



**TRIDENT**<sup>™</sup>

## TECHNICAL BULLETIN

STRIVING FOR SERVICE EXCELLENCE

### Where To Find Revenue Building Opportunities

Here's a few ideas to get you started.

**TB 8**

There are many ways to uncover revenue building opportunities but where should you start? First, explore your past customer base...your residential and commercial clients who have contracted you for cleaning services in the past 2-3 years. Their surface may be ready for a refresh and now you can offer to seal it too!

Next, the neighbors of your upcoming residential clean and seal jobs could be potential revenue generators for you as well. Post a flyer or door hanger on the doors of the neighboring homes where you are scheduled to do the upcoming work. Or better yet, canvas the area by knocking on doors to try and meet potential customers in person.

Moving beyond your customer base, your competitors may present additional opportunities for sealing. Contact fellow contractors in your area who do not presently offer sealing services to make them aware of the services you offer. Work out an agreement for a possible referral fee or a contracted rate for providing sealing services to their customers.

Connect with local realtors for referrals of 'one-time' opportunities with homeowners trying to increase the value of their homes. Realtors may advise their clients to get their exterior surfaces cleaned and sealed to improve the curb appeal of their home.

Looking beyond residential clients, home associations and professional property management companies often contract with business annually or over a season to perform cleaning and sealing services on the properties they manage. Make initial contact now to determine when they make decisions on service providers for the coming year so you can get in line for consideration.

Commercial buildings such as office buildings, doctor offices, hospitals, restaurants, fast food places, hotels and golf courses, to name a few, have many surfaces (walkways, entryways, patios, courtyards, drive-thrus, dumpster pads etc) that are in desperate need of cleaning and sealing. Contact a general manager or maintenance department to introduce your company and services.

Visit local distributors and installers to let them know of the cleaning and sealing services you offer. Ask them to refer your business to any homeowners looking for restoration services. Both distributors and installers may rely on you to solve any problems related to warranty work, excessive efflorescence or staining.

Some additional ideas involve investing a little money to generate revenue building opportunities. Purchase an ad to advertise your services in one of those direct mail 'mini-magazines' promoting local businesses or in the direct mail envelopes that contain local business coupons. Research when and where the local home shows are in your area and consider participating to find additional prospective clients.

There are many ways to find revenue building opportunities. The effort you make now to promote your business should produce immediate results and also plant seeds for opportunities later in the season or next year. Trident is here to assist you in any way we can. Just give us a call at 866-951-4293.