

# Residential Cleaning Connection Canada

NEWS, NETWORKING & EVENTS FOR THE CANADIAN CLEANING PROFESSIONAL

## Is it Easy to Do Business With Your Cleaning Company?



BY DEBBIE SARDONE

**W**hen you're busy running your business, it can be difficult to think like your customer. But that is precisely what you have to do when trying to determine where there is room for improvement in terms of your customer service.

### Think about your customer's journey

First, let's consider what it is that you are actually selling. Cleaning services? Sure, on paper. In reality, **you are selling convenience and trust.** You are quite literally asking your customer for the keys to their home and for them to allow you entrance often when no one is home. At the same time, your customer is wanting to satisfy a household need and once they make a decision about who to hire, they don't want to have to think about it anymore. They're checking something

off of their to-do list. Your customer wants to be able to trust that you will provide the services they need without any hassles or the need for any substantial on-going attention to the task.

### How easy is your new customer on-boarding process?

Your customer's journey begins with the first point of contact. Typically, the first contact is via phone or email. It is critical that you answer the phone during your published office hours and reply to emails as quickly as possible. It can be difficult for a small business when the owner is also still in the field, but remember a prospect often hires the first company to answer the phone. Be sure the individual tasked with answering the phones is

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## ISSA Canada Launches Facebook Discussion Group



**I**SSA Canada and its Residential Cleaning Committee have formed a Facebook Discussion Group for Canadians to support Canadians.

The group is designed to provide residential cleaners from across Canada an opportunity to meet, network, converse and problem-solve in a safe, supportive space.

Residential cleaning companies from across the country are encouraged to drop in, check it out, and contribute to the betterment of the residential sector in Canada.

[Join the group](#) today!

## House Cleaning Technician (HCT) Training

**T**he House Cleaning Technician (HCT) on-line certification workshop has scheduled training courses for 2021.

The HCT training and certification program is a comprehensive overview of best practices in cleaning. The course is designed specifically for the HCT who

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**Residential Cleaning Connection Canada** is published three times per year by ISSA Canada. It is geared toward the Canadian residential cleaning sector.

The goal of the e-newsletter is to represent the residential cleaning sector by providing information on educational opportunities and trends to professionalize business practices and facilitate growth. Jam-packed with content focused on professionalism, **Residential Cleaning Connection Canada** features the latest educational opportunities, news on best business practices, tips on how to make the job easier and information on the latest products and services available.

To better represent the residential sector, ISSA Canada has formed a Residential Cleaners Committee to help better represent the sector and provide insight to the association into the challenges faced by these firms. The Canadian Residential Cleaning Committee is comprised of:

**Mark Baker**,  
**Motivated Maids**, Paradise, NL

**Patrick Martel**  
**Maid4Condos Inc.**, Toronto, ON

**Mike Nosko** (Executive Director)  
**ISSA Canada**, Whitby, ON

**Tanja Nowotny** (Chair)  
**ISSA Canada**, Whitby, ON

**Joanna Palumbo Saucier**  
**Signature Cleaning Services**,  
Winnipeg, MB

**Judith Virag**  
**Clean Club Calgary**, Calgary, AB

**David Wooder**  
**Pure & Single Cleaning Services Inc.**,  
Mississauga, ON



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equipped to answer most general questions, can provide a quote, set-up scheduling, and on-board a new customer.

It absolutely has to be easy for a new customer to hire you and for them to have realistic expectations for the services you are providing. It is a good idea to periodically review the following processes to make sure your on-boarding process is easy for your customer to navigate:

- Clearly stated methods of contacting you, including your office hours.
- Convenient payment options.
- Clearly stated terms and conditions including any cancellation or schedule change policies.
- Clearly stated complaint resolution process.
- Cleaning service checklists including scope of services to be provided.
- Clearly stated service agreements or contracts where applicable (try to avoid confusing legalese whenever possible).
- Provide proof of insurance, licensing, etc. where applicable.

The goal is reduce the time and effort involved once a customer hires you so you can quickly move toward delivering your services, and generating revenue.

### How convenient is it for your customer to continue working with your business?

Remember, a customer typically only cancels services and begins searching for a new cleaning company when there is an issue that is not easily or adequately addressed. If it remains convenient for your customer to keep your services, they will stick with you forever.

- Set-up timely automated reminder emails or text messages to remind your customers when you will be in their home.
- Set-up automated reminder emails or text messages confirming that a service has been delivered and thank them each and every time.
- Provide payment receipts for each transaction.
- Periodically contact each customer to ask them if there is anything you can do to continue to improve your services.
- Provide timely and clear notifications if your services, prices or policies change.



- Be responsive to all communications.

### If there is an issue, are you equipped to handle it professionally?

Regardless of how good your operation is, things happen. People have bad days and that includes both your customers and your staff. Accidents happen. Human error may cause something to be missed. Do business for long enough, and you'll find yourself having to deal with a customer complaint.

How you handle the complaint will determine whether you keep the customer or not. And sometimes it may not be in your interest to keep a customer, but you should still do what you can to not have a disgruntled customer scream their complaint from the highest mountain (or to Yelp!).

Thankfully, if your terms and conditions have been clearly stated and provided to your customer during on-boarding, AND you have a clearly stated complaint resolution process, handling issues should be easier.

The key to successfully resolving customer complaints is to communicate and do your best to remove emotion from the discussion. Do not take complaints personally. Get to the heart of the problem, take responsibility when appropriate, and propose a fair course of action to fix the issue.

### Keep a customer for life through customer service

We already know the single biggest factor in differentiating your cleaning business is through excellent customer service. It is also the key to keeping a customer for life. Never forget that your customer is simply trying to address a

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# Meet the ISSA Canada Residential Cleaning Committee

ISSA Canada's Residential Cleaning Committee was formed in 2019 to strengthen the line of communication between the association and the Canadian residential cleaning sector.

The purpose of this committee is to provide input and consultation to ISSA Canada in order to improve the value of the association to residential cleaners.

Comprised of five representatives from leading residential cleaning firms across Canada, the committee meets bi-monthly to discuss matters which are top-of-mind within the sector, as well as learn of new educational opportunities or networking activities being offered by ISSA, the worldwide cleaning industry association.

The ISSA Canada Residential Cleaning Committee is comprised of the following representatives:

## Mark Baker

Motivated Maids Inc.

Mark Baker is the founder and CEO of Motivated Maids Inc. located in Paradise, Newfoundland. Baker started Motivated Maids in 2016 as a Solo Cleaning Pro, bootstrapped it and built the company out to be an industry leader. The Motivated Brand has differentiated itself by seeing the industry through the lens of the professional house cleaner, providing them with world-class training and industry leading remuneration.



Mark is renowned for his relentless drive, passion and energy. When asked what his goal is, without a moment's hesitation, he says, "to become Canada's most recognized and successful professional house cleaning brand."

Mark is a firm believer that "a rising tide raises all ships" and, as a member of ISSA Canada's Residential Cleaning Committee, is firmly committed to raising the status of professional house cleaners in Canada so that they are viewed by all Canadians as skilled tradespeople.

Baker's hobbies include riding his Goldwing, backpacking and motivational speaking.

## Patrick Martel

Maid4Condos

Co-founder of Maid4Condos, a Toronto, ON-based, multi-award winning residential cleaning service, and now Germ Blasters, a leading preventative disinfection service, Patrick Martel has led the businesses to significant growth alongside his life and business partner Swaara Heli. Together they are impacting the lives of Toronto-based residents and businesses by giving them time back in their lives through quality cleaning services that are convenient and easy to book.



Patrick has earned a wealth of sales and marketing experience working with leading consumer marketing and promotional agencies across Canada, running national campaigns for several dozen of the most recognizable consumer brands in the market today. His experience working to strategically drive multi-million dollar accounts has clearly spilled over into his M4C ventures.

After settling into the urban landscape in downtown Toronto, Patrick had an "aha!" moment as a consumer living in a condo. He saw major opportunity within cleaning services after having several poor experiences himself. Aiming to service an every-growing segment of the population being city urbanites living in homes in the sky, Patrick set out on a mission, "The residential condo space is ever-evolving. The demand for urban living in the sky is the present and future, and Maid4Condos saw a huge opportunity to service this niche and tailor its services to these young, fast-paced convenience seekers."

Maid4Condos, the parent company of both Maid4Condos and GermBlasters, continues to steadily grow. From humble beginnings with a handful of staff to now well into the seven figures and growing, M4C brands have their sites on penetrating new markets in Canada in the next two- to three-years.

Patrick was asked to join the newly-formed ISSA Residential Cleaning

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## ARCSI Launches Online Learning Platform for Residential Cleaning Professionals

ARCSI, a Division of ISSA, has launched a new learning and training portal – ARCSI Learning – for residential cleaning companies. The Professional House Cleaning (PHC) Certification, the cornerstone of the platform, is a seven-module training program that helps cleaning professionals understand the "why" behind what they do. ARCSI Learning will continue to add new courses that address trending topics and key areas of focus.

"Taking part in continuing educational opportunities allows residential cleaners to expand their technical knowledge, improve cleaning results, and enhance employee safety," said Erin Lasch, ARCSI program manager. "We are thrilled to launch ARCSI Learning to address the top concerns of residential cleaning companies, provide a solid training solution for the residential cleaning industry, and continue to change the way the world views cleaning."

The ARCSI Learning dashboard enables residential cleaning companies to assign specific courses to staff members and monitor their progress. Within the PHC Certification, each course concludes with a "knowledge check" to test participants' skills. After completing all sections, participants take a certification test.

In addition to the PHC program, ARCSI Learning offers another key course: **COVID-19: What House Cleaning Professionals Need to Know**, Approved by the Global Biorisk Advisory Council® (GBAC). This course offers specific information needed to perform

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## COVID-19: What House Cleaning Professionals Need to Know

**C** *COVID-19: What House Cleaning Professionals Need to Know* is a self-paced, one-hour course focused on residential cleaning during the COVID-19 crisis. Participants can watch at their own pace, and at their own convenience. The program includes a variety of topics such as the science surrounding COVID-19, and practical applications of this new knowledge in residential cleaning.

The course is designed to complement the basic knowledge a professional house cleaner already has, and provides specific information required to perform standard residential cleaning in a safe and responsible way in today's COVID-19 world.

Specifically, the course covers the following:

### THE SCIENCE

- What is biohazard recovery cleaning?
- What is COVID-19?
- What do we need to know before cleaning during the COVID-19 crisis?
- What *tools* do we need to break the chain of infection from COVID-19?
- What *cleaning products* do we need to break the chain of infection from COVID-19?
- What is a *disinfectant*?
- What *personal protective equipment* (PPE) do we need?

### PRACTICAL APPLICATION

- How do we use the correct tools and products?
- What is scope of work and why is it important?
- How do we know when we have met the scope of work?
- How do we communicate the

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# Meet the ISSA Canada Residential Cleaning Committee

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Committee in 2019 to help continue to legitimize the cleaning industry in Canada as a true respected profession. He brings a tonne of value and experience to the industry in Canada.

### Mike Nosko

ISSA Canada Executive Director

Mike Nosko is the executive director of ISSA Canada, a body which was formed when the Canadian Sanitation Supply Association (CSSA) merged with ISSA, the worldwide cleaning industry association, in May 2017. With a goal of uniting the industry, Mike is a strong proponent to keeping the lines of communication open to all sectors of the industry.



### Tanja Nowotny

ISSA Canada Residential Committee Chair



Tanja Nowotny is the Canadian director of marketing and communications for ISSA Canada. With a strong communications background, Tanja is committed to listening to the issues that residential cleaners face, and is eager to collaborate and find suitable resolutions to help solve these challenges.

### Joanna Palumbo Saucier

Signature Cleaning Services

Joanna Palumbo Saucier is the founder and president of Signature Cleaning Services in Winnipeg, MB. Founded in 1999 with only three customers, a little vacuum and a big vision, Joanna has built Signature Cleaning Services into the largest and best rated home cleaning service in Manitoba.



Joanna grew up in an entrepreneurial family where her parents ran two businesses simultaneously. That experience taught her how to value and honour the customer, as well as how to develop a team of loyal winning employees. It also helped her understand the hard work and sacrifices required to build and run

a successful business. Today, Signature Cleaning Services remains the industry employer of choice in the Winnipeg market. Joanna jokes, "all you need is a fleet of fun pink cars!" In fact, her vehicle branding won "Best Vehicle Graphic" in the 2019 Professional Image Awards presented by ARCSI.

Joanna is an avid learner, being self-taught in all the areas that give her company an edge over the competition. From marketing and branding to systematically creating a business model that consistently delivers a "WOW" service experience, she has earned the trust and loyalty of her customers, many of whom have been with Signature Cleaning Service for over 20 years.

In 2018, Joanna was recognized as the Manitoba Woman Entrepreneur of the Year. When she is not innovating to make things run smoothly at work, she is creating colourful healthy meals, gardening, and raising her pet chickens.

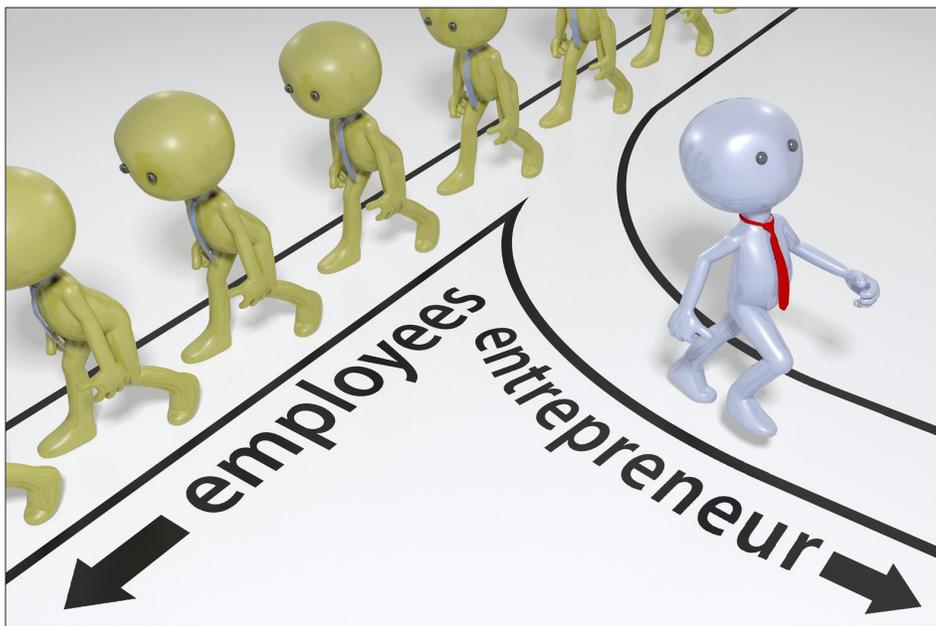
### Judith Virag

Clean Club Calgary

Experience and passion. These are the top two things that Judith Virag believes helped her transform cleaning into a higher quality of life for her Clean Club Calgary clients. After building a successful career within the corporate world, working as an executive assistant for corporations such as Citibank, PricewaterhouseCoopers, and the Calgary Flames, she took a leap of faith and started her own residential and commercial cleaning company. Combining her love of accountability, physical work, and solution finding, Judith set out to create a cleaning business built on honesty, loyalty, trust AND quality cleaning. Nearly a decade later, Judith is glad that her company – Clean Club Calgary – is inspiring, loyal clients because of transparent conversations and providing improved quality of life.

To continue serving clients, Judith maintains her IICRC Certified House Cleaning Technician designation, along with providing opportunities for her team to enhance their skills. She believes that improving quality of life doesn't just mean for clients,

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## Employees or Self-Employed Subcontracted Cleaners?

*Which is best for your company*

By JOANNA PALUMBO SAUCIER

There are many different compensation models in the residential cleaning industry in Canada.

With the uptick of online booking tools available, there is also an increase in the number of companies choosing to hire workers as subcontractors. If you are just starting your cleaning company and are unsure how to classify your workers, or you have been using subcontractors in your cleaning business, there are some things you need to know. Understanding how this works in Canada can save you a big headache and a lot of money later, should it ever be brought forward for review before the Canada Revenue Agency.

### Should I Choose Subcontractors?

There are many advantages to hiring subcontractors, mainly the cost savings. When you hire subcontractors, you are not responsible for stat remittances such as Employment Insurance Premiums, Canada Pension Plan Premiums, and federal or provincial tax remittances. You are also not required to pay for other entitlements as set out by the Employment Labour Standards of your province or territory, such as holiday pay, stat pay, sick pay and pay in lieu of notice upon termination. There is also the ongoing cost of training and management, which typically would be the subcontractor's

responsibility. Because of these significant cost savings, companies are sometimes able to pay a much higher rate of pay to subcontractors.

### Understanding the Limitations

It is possible to misclassify workers when they are in fact, by definition, employees. This is where the caution lies. Although workers and payers can choose how they set up their affairs, the employment status they choose must reflect their working relationship. All of the facts, including the actual terms and conditions of employment, determine a worker's employment status. This means that you may have hired people as subcontractors, but have set up your working relationship as though they are employees.

The Canada Revenue Agency outlines the definitions of self-employed subcontractors and employees in their online fact sheet – “RC4110 Employee or Self-Employed?”

It outlines what factors are considered when making this determination.

- The level of control the payer has over the worker's activities.
- Whether the worker or payer provides the tools and equipment.
- Whether the worker can subcontract the work or hire assistants.
- The degree of financial risk the

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## Meet the ISSA Canada Residential Cleaning Committee

but for her staff" as well. By ensuring the entire company has what they need to provide a quality clean, the company is better able to build a two-way relationship, enhancing clients' trust in the company, and each other.

Still closely tied with her Hungarian roots – Judith immigrated to Canada at age 18, and she is still involved with the Calgary Hungarian community, often volunteering at the Hungarian Hall.

### David Wooder Pure and Simple Cleaning Services Inc.

David Wooder is the President of Pure and Simple Cleaning Services Inc., the leading provider of location and residential cleaning services to Toronto's Film and Television industry. Consisting of more than 70 full-time professional team members, Pure and Simple is dedicated to the highest standard of training, professionalism and respectful, efficient service.

Prioritizing the use of the most up-to-date methods, equipment and resources, Pure and Simple works with industry partners to ensure the highest levels of cleaning effectiveness and environmental sustainability. A CMI Certified Professional Trainer, David prioritizes innovation and training through the ISSA to bring state-of-the-art perspective, methods and skills to his team.

*If you would like to learn more about ISSA Canada and its Residential Cleaning Committee, please visit the ISSA Canada website.*

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## ARCSI Launches Online Learning Platform

residential cleaning safely and responsibly during the pandemic.

“This is a great resource for residential cleaners and helps ARCSI in its mission to further professionalise the industry,” Lasch said. “We encourage both ARCSI members and non-members to explore the current offerings, and take advantage of future courses as they become available.”

*For more information about ARCSI Learning programs, visit [www.issa-canada.com](http://www.issa-canada.com).*



## Cleaned, Sanitized and Disinfected

By JUDITH VIRAG

Cleaning, sanitizing and disinfecting – since COVID, these terms have flooded our lives, newsfeeds filling with articles using these words interchangeably and scaring the bejeebus out of readers, including me at times... and I'm a cleaning business owner!

Customers have been asking more and more exactly what the difference is, and should people even care. My simple answer is yes. Absolutely, you should care. A properly cleaned home provides a healthy environment. So, for this month's blog, I wanted to take a moment to break down what each of these terms means, and how your residential cleaner uses them to provide you with a higher quality of life.

### CLEANING WITH CLARITY

To clean is to remove dirt, debris, dust and other unwanted materials from surfaces. It may or may not involve tidying up (e.g. organizing and putting things in their place) and can include simple cleaning agents, such as soap or detergent. Regular cleaning keeps your place looking and smelling nice while also reducing the germs living on the surface. However, cleaning on its own will not have the same benefits or peace of mind as sanitizing and disinfecting. *To clean, think "simple wiping"*

### SANITIZING MADE SIMPLE

Sanitizing is a step up from cleaning. Similar to cleaning with the removal of debris, sanitizing further reduces the germs living on a surface. This act focuses on eliminating these pathogens and microorganisms that can transfer germs, such as COVID or the flu. Sanitizing typically uses a chemical agent of sorts (e.g. bleach or even steam), reducing the germs that come in contact with the agent. Specific touchpoints that require regular sanitization include handles,

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# Employees or Self-Employed Subcontracted Cleaners?

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worker takes

- The degree of responsibility for investment and management the worker holds
- The worker's opportunity for profit
- Any other relevant factors, such as written contracts.

### When Workers are Employees

It also states the indicators showing when the worker is an employee:

- The relationship is one of subordination. The payer will often direct, scrutinize, and effectively control many elements of how and when the work is carried out.
- The payer controls the worker with respect to both the results of the work and the method used to do the work.
- The payer chooses and controls the method and amount of pay. Salary negotiations may still take place in an employer-employee relationship.
- The payer decides what jobs the worker will do.
- The payer chooses to listen to the worker's suggestions but has the final word.
- The worker requires permission to work for other payers while working for this payer.
- Where the schedule is irregular, priority on the worker's time is an indication of control over the worker.
- The worker receives training or direction from the payer on how to do the work. The overall work environment between the worker and the payer is one

of subordination.

So, if you hire subcontractors in your cleaning business yet your business model requires you to have the kind of control over the worker that is listed above (i.e., specify cleaning methods, tools, uniformity of service, jobs assigned and order of jobs/routes), it is possible that you are in fact employing employees under this definition.

### Why Does it Matter?

If you misclassify workers and fail to deduct the required CPP contributions or EI premiums, you will be required to pay both the employer's share and the employee's share of any contributions and premiums owing, plus penalties and interest. This can prove to be a costly mistake. There may also be other entitlements owed to workers under the Employment Standards Act of your Province or Territory.

If you are still unsure if your workers are subcontracted cleaners or employees with certain entitlements, you can apply for a ruling from the CRA. This will protect you from future determinations that require you to backpay entitlements and statutory remittances.

At the end of the day, your business model and the control you want to have over processes and workers will determine what is the best fit for you and your business.

Here is the [CRA link](#) that can help you with the Employment Insurance Act and the Canada Pension Act.

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## House Cleaning Technician (HCT) Training

wants to meet the expectations of a more educated marketplace of homeowners. Those who complete the course and pass the certification exam, will be recognized as certified professionals who understand the value and methodology of proper cleaning.

The material presented in the workshop has been researched and peer reviewed, and presents the cleaning industry's best practices. The HCT course takes approximately 14 hours over the course of two days. An opportunity to take the HCT Certification Exam immediately follows the conclusion of the instruction; an additional payment of \$65 to IICRC/CleanTrust must be made at

the time the technician attends to take the certification exam.

The dates announced for 2021 include the following:

- January 21 – 22
- February 25 – 26
- March 18 – 19

Limited to 20 participants per session, class registration fee is \$275 (USD) for ISSA members and \$575 (USD) for non-members (includes one year of membership). The class registration fee includes the two-day class, study guide and materials. An additional fee of \$65 (USD) is charged for the actual certification exam.

*For more information, please visit [www.issa-canada.com](http://www.issa-canada.com).*



Supplied by MAID4CONDOS

# Common Odor Sources in Kitchens & How to Fix Them

Smells are honest. Sure, you can cover up bad smells with good ones and try to overpower the threat temporarily. But they'll come back, they always do. In an ideal world, our homes would always smell like the Four Seasons Spa. An intoxicating aroma that can relax and energize you at the same time. Back in reality, however, that aroma is more likely to be a bountiful bouquet of foot funk and forgotten food. When the spectre of meals past has come to haunt your kitchen yet again, reach for this brief guide against forlorn fungus and freshen your fortress.

## Garbage Cans, Disposals & Recycling Bins

Starting the list are the usual suspects – the last stop of home refuse, the garbage and recycling. Sometimes what's finished is not forgotten. Recycling can leak a bit here and there, and soon enough there's a small ecosystem in the bottom of the bin. Grease and food scraps can clog the drain or garbage disposal with absolutely vile consequences.

Here are some go-to methods we use to neutralize the funk in garbage cans and recycling bins. It works every time. To clean the can properly, spray it, really douse it with diluted bleach, and give it a few hours to dwell. After that, wipe away larger particles. Rinse it with water and use soap to wash it out.

A helpful way to stay ahead of funky build-up is to regularly spray with odor eliminating disinfecting sprays, or home-made solutions with natural cleaners and essential oils. Prevention is the best measure to take here. A good garbage routine will make bin funk a problem of the past.

If you're the proud owner of a garbage disposal, save your citrus trimmings and rinds in the fridge. Collect enough

of them and feed them in one shot. That way, there will be enough citric acid and essential oils from the citrus peels to saturate every corner. Doing so helps break up the organic grime that's the cause of the odor. Do this a few times a month to keep everything smelling fresh.

## Sponges and Rags

Our humble kitchen companions do a lot, and get very little credit or attention. Sometimes we take for granted and assume the tool we use to clean other things must be clean by definition. Oh no, no, no, that's not the case at all. Your kitchen sponge may be 200,000 times dirtier than your toilet seat.

Sponges and dishcloths can be home to a whole society of different bacteria. They're often warm, wet, and in contact with food regularly. In particular, coliform bacteria in the kitchen are a biomarker of fecal contamination resulting from contact with contaminated raw meat. They are not necessarily dangerous, just a bit gross. The real issue is – any environment that can breed coliform bacteria can also be home to some other nasty visitors.

The best solution is to bathe that sponge or dishcloth in a diluted bleach solution once a week or if you like variety, stick the sponge in a dishwasher load. If in doubt, you can always throw it out and get a new one.

## Rancid Cooking Grease

Sometimes life is just a mess; it happens. Oil splatter while cooking can travel surprisingly far in the kitchen. It can quickly hide, build up, and go rancid with enough time. Grease can splatter on walls or collect for years under your range hood. The oil on your hands can

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## The Three Types of Clean

doorknobs, TV controllers, keyboards, kitchen utensils, and other high touch shared surfaces in your home. *To sanitize, think "wiping with a cleaning agent."*

### DISINFECTING DEFINED

Disinfecting is the highest form of germ and debris removal. While sanitizing does an excellent job of reducing pathogens, it is typically done in a quick fashion and does not always kill them. The goal of disinfecting is to kill all microorganisms, leaving a sterile environment behind. This is particularly crucial in hospitals and special care facilities. To disinfect, one must let the cleaning agent sit for a specific amount of time, allowing the agent itself to work. When ready, the cleaner removes the agent, reducing the risk for germ and other pathogen transfer. *To disinfect, think "apply cleaning agent, let it sit and work."*

### WHY YOU SHOULD UNDERSTAND AND DO ALL THREE

Knowing these differences will help keep you and your family safe. Understanding these terms guides the type of cleaning products you buy, how you use them, and why you use them. Unfortunately, post-COVID, we are going to be faced with heavy gaslighting from advertisers of cleaning products that are focusing on selling the fear of COVID, and not real cleaning solutions. By understanding whether you want a cleaned, sanitized, or disinfected environment, you'll be able to make smarter choices when it comes to buying cleaning products, and when scheduling your professional cleaning services.

I understand that this can be stressful with so many "facts" out there, but it is important to know what your specific risk is and what you can do to protect your own health (e.g. quick wipe down or full disinfectant cleaning day). Armed with the above definitions, I encourage you to connect with your home cleaning service provider. Ask what cleaning agents they use, along with the Safety Data Sheets for the products they are using. This will give more insight, and hopefully more sleep-filled nights, as you relax knowing how safe your home really is.

SOURCE: Clean Club Calgary Blog



## Calendar of Events

**JANUARY 21-22, 2021: House Cleaning Technician On-line Training** The HCT Training and Certification program is a comprehensive overview of best practices in cleaning. This course is designed specifically for the HCT who wants to meet the expectations of this more educated marketplace of homeowners. For more information and to register, [click here](#).

**FEBRUARY 25-26, 2021: House Cleaning Technician On-line Training** The HCT Training and Certification program is a comprehensive overview of best practices in cleaning. This course is designed specifically for the HCT who wants to meet the expectations of this more educated marketplace of homeowners. For more information and to register, [click here](#).

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## Is It Easy to Do Business With Your Cleaning Company?

need. If you can consistently satisfy their need, and make it convenient and worry-free, you'll keep that customer for life. Make it easy for a customer to do business with you. Make it easy to communicate with you. Be responsive as their needs evolve or if there is an issue. And periodically review all of your customer service processes to make sure you continue to maintain consistency over time.

*- Known as The Maid Coach, Debbie Sardone is America's top cleaning business consultant. Debbie helps owners of residential cleaning companies build a seven-figure dream business, with a six-figure income and the freedom in their lives that they deserve.*

SOURCE: Debbie Sardone, The Maid Coach Blog

# Common Odor Sources in Kitchens and How to Fix Them

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build up on kitchen cabinets and commonly touched surfaces. All this build-up can make your experience in the kitchen an oily one. Remove the residue of last night's deep fried Tater Tot binge while watching 90-Day Finance reruns without a hassle. Certain products are well-suited to cut through the grime when they have the right active ingredients.

To master the art of grease-fighting, you must use products that dissolve the oil's molecular structure. The absolute best products for this are either soap or a mild acid, such as acetic acid (vinegar) or citric acid (citrus fruits). Most grease build-up can be removed easily with the reliable combo of any of those products diluted with water.

## Hiding in Plain Sight – Kitchen Appliances

The major appliances found in almost every modern kitchen help us live more comfortable and efficient lives. They offer us an abundance of benefits over what was available in the past. Sometimes we forget that these everyday wonders of technology are host to several smelly issues like standing water, mould, mildew, and collecting odors.

The humble dishwasher, friend and ally to many of us, can collect food particles inside, and moisture in the rubber seal every time you open and close the door. That moisture gets trapped and becomes home to some funky fragrances. The effects build up quickly after dozens or hundreds of washer cycles. The detergent drawer is also a culprit of this. The best way to prevent this common issue is to wipe down the door seal after every use, and leave the door and drawer open for a few hours after a load.

For a reliable cleaning – use diluted vinegar and wipe down prominent tough

spots. Then run an empty dry-heat cycle to disinfect the interior – leave in any silverware baskets and holders.

After a while, a fridge becomes a terrarium, a miniature environment of all your good (and bad) food decisions. The mostly plastic interior of the refrigerator can absorb and harbour many unpleasant smells even if you're diligent. It's good practice to have a regularly replaced container of baking soda sitting on a shelf to neutralize floating odors. Remove that forgotten about organic kale starting to look like seaweed, wipe-down cracks and crevices in shelving, crispers, or the side door. Mop up crumbs and spills immediately, and every once in a while – before a big grocery restock – remove everything and wipe the interior down with a disinfectant.

## Kitchen Sink Drains – The Highway to Smell

Plumbing and the internet have one thing in common – they're both a series of tubes. One of them moves information from one point to another, and the other one shuttles... well, you get the point. Nasty smells emanating from the kitchen sink is more common than you'd think. Solid matter can build up and start to rot in the pipe. The problem can become more troublesome if grease is poured down the sink. It congeals and collects at bends and turns in the pipes, and will start to collect food debris in its oily embrace.

We recommend you scour the drain with baking soda and vinegar. Start by boiling a kettle full of water. Meanwhile, pour a cup of baking soda and then a cup of vinegar into the sink. Make sure they really get in there. Let the solution effervesce in the sink for five to 10 minutes, then slowly pour all of the hot water from the kettle into the sink drain.

SOURCE: Maid4Condos Blog

## COVID-19: What House Cleaning Professionals Need to Know

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value we create?

- What do we do after meeting the scope of work?

Once the course is completed, participants can take an exam for a certificate of completion to prove that

they have acquired knowledge on how to clean safely, and protect their health and the health of their customers during this pandemic.

For more information or to register, visit [www.issa-canada.com](http://www.issa-canada.com).