind when marketing softwashing:

- » **Softwashing can clean up and improve the appearance of their property.** It can be carried out at any time but is especially useful when people are renovating or extending their property.
- » **Softwashing can make a property more saleable or lettable.** This is an interesting one. You'll often hear the phrase ‘kerb appeal’ when it comes to selling houses. Softwashing a building can mean people are more likely to view it and more likely to buy or rent it.
- » **Softwashing can even add value.** A clean and tidy property can actually be worth more than a

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dirty, unappealing one. This could be just a few thousand pounds on a small property to tens of thousands on a large one.

What Softwashing Can be Used to Clean

Once you see the wide range of surfaces that softwashing can effectively clean, you will appreciate the huge potential it has. Here I'll run through the main surfaces that can be softwashed successfully:

- » **Brick.** Of all colours and textures. Although light, smooth brick will generally offer better results.
- » **Stone.** The advantage is that even quite old and delicate stone can be cleaned without damage.
- » **Timber.** Treated or painted timber produces best results. This can be timber on a building or a shed, garage, fencing or decking.
- » **Tiles.** Slate, stone, concrete and asphalt. Either on a roof or vertical cladding.
- » **Glass.** Softwashing is perfect for cleaning glass, e.g. large windows or glass cladding.
- » **Solar panels.** An increasing number of homes have solar PV panels to generate electricity. Accumulation of dirt will reduce their effectiveness. Softwashing is the ideal way to clean them without damage.
- » **Plastic.** Plastic or plastic-coated cladding panels. Also plastic/polycarbonate type roofs, e.g. conservatories.

By the way, softwashing was first developed as a way of cleaning the vinyl-covered panels – usually known as siding – which are widely used in house construction in the USA. You'll rarely find this on houses in the UK but, if you do, it can also be cleaned very successfully.

- » **Metal.** Metal cladding or roofing panels. As used for walls or roofs.
- » **Pebbledash.** Softwashing works well on painted pebbledash surfaces (unpainted also cleanable) and it will clean without blasting away the pebbles!

And the biggest single opportunity...

- » **Render.** I've left this one until last but it is probably THE very best opportunity for residential softwashing. Lots of buildings,

especially houses, are finished with render or rendering. Sometimes it comes in a version with a rougher texture known as roughcast. This may be coloured or treated with a paint-like treatment. It might cover the whole building or just part of it as an architectural feature.

Now, one snag with render is that it is usually finished in light colours. But it soaks up the dirt like the proverbial sponge. Atmospheric dirt, rain, leaks from gutters and run-off from windows will cause it to become stained very quickly. In addition, in locations where it does not receive much sunlight (such as in the shadows of buildings, shaded by trees, and on north-facing walls) it will often become covered with algae or even moss. All of these make render look unsightly and can even help to break up the surface in time.

Softwashing is perfect for cleaning render. It will very often restore it to an 'as new' look quite easily – much more easily than trying to do it by hand. And, even more importantly, without causing any damage.

What Softwashing Can Remove

Softwashing can remove a wide range of dirt and growth from these surfaces. Again, bear this in mind for your marketing:

- » Atmospheric dirt... more commonly known as grime or muck!
- » Rainwater staining.
- » Rust marks/corrosion, up to a point.
- » Fire/smoke damage, up to a point.
- » Algae.
- » Lichen.
- » Moss.
- » Mould.
- » Fungus.
- » Bacteria.
- » Pollen.
- » Tree sap.
- » Plant growth, e.g. tree seedlings and grass.
- » Bird and animal droppings. Staining caused by insect activity.
- » Miscellaneous stains, e.g. fumes from boiler vents, extractor fans and vehicle exhausts. Stains from leaking pipes.

Equipment Needed for a Softwashing Business

To start this business you'll need some basic start-up kit. Here's what you'll need:

A softwashing system. This is your most important piece of equipment. At their simplest these consist of a tank that contains the cleaning chemical and/or rising water and a pump. The more complex systems come with two (or more) tanks and a system which can mix and control the chemical recipe.

Softwashers come in water-powered or electric/petrol/diesel powered versions. Electric washers are usually simpler to run (also the customer provides the power!) although they can only be used where power is available. Softwashers are available mounted in backpacks, mounted on their own trolley and there are also vehicle-mounted systems.

Tip: As an alternative to using a dedicated softwasher you can also apply your chemical recipe using a hand-pressure sprayer and then rinse using an ordinary pressure washer on a low-pressure setting.

Spray lance. Also known as a water-fed pole. Look for one which has a selection of nozzles or a variable nozzle to suit different jobs. Softwashing systems need a low-pressure nozzle. They also need a connecting hose – ideally, the minimum length should be 20m.

Most lances are extendable, allowing you to reach different heights, even the upper parts of a two-storey house, without a ladder.

Tip: It's often a good idea, though not essential, to have more than one lance – and even more than one softwasher. This means that two people can work together, or so that applying chemical and rinsing can be done simultaneously on different parts of the building.

Tap adaptors. These allow you to connect your washer direct to the different kinds of water taps you will find.

Cleaning chemicals. Several chemicals are available for softwashers. These are mixed into a chemical 'recipe' appropriate to each job. **Important:** Always follow the instructions when using these chemicals.

The main chemical you will need is a softwashing cleaner. This is normally based on chlorine bleach or sodium hypochlorite and known as 'hypo' for short. It is used as a relatively weak solution for

most jobs but care should be taken when using it. To this you add a surfactant, also known as a soaping agent or detergent. These can be mixed in different proportions to suit the requirements of each job.

In addition to this there are specialised chemicals to remove particular stains and to treat mould, algae, fungus etc., which are known as biocides.

There are also retardant solutions, which work to inhibit the regrowth of bacteria and plant growth.

You can also add scents to softwash recipes if you wish to give a pleasant clean-smelling fragrance to the worksite!

Biodegradable chemicals are available, which is especially important as your run-off may find its way into watercourses.

- » **Protective clothing.** Softwashing can be wet work and the chemicals used can also involve a safety risk. A waterproof jacket, overtrousers, boots, gloves, safety goggles and face mask will be needed for you or any staff you hire.
- » **Transport.** You'll need transport – a van or car large enough to fit your equipment in, or you could use a car/van trailer.
- » **Where to buy your equipment and supplies.** Softwashers and other equipment are available from lots of places, online and offline, including suppliers who specialise in pressure washers (note that softwashers are not exactly the same as pressure washers) and those who just sell general industrial plant and equipment. So shop around and get the best deal.
Amazon and eBay can also be used to source equipment and supplies.
- » **Estimated costs.** Basic softwashers, which are suitable for residential jobs, start at around £250. More sophisticated commercial machines can cost £2,000 or more. You can also sometimes get used machines starting at less than £200 (try eBay).

Tip: If you want to try out this business before you launch it, some tool hire shops hire out softwashers, with the cost starting at around £35 a day.

Some Suppliers

Benzsoftwash.com

Rutlandpumps.com

Softwashtechology.co.uk

Softwashing.uk

Windowcleaningstuff.co.uk

Tip: It might also be worth searching for and checking out suppliers in the USA. As the industry is more developed there the latest equipment, tools and chemicals are often found in the USA first.

How to Price Softwashing Jobs

When a prospective customer contacts you you'll first need to give them a quote for the work. Here's a suggested procedure that will make it easier and also more likely to lead to a customer.

I wouldn't recommend you give quotes over the phone, at least when you first start. Arrange to visit the prospective customer to see exactly what is involved. (Bear in mind that something that sounds easy over the phone might not be in reality.) This way, it's easier to give an accurate price.

Also, it is easier to sign up customers face-to-face. Someone who says they will 'think about it' over the phone is more likely to go ahead if you meet them face-to-face.

There are a few ways you could approach pricing up jobs and giving prices to prospective customers. But what I think will work best, at least when you start, is to work out an hourly rate for your labour then add on the cost of materials. Then add on an element of profit. This will mean you can vary the price according to how much work there is to do – difficult jobs will be priced higher but simple, straightforward jobs can be done more cheaply.

But – don't give the customer all your detailed workings out. Most won't be interested to know all the minute details. Just give them an all-in price.

Rates for this kind of work vary. I'd recommend that you ring around some similar services – if there are any in your area or, failing that, pressure or powerwashing services. Get an idea of the going rate in your area and price at a similar level. However, I've done some research and here are what I think are good averages... although only experience will enable you to properly judge the different levels of dirtiness and time, effort and chemicals involved.

These are averages for cleaning the rendered surfaces of a two-storey, semi-detached house (e.g. maximum three exterior walls).

Condition	Small house Approx price	Medium house Approx price	Large house Approx price
Slightly dirty, no stains	£150	£250	£400
Moderately dirty, a few stains	£200	£350	£500
Very dirty, lots of stains	£300	£450	£650 and up

How to Tackle a Softwashing Project... Suggested Procedure

With softwashing, every job will be slightly different, depending on location, size and amount of dirt to be removed. However, here's a fairly standard procedure which will apply to most jobs:

- » **Check in advance what's needed.** Can you easily access all the area to be softwashed? Do you need any special access equipment? What/how much chemical is required?
- » **Check that water and power is/will be available.**
- » **Secure the area.** Place barriers or tape around the area to be cleaned to prevent unauthorised access for safety reasons.
- » **Clear the area.** For example, in a garden move garden furniture, planters, and so on.

Tip: Softwashing chemicals and biocides can damage or mark surrounding surfaces and garden plants, so care must be taken to avoid these, or cover them.

- » **Conduct a health and safety check.** For example, are there any overhead power cables that need to be avoided? Where will run-off water drain to – avoid polluting any water courses etc. Familiarise yourself with the health and safety datasheet for the chemical treatments to be used if you haven't already.
- » **Check the condition of the surface to be cleaned.** Advise the customer of any existing damage (e.g. loose pointing/render) or bad stains that may be difficult to remove.
- » **Carry out a patch test.** Test a small patch, ideally in a less-visible spot, using your chemical solutions and then rinse them off. Get an idea of

what results are possible, and if there is any risk of damaging the surface.

- » **Pre-treat any particularly difficult stains using a suitable chemical.**

Now you can begin the softwashing treatment proper:

- » **Choose and mix the chemical recipe needed for the job.**
- » **Apply the chemical mix to the surfaces to be cleaned. Work from top to bottom and use a systematic approach so that no areas are missed.**

Wait for the chemicals to take effect. This is known as dwell time. This will usually be 20-30 minutes, but could be more depending on the level of soiling. Again, refer to the instructions on the chemicals.

- » **Particularly dirty/stained areas can be agitated or brushed if required.**
- » **Rinse the area using a low-pressure spray and clean water.** Again, work from top to bottom and use a systematic approach.
- » **Retreat and re-rinse any areas that have not cleaned first time** (where necessary).
- » **Tidy the area.** Sweep away any surplus surface water. Replace garden furniture, planters, etc. Re-open the area.
- » **Take pics/videos to use in your marketing!**

Advertising and Marketing Your Softwashing Business

Next let's look at advertising and marketing the softwashing business. Although the main methods are similar to many other businesses, a good strategy would be to borrow a few 'secrets' from successful home improvements businesses.

Start with a local focus. When you first start this opportunity I think you should target your local areas first and foremost. It will be easier to find local customers, visit them for quotes and also to actually do the job.

And here's another reason for thinking local: It will help build up a critical mass. The more jobs you do in one area the more people will actually see what you have done, and the more people will hear about what you do. So, within a short period of time, more people will be interested in having their property softwashed too.

Longer term, of course, you expand further afield and perhaps regionally or even nationally because the business is so easily scalable. And what works locally should pretty much work anywhere else too.

Door knocking. This might sound a bit old-fashioned as a way of marketing. And it is also slightly controversial as some people don't like the idea of sales calls. But it is ideal for selling this kind of service. Why? Because you can actually SEE the properties that need cleaning and would be an ideal target for selling this kind of service – and where good results should be possible.

The other plus point is that it is very easy and cheap to do. Two or three hours walking around door knocking could get you enough jobs for two or three days.

Tip: When doing this make sure you're speaking to the owner of the property (bear in mind that some properties will be rented) so that you know they have the authority to have the building cleaned and to pay for it!

Leaflets. Leaflets are a simple and cheap way of selling that is ideal for local services and home improvements. You can drop them around the area yourself or use a distribution firm. If you're doing door to door and no one is in always leave a leaflet.

This is important with leaflets: You are selling a service that is all about image, so your leaflets must give the right image. Use good-quality leaflets and good-quality printing. Include lots of pics of before and after jobs once you have them.

Local press advertising and publicity. You can of course advertise a service like this in local newspapers, advertising magazines and free sheets. Most of them still have quite extensive 'home services' type sections. Any can be used but the more upmarket ones in more expensive areas will probably be best.

An even better idea is to set up some kind of advertising feature or advertorial about your service. This could be in the form of an article giving information about you, what you do and how softwashing all works. Remember that as it is quite new most people won't know how it works nor about the advantages it offers over pressure washing.

Include lots of photos and, as soon as you have them, some testimonials from satisfied customers and

even interviews with them. (Ask customers if they'll provide these for you rather than waiting for them to be offered.)

Sales pitches. You'll often see demonstration stands in supermarkets and similar places being used to sell fitted kitchens and conservatories and so on. A similar method could work very well for this service. As well as supermarkets, DIY shops and, especially, garden centres would be perfect. Contact them to find out about hiring space for a stand.

When operating such a stand, hand out leaflets or business cards and offer anyone who shows an interest a free survey and quote.

A good idea, although it's not essential, would be to set up demonstrations where you show how the cleaning process works and how effective it can be.

Recommend a friend. Once you are up and running this could work really well. Give your customers some 'recommend a friend' vouchers offering a discount to their relatives, friends and also neighbours who might use your service. This is a proven way of getting your customers to be unpaid salespeople for your business.

Home services portals. You can register your services with these portals and, for a fee or commission, they will send you enquiries from customers who use their portals to source quotes. Try: MyHammer.co.uk. CheckATrade.com. RatedPeople.com. Although these services charge a fee/commission they will provide an extra source of enquiries that might be hard to find any other way.

Note: As softwashing isn't widely established as a service yet and many potential customers don't know about it it's possible not many will search for it on these sites as yet. So don't rely on this method entirely.

Partnerships with other home improvements companies. Longer term I think this could be an absolutely perfect way of selling this service. It could ultimately bring you in all the work you need without needing to do any selling as such yourself.

Think of it this way: In any given area there are usually loads of home improvements and home services companies constantly marketing their products and services to the public. Many of them will already have an existing customer list of waiting customers. It is very easy for these businesses to sell

your service when they are selling theirs. In most cases your service won't conflict with them, in fact it will actually complement theirs.

You could aim to set up a partnership with any existing home services/home improvements companies. These include: Double glazing and replacement doors. Conservatories. Replacement roof systems. Landscape gardeners. Driveway companies. Decorating companies. Solar panels companies.

Also, building companies could be ideal for this too. Focus on those that specialise in extensions and renovations.

There's no set way of setting up partnerships of this kind. Just contact the owners or managers of suitable companies and see if they are interested.

There are a couple of ways you could work with partners. You could either pay a fixed fee for every customer lead they send you, or, and I think this will be easier and better, get your partners to sell your service for you and pay them a commission.

Don't forget that partnerships work both ways. You can also sell their services for them, if they want you to, and earn a fee or commission too.

Other methods. As well as marketing to homeowners, think about all the businesses that might be able to use your service, or refer it to customers. For example, developers and builders might want to use your service as part of a building, renovation or development project. Estate and letting agents might know of a shabby property that won't sell or let and where softwashing could transform it.

As these opportunities are individual use an individual approach. Draw a 'hit list' of local companies who might be interested and contact them directly with a phone call, personal visit or even a good old-fashioned letter through the post.

Online marketing. This might come as a bit of a shock in these days of digital marketing, but I don't think it's absolutely essential to have a website for this business when you first start. When you're targeting local customers, as I recommend you do, there are other methods that are more direct and cheaper.

It's still a good idea to have some kind of online presence, though, in case would-be customers search for you. To do this, make use of free, easy-to-use

social media to give you an online presence at a very small cost and for very little effort. Try Facebook, Twitter and Instagram. In particular, post pics of your latest softwashing jobs, especially before and after.

Using Demonstration Properties

This is an ingenious idea that will really make a world of difference to your marketing!

If you've looked at some videos, which I'd recommend you do, you'll see that the results of softwashing can be really spectacular. But as with anything like this it's difficult to explain this in words... and so much easier to show people. Once people see what is possible and how impressive it is they are much more likely to buy.

So what would be a really good idea, especially when you first start, is to arrange some demonstration properties. As well as taking photos to use in your advertising, filming what you do and adding to social media, you can also invite prospective customers to actually go and see the demonstration property.

If you have a house that could benefit from softwashing you could use this as a demonstration property. Or ask family and friends.

A few tips for demonstration properties: Aim to choose properties which are grimy and dirty but which will clean up well and otherwise look smart. For example, a property with white or light beige render that is covered with algae as a result of overhanging trees will clean up easily and look fantastic when cleaned. Even better if the property is in good condition and with a nice, well-kept garden.

Another possibility with demonstration properties is to just clean half of the property to give a clear 'before' and 'after' view. For example, one side of a house clean and the other left, or even a clear split down the front of a property. (Obviously, after a few weeks you would clean the whole thing so that it matches!)

One last way to use demonstration properties is as a way of making sales: This has been used by home improvement properties with success in the past, i.e. double-glazing companies and conservatory companies. Here's how it works: Advertise your service at a price that is higher than your standard rate. When a prospective customer enquires, offer them a discount if they are willing to have their house used as a demo property for a period of time,

say, three or six months. This way, you not only gain a demo property but it helps you make the sale.

More Marketing Tips for Your Softwashing Business

- » **Focus your advertising and marketing in more affluent areas.** Not only will people be willing to pay more here but there is often a 'keeping up with the Joneses' element that makes this service more attractive.
- » **When anyone enquires about your service, offer them a free survey, not just a free quote.** The idea that you are offering professional advice can be a powerful marketing hook.
- » **Centre your advertising on customer benefits, not just the softwashing as such.** Maintaining that smart, new look is probably the main benefit but there are others that you can push: A clean house exterior adds value and can protect a property's value. A clean house exterior helps minimise damage from rain, algae, moss, and so on. Savings on future expensive maintenance are another good angle.
- » **Illustrate all your ads to show 'before' and 'after'...** but be selective about what you illustrate with. For example, dirty white cladding photographed on a dull day versus newly-cleaned white cladding on a sunny day. (It's not dishonest, it's simply showing your service in its best light!)
- » **Once you've completed a job, door knock or drop a leaflet to all the immediate neighbours.** They're sure to have noticed what's been going on and this is the best time to sell to them.

The Commercial Building Softwashing Opportunity

So far I have focused on the residential softwashing opportunity mainly because this is easier to do. Jobs will be smaller, although that also means job value will be smaller too.

The commercial opportunity – that is washing commercial and industrial buildings – is more difficult to do but it could be absolutely huge. That is, not only huge in terms of the projects you could handle but huge in terms of the project values, which could be tens of thousands of pounds each.

Plus, as far as I can tell, very few entrepreneurs

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are really taking advantage of the commercial softwashing business yet, so it could be a wide-open opportunity.

You might not want to tackle these projects initially but, as you build experience, it is certainly something that is worth considering.

Why will commercial customers want this service? Pretty much for the same reasons as domestic customers... but on a bigger scale. Dirty, grimy buildings look unsightly and can be off-putting to customers. Shop fronts pick up a lot of road dirt and can be off-putting for customers. For example, a hotel, restaurant or car showroom covered in a thick layer of dirt and algae could be losing a company business. Softwashing can clean not just the windows but the whole building frontage and even restore it to 'as new' condition.

If a property is up for sale or let then softwashing it can make it more saleable or lettable and may even add to its value.

Dilapidations: This market for softwashing could be really promising. When the lease period for a commercial building comes to an end the tenant is usually responsible for making any necessary repairs and returning the building to the landlord in a clean and tidy condition. Otherwise they can be charged a penalty under the terms of the lease. Softwashing can help as part of this repairing and cleaning process.

Make contact with commercial estate agents and surveyors who may be able to refer potential customers to you.

And this is another interesting opportunity: Many manufacturers of commercial roofing and cladding materials cover them with a warranty. But, one of the conditions of this warranty, is that the product must be professionally cleaned from time to time. Softwashing is a suitable way of doing this.

Types of Commercial Buildings You Can Softwash

You can softwash any kind of commercial, industrial or leisure building. All that limits the potential here is the size that can be easily accessed... some commercial buildings have many storeys and amount to tens of thousands of square feet.

All of the materials that can be softwashed in a residential building can also be softwashed in a

commercial building. Commercial buildings will often consist of metal or plastic-faced cladding panels as well as glass, and these are very suitable for cleaning.

Note: Look out for older commercial buildings which might have asbestos or asbestos cement roofing or cladding. This kind of material can also sometimes be found on older domestic garages. While softwashing will clean these materials to a good standard working with asbestos can involve a health and safety risk and special safety precautions are needed.

Sideline Opportunity – Softwashing Signage

Here's a very interesting but potentially lucrative sub-opportunity within commercial softwashing – washing signage. Commercial properties usually have lots of signage either on the building or on nearby roads etc. Dirty signage doesn't give a good impression and also makes a location hard to find for customers etc.

Softwashing is suitable for washing signage, including aluminium signage panels and more modern Perspex (or similar) signage both internally illuminated and non-illuminated. It can also be used to clean old-fashioned painted or enamelled signs safely.

Upscaling the Business

To tackle larger commercial projects you will need to think about upscaling the business. For commercial projects you may need to hire more staff. Staff will need to be trained in softwashing and also safe working practices.

All but the smaller commercial projects may need access equipment in the form of ladders, scaffolding and maybe access platforms. This equipment can usually be hired by the day. Again, staff will need to be trained in its safe use.

Selling Commercial Softwashing Services

It's possible your advertising and marketing might attract some commercial customers but don't rely on it to bring in the bigger projects. A better approach is to contact commercial customers directly. Direct mail or telephone selling would both be suitable. You could also look at advertising in any business or

trade magazines.

Another option to consider might be hiring sales people to sell into the commercial market for you. Look for people who have experience of selling business-to-business services to business owners and managers. These could be part or full-time paid employees, or perhaps freelance sales people paid on commission.

Tip: When working in the commercial sector it's important to be especially professional and business like. When a commercial customer calls you in, first of all, write a specification that outlines the work needed. Send them a quote in writing. This way, everyone will know exactly what work you're doing and exactly what payment is due.

Other Softwashing Services You Can Offer

Once you get into softwashing you will see that it has lots of other applications too. You can softwash all kinds of things that get dirty but which really aren't suitable for high pressure and abrasive washing and scrubbing. I'll look at some of these other opportunities here.

The great thing about being able to softwash these other things is that, once you find a customer for a building exterior softwash, the chances that they will have other things that need softwashing are high. So a small job for just a few hundred pounds could turn into thousands of pounds over the years. In many cases, and in most areas, you should find that these additional markets are not being exploited by anyone yet, offering a wide-open opportunity.

Tip: I'd recommend that you focus on building softwashing first and then gradually introduce these extra services rather than offering them all at once. It is much better to focus your marketing efforts on one particular market rather than spread it too thinly over many.

Tip: Although the actual cleaning process is pretty much the same for any type of product the suitability of chemicals may vary. Before softwashing these items check with the data sheet that the chemicals you are using are recommended for the job.

- » **Roofs.** Softwashing can be used to clean most roof surfaces including slate, tile and stone and also felt, asphalt or similar flat-roofing systems which can be damaged by other methods.

- » **Driveways, paths and patios.** Softwashing can clean most hard surfaces. But it is most suitable for soft surfaces that will be damaged by pressure washing such as tarmac and bonded gravel/resin surfaces.
- » **Decking and fences.** Both timber and composite materials can be cleaned.
- » **Outdoor furniture, barbecues, etc.** Good for offering as an extra profit sideline at the same time you clean a house. Softwashing can clean UPVC, metal and timber furniture.
- » **Conservatories, orangeries and roof lights.** Also Velux-type windows. Softwashing can be used to clean glass, plastic, polycarbonate and UPVC parts, also timber. One big advantage is that it reduces the risk of causing/worsening leaks.
- » **Greenhouses, domestic and commercial.** Softwashing is ideal for cleaning glass without damage. It will remove algae to maximise efficiency as well as removing lime wash etc.
- » **Playgrounds and playground equipment.** In homes, schools, kindergartens and nurseries. A good angle to push here is the antibacterial benefits of softwashing which sanitises the equipment and surface.
- » **Sports surfaces.** Artificial outdoor sports surfaces such as tennis courts, basketball courts, football pitches, etc. aren't suitable for high-pressure washing as they are easily damaged. Again, softwashing is an effective solution.
- » **Caravans, both touring and static.** Park homes. Small boats. These are usually made from plastic or fibreglass or similar (and occasionally wood) and tend to pick up a lot of grime. Look at setting up a deal with a caravan retailer, caravan storage yard or boatyard. Also contact park home retailers and sites.

Useful to Know

This company who provide warranties for park homes stipulate that the exteriors must be cleaned periodically, but should not be pressure washed: GoldshieldWarranty.co.uk/meeting-your-warranty-obligations.html

For more great money-making ideas, reviews and blueprints go to www.WhatReallyMakesMoney.co.uk

Here are a few examples of softwashing in progress...
I have say that some of these are very satisfying to watch...

Softwashing render: Bit.ly/2Hhmg1Z

Softwashing brick: Bit.ly/2WAEwfc

Softwash cladding: Bit.ly/2VynZfv

Softwashing a large commercial building:

Bit.ly/30ev1Vh

Demonstration of the many different applications of softwashing: Bit.ly/2LDFFlm

Some amazing results here! Bit.ly/2WM6QLX

Final Thoughts

Cleaning is a proven industry and a proven business opportunity. We've covered cleaning opportunities in *WRMM* several times in the past, so that might lead you to think that there just aren't any new opportunities in cleaning anymore. But I think this really is one. The number of people who are already operating this opportunity is pretty small. Plus, there are many different ways of developing and exploiting softwashing that really haven't been touched as yet. So, if you're looking for something proven (and let's be honest, you're likely to find demand for this service no matter where you live) yet with a new twist then softwashing could be the opportunity for you.

BREAKING NEWS...

STRESS-FREE FOREX TRADING

Claim a 90 Day Risk-Free Trial

I had to let you know about the recent launch of Rich Fitton's genuinely ground-breaking new forex trade alert service.

You may know Rich as the editor of Canonbury Publishing's *Traders Nest* eletter and the *Forex Breakthrough Academy*. He's also authored many of our most popular trading strategies including *Plugin Trader* and *FX Flow Trader*.

But I've got to admit that his new 4DFX trading alert service could be the BIG ONE.

Here's why:

- ✓ It's a chance for you to get end-of-day email alerts containing details of 'set and forget' forex trades that take less than two minutes to place!
- ✓ There are no complex charts or confusing indicators to get in the way. In fact, apart from a few minutes setting up your evening trade, you NEVER need to look at the screen to trade at all.
- ✓ Based on the results so far, you could be looking

forward to an average 4% weekly return – by reinvesting profits and allowing compounding to work its magic, a £2,500 bank into **£4,002 in three months... £6,931 in six months... £11,907 in nine months... and £19,216 in a year.** (And you can start with as little as £200.)

- ✓ I've arranged so you can get these sent to you risk-free for the next 90-days.

We opened this to a very limited number of people for seven days and is now closed. However, I didn't want you to miss out, so have reopened it again, but only for *WRMM* readers and again for a very limited time.

If you go to 4dfxtrader.com/wrmm now, you can find full details. But please hurry, I can only reopen this offer for a few days and it will be taken down very soon.

And finally, I've left the best until last (but I am totally biased!)... *just turn the page to take a look...*

WRMM reader reveals “I BANKED £304,258!”

Could you be our next six-figure success story?

Did you know that some of the most successful people we've worked with over the past 16 years have been readers of *What Really Makes Money* – people a lot like you!

For example, Sharon Fussell was inspired by a blueprint in these very pages and went on to develop several hugely successful courses based on selling used books on Amazon... and banked £304,258!

Clive Keeling was also a reader. Not only did he become one of our trusted editors, but he has run his own courses and services including the hugely popular *Delay React Trade*.

More recently, Ben Lee, a reader from the very first issue of *WRMM* back in September 2003, has launched the incredibly successful course focused on how to sell online...

And now, for the first time, you have a chance

to learn how you could turn your existing skills, passions and experience into an online course.

On the Tuesday 4th June, Heloise Laight (yes, my lovely and hugely talented wife and business partner) is inviting people to try out her new *Six Figure Course Creation* programme.

She's not looking for recognised experts, top professionals or award-winners. It could be that you've learned a simple-yet-necessary skill at work... a valuable lesson in life... or a hobby you love.

Using online video coaching and email support, she'd like to show you how to transform your skill or interest into something you could launch within just 60 days to a paying audience we've matched up to you.

So, look out for more details in your inbox over the coming weeks!