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Earth Concerns Newsletter

Volume 3

AN INTRODUCTION TO YOUR FIRST CLEAN

EARTH CONCERNS CLEANING IS ENVIRONMENTALLY-FRIENDLY

Many ingredients found in commercial cleaners are harmful to health and the environment. Some are carcinogenic or suspected of being carcinogenic, neurotoxic, central nervous system depressants, build up in fatty tissues, cause respiratory, kidney and liver distress.

Neurotoxins and central nervous depressants found in commercial cleaning products cause headaches, confusion, inability to concentrate, and symptoms associated with mental illness.

Organic solvents, petroleum-based waxes, naphtha, ammonia, and butyl cel-solve are all found in common cleaning product. These ingredients are considered hazardous waste. Complex phosphates cause algae bloom. Petroleum based products are non-renewable resources that are slow to break down in the environment and contaminate air and water.

Very little research has been done on chemicals in household cleaners. There is much more unknown than known about chemicals found in household products and their affect on us.

Do you want to hide today?
Under the couch
or the bed?
In the corner,
or along the edge?



The Regular Maintenance Clean

JOB EXPECTATION

done weekly, biweekly or monthly

- 1) dusting:
high, surface and low dusting in all rooms
- 2) vacuuming, sweeping, mopping of all floor surfaces
- 3) an intensive clean in the bathroom,
disinfecting of all surfaces
- 4) an intensive clean in the kitchen,
disinfecting of all surfaces
- 5) spot cleaning: light fixtures,
door knobs, door frames, walls and surfaces
- 6) garbages emptied

THE COST

of Regular Maintenance Cleans is based on

- 1) general size of home:
number of bathrooms, floors, rooms
- 2) lifestyle: minimalism to pack rat
- 3) activity within home:
number of pets, children, adults
- 4) client expectation:
custom cleaning requirements
- 5) frequency of clean:
weekly, biweekly, monthly, occasional

The average victorian home in downtown Toronto with two floors and one bathroom is \$80.50 on a biweekly schedule.

Our minimum price is \$57.50 for small apartments.

INTENSIVE CLEANS

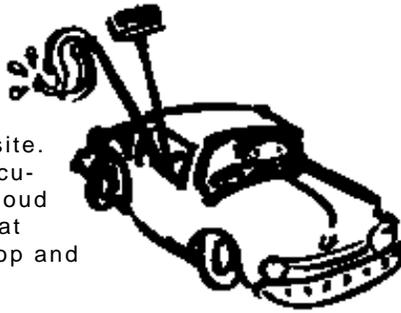
Spring, Fall, Pre-move, Post-move, Post-reno, and Estate cleans do not fall under regular maintenance cleans and are valued at a higher rate of \$26/hr. Regular clients pay a lower rate for spring and fall cleaning in their home due to their ongoing support of Earth Concerns Cleaning. We encourage regular clients vacationing during the summer to make use of their time away for heavy cleaning jobs like walls, cupboards, baseboards, fridge, stove...The kitchen is a good place to begin an intensive clean that covers every inch of the room, cupboards, walls and ceiling. An intensive kitchen clean can take a full 3-4 hours depending on your lifestyle. Time frames for heavy cleaning jobs are easily underestimated by client and office. A degree of flexibility in price quotes is required and a clearly outlined job expectation.



SUPPLIES AND PRODUCT

VACUUMS, MOP, BROOM, BUCKET

Due to environmental concerns and Toronto smog issues, staff of Earth Concerns Cleaning use public transit and/or bicycles to access the jobsite. Instead of a fleet of cars carrying vacuums gloriously around the city in a cloud of smog, Earth Concerns requests that client provide the vacuum, broom, mop and bucket at the jobsite.



PRODUCT

Because each client's needs and preferences are different, clients provide the product on the jobsite by purchasing either through Earth Concerns Cleaning or through a comparable supplier. During the client survey, we cover what choices of product are available to clients as well as local stores that sell these products. Contrary to assumption, the cost of environmentally-friendly cleaning products are minimal and are not more expensive than other cleaning products. See 'Special Start-up Package' as one option, if you do not already have enviro-safe products in your home.

WHAT DO STAFF BRING IN?

Staff bring in cloths, scrubbies, squeegee and their knowledge of environmentally-friendly cleaning products and cleaning techniques. All staff are provided with training through Earth Concerns Cleaning no matter how much cleaning experience they have initially. Staff training is continued through staff newsletters and training updates.

WHAT DOES THE OFFICE SUPPLY?

The office negotiates the client/staff relationship and works towards effective communication between all parties. The office sets the standards and policies of the service to support both client and staff. All staff are directly employed through Earth Concerns Cleaning: EI, CPP, WSIB, OHIP expenses are paid through the office and payroll. Staff are covered by bonding and insurance while working for Earth Concerns Cleaning. Earth Concerns Cleaning is committed to positive employee relations and positive work environments.

STAFF: HIRING & TRAINING

Staff are hired for their commitment to work as well as their work experience. After the interview and thorough reference check, staff undergo a training period in which they establish their knowledge and technique further. Finally staff are tested on their ability to perform the work according to expectation while exhibiting good technique and time management. All staff sign a contract outlining confidentiality and security requirements on the job.

SURVEYS

The pre-job survey is designed to establish trust between client and company. The survey provides an opportunity for full discussion of job expectation, security and establishes an accurate price quote. Information from the survey is passed on to staff to provide an accurate job guideline. We make a commitment to staff to survey all sites before staff enter the jobsite. The survey is one aspect of security provided for staff. Surveys last about 20 minutes and involve a quick run through of the home and a discussion of details like security arrangements, products available, custom cleaning requests, scheduling etc... Surveys can be booked through the office. Placement of staff and scheduling is always dependent on availability of staff and fair notice during busy seasons.

START-UP PRODUCT PACKAGE*

This package is an excellent introduction to a variety of environmentally-friendly cleaners that cover all the basics of home cleaning.

- 1) All Purpose Cleaning Lotion
- 2) Kitchen & Bathroom Spray
- 3) Non-chlorine Liquid Bleach
- 4) Tub & Tile Cream Cleanser
- 5) Toilet Bowl Cleaner
- 6) Glass & Mirror Cleaner
- 7) Oven Cleaner



*this offer is only available to clients using Earth Concerns'service