

ALBEMARLE WINDOW CLEANING

Professional. Courteous. Clearly the Best.

Purpose and Objective

On the surface, AWC is simply a window cleaning company that provides power washing, gutter cleaning and holiday lighting. However, our customers and employees quickly learn that we offer much more. More important than selling our services, we sell a feeling. Our customers are left with a cleaner, brighter home. This is accomplished by a person or crew that moves efficiently in and around the homeowner's private space and their most prized investment, their home.

Notwithstanding, safety is always our number one priority. Employees must follow the steps outlined in the working procedures to ensure a safe working environment. If safety is ever questioned, it is the responsibility of the employee to stop, evaluate the situation and discontinue if safety is not assured. There will be no negative repercussions if an employee interrupts or discontinues a task due to a safety concern.

We are not another contractor who is late, dirty (physically or verbally), disrespectful, or uncaring. We are, as our motto states, professional, courteous, and clearly *the best*. Our system of operating is the best and we will become known as the best. When we learn that some part of our system is flawed we change the system to eliminate the flaw.

Our system will help *you* make *you* the best part of the best business in town. Everyone likes to be on the winning team and you will be an integral part of this winning team. The crew member is the biggest reason why our customers are happy. Their following the system results in quality and efficiency. This provides a satisfied customer which in-turn permits AWC to charge a fair price and pay our employees above average pay for this line of work. Further, much of our business is repeat customers and from referrals. If we do not do a good job the first time there often is no second chance and are no referrals.

We hope that the good feeling that we leave with the customer is mutual. A job done efficiently produces a feeling of satisfaction and accomplishment, which is every employees daily reward.

Our primary customers are residential, not commercial and have higher than average income.