***Tools, Terms & Technology***

Tools;

Sales System, Company Story, Portfolio, Uniform, Wrapped car, Uniform, Literature, Forms, Business license, Insurance Certificate, Measure Wheel, Tape Measure, Water Pressure gauge, clip board, 3 Pens (red, Blue & black), YOUR BRAIN

Terms;

*HOUSE/STRUCTURE*

**Fascia Board** – Board on front leading edge of rafters, exposed to weather

**Rake Board** – Board on the Gable ends of the house resembles fascia board

**Ridge cap** – Sits atop ridge vent, prevents water from entering house

**Ridge vent** – Allows air to circulate inside your attic, helping to ventilate your home an keeps your cooling and ting bills lower

**Attic Vent** – Device that can be passive or forced (motorized), usually placed at gable end of roofline, used to help vent air form attic or under roof areas.

**Drip edge** – Metal flashing, placed at the edge of the roof to help prevent dripping down fascia

**Siding** – Various materials used to cover the exterior of the home / structure

Types: brick, stone, vinyl, cement board, hardy board, log, saw cut wood, wood,

**Foundation** – Area where home is sitting on and supported by the foundation (slab/wall/brick-block)

**Trim** – Areas of structure where building might be a different color or type.

EX: fascia, soffit, windows, porch ceiling, dental molding, dormers, etc.

**Dormers** – Area where window or wall needs more room so roof line is interrupted and raised.

**Bonus Room** – Area where it might become heated/cooled and used as extra floor space inside structure

**Sky Lights** – Window kike device placed either Horizontally or at a pitch in the roof to allow extra light into the structure.

**Flashing** – Flat or custom bent metal used to prevent leaking in high water flow areas.

**Gutters** – Metal channel like device used to trap/catch water and prevent it from flowing onto ground below

**Down Spout** – Metal tube either rectangle or round, used to allow water captured by the Gutters to get to the ground or even underground at times.

**Soffit** – Area under the overhang of the roof, also used to help add extra ventilation flow by allowing air in through the “soffit” area and out through the ridge vent area.

**Dental Molding** – Design feature on the fascia and rake side of the house that looks like teeth in a row

ROOF

**Valley** -Area where two or more roof lines meet – usually requires extra “flashing”

**Nail Popping** – Caused when roof was installed by using a compressor that was set at the wrong PSI -or- caused by high winds or storms

**Architecture Shingles** – Composite “tar” based roofing shingle, set to look like a “thatch” roof, has multiple layers of shingles in each section thereby protecting the roof much more. Lasts about 30-40 years

**3-Tab Shingles** – Composite “tar” based roofing shingle, very basic and on the lower end of the spectrum when looking to protect your roof/home (Lower priced) – lasts about 15-30 years

**Slate Roof** – Stone roof, usually from shale or some other easily cut stone, very specialized roofing material, requires specialized installation. Usually lasts about 40-50 years.

**Thatch Roof** – Wooden shingle style roof, composed of many odd shaped/length wooden “shingles” can be stained or not, usually better to have water sealed if possible – lasts 40-60 years if maintained.

**Metal Roof** – can be many types of metal, Copper, Aluminum, Galvanized, PGS, etc. can be molded into hundreds of different patterns and styles, - Lasts between 40 and 60 years depending on gauge, style and type of metal.

Tile Roof – usually a manufactured product but can be made from terra cotta, etc as well – lasts 40-60 years.

**Decra Roof Metal with Aggregate** – Metal roof, stamped to look like a thatch, terra cotta or numerous other types of roofs. Also covered with stone aggregate to help make it last longer and blend in with Synthetic shingle roofs.

**Flat Roofs – EPDM/Pour Over Tar** – Roofs that require hot tar or other material moored over or sealed onto roof, used predominantly on commercial properties, grocery stores, etc.

**Squares** – Standard measurement for Roofs – 10’x10’ area equals 1 Square.

**Sheeting** – usually found on Composite roofs, when nail popping has occurred and the wind catches the shingles and causes them to “sheet” off the roof, kind of like a bed sheet caught in a breeze.

Blow through – When roofer has his Nail gun compressor set too high and the nails go straight through the roofing shingles / materials.

**Ding/Dent** – Damage caused by hail or storms that cause lots of flying debris.

**Loss Event** – Storm or other event causing damage to a roof.

**Roof Pitch** – the measurement of how far a roof rises in a 12” horizontal distance – If the roof goes up 8” for every 12” in distance, that is an 8/12 pitched roof.

**Run** – That is the distance of the roof from the leading edge (Where the gutters are) to the 1st peak it reaches.

Complexity – this describes how difficult the roof is to install/clean. IE; many cuts, facets, peaks, pitches, dormers, runs etc.

**Buzz Words**

**Treat over Clean** – PPW does not clean homes, we treat them

**Pest control** – PPW is not a pest control company in the typical sense, but when we treat a home and remove all of the “food” that pests eat, we remove part of the reason the pests are there to begin with.

**Algaecide** – Solution used to kill and eliminate Algae.

**This is why we are different** – Sets us apart from other vendors

**Biodegradable** – Breaks down over normal weather and time – no accelerant required.

**Low VOC’s** – “Low VOC’s” means Volatile Organic Compounds

**Water base Solutions** – means all of our solutions are based with water.

**Ships NON HAZZARDOUS** – Means all of our solutions ship with Hazardous material restrictions and thereby are safe and environmentally friendly

**Exclusive Soft Wash system** – Means there are a lot of “copies” out there but we are the Best of the Best

**Precision Clean Process** – Means we use specialized solutions and equipment to clean the exact areas with the exact solutions required.

**Un-Regulated Industry** - Means anyone can go to the local store, by a $100 pressure washer and say they are a pressure washing company.

**Ask The Seal** – This is a 3rd Party company we use to perform extensive background checks on ALL of our Employees.

**In Business for over 14 years** – MOST companies go out of business within 6 to 10 months.

**Largest Softwash Company in the South** – PPW is by far the Largest Company and been in business the longest in the Softwash Network.

**Physical Location** – Permanently located in Duncan. SC. – We own our own building and Property

**Gutter Butter** – A product invented by the owner Pat Clark, specifically designed to clean gutters and remove oxidation from most surfaces. – Its now owned by the 4 children of the owners, each owning 25% of the company “Gutter Butter”.

**Lasts 3-4 times longer** – Typical Pressure washing lasts about 6 months to a year before needing retreating. Soft wash last 3-4 times longer because we don’t just wash off the top, we kill the fungus, algae, dirt and grime that causes all the discoloration and mild & mildew.

**Trained & Certified Technicians** – Our Technicians need to know HUNDREDs of formulas and solutions to get the job done and done right - we like to Bragg we have the smartest people treating your home.

**HUGE on Customer Service** – We are a family Owned and RUN business, so we treat everyone like family. We don’t get paid until we do a walk around and YOUR 100% Happy

**EXPERIENCE** – Pat Clark – The Owner is a National Trainer in our industry.

**Trained & Certified Contractors** – Everyone that works for PPW is trained and certified in their field.

**Low Pressure SoftWash Skids** – each truck is equipped with over $20,000 in specialized equipment

**Gentle treatment for your Home** – Will NOT cause ripping Tearing in Siding, Will not cause washout in your Landscaping, Will Not cause any destruction (if we damage it – we fix , repair or replace it)

**Territory Sales Representatives** – We are a Soft Wash company and practice a Soft Selling approach.

**5 Star Google Rated** – tough to get tougher to Keep – have maintained for years now for years.

**Full Time Office Staff** – We have a dedicated staff to answer phones and handle all our customers’ needs

**Technology;**

**Drones** – We utilize Drones with High Definition cameras to inspect and view hard to reach and diagnose areas on our customers homes.

**Studies** – We utilize data from various studies to treat our customers homes to insure we are using the very best solutions and methods to treat their homes.

**Reports** – We report and record all services, and bids. We can give you or the next owner dates and ser ices ever performed at your address.

**SoftWash Skids** – These “Skids” are designed and highly specialized pieces of equipment each designed to be able to service our customers in the most professional and const effective way.

**Blend Technology** – Our technicians need to know HUNDREDS of various solutions and blend of such solutions.

Training – Each service tech, Territory Manager and employee goes through extensive training to include videos, live and on the job training.

**Pure Water technology** – State of the art purified and solution based waters.

**Systems;**

**Sales Systems** – Extensively Trained Territory Sales Representatives in the By-Lymbic Sales method of Soft Selling and NOT pressuring a customer.

**Soft Wash Systems** – Designed to clean surfaces based on Solutions and Science more than Pressure and Power.

**Marketing Systems** – Designed to reach each Homeowner a specific number of times (7), within a designated time frame utilizing various methods – Mailings -“EDDM”, In Person, Flyers, Door Hangers, Wrapped Cars, Uniforms, Events, Home Shows, Referrals, Direct marketing, Group Marketing, Sharing leads, Group Sales leads – (Realtors/Contractors/Builders/Landscapers).