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## Central Virginia SBDC E-Update

### June 2009

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SBDC Client Focuses on Targeted Marketing



Based in the City of Charlottesville, Jim Harshaw's Albemarle Window Cleaning (AWC) has been serving the area since August 2006. After graduating from the University of Virginia, Jim decided to stay here and start a new business offering window-cleaning services. Since that time, Jim has been consistently focused on quality work, strong customer service and hiring employees who share the same values.

Jim also carefully seeks out potential new products and services that Albemarle Window Cleaning can offer to his identified market and which are based on the needs of the customer. At the same time, he continuously evaluates his marketing and advertising efforts in order to reach his target market in a cost-effective way. Jim sought out SBDC assistance as he was measuring the results of his marketing efforts.

Jim found that in addition to window cleaning, several of his clients were interested in assistance with exterior holiday lighting. Since he believes in "listening to the customer" and already had the equipment and crew, he began successfully offering the service to the commercial and residential markets. An added benefit to AWC -- holiday lighting complemented the seasonality of the window cleaning service.

Jim soon after introduced power washing, gutter cleaning and protection and recently announced a Green Initiative which includes rain barrel installation, weather sealing windows and doors, and compact fluorescent light bulb sales, installation and recycling.

The success of Jim Harshaw's Albemarle Window Cleaning in good and challenging economic times is the result of his strong commitment to quality, customer service, and the implementation of a solid marketing strategy targeted to the customer.