



Above & Beyond Cleaning Co. Newsletter

Highlight's in our company:

* 1st quarter 2005: Efforts focused on Admin support & seasonal cleanings.

* 2nd Quarter 2005: New signs & release of our 1st yellow page ad.

* 3rd Quarter 2005: We commenced our resort cleaning efforts

* Last Quarter 2005: 1st major post construction development project with show home to be serviced over the next 3 years. New image design layout for company branding.

* 1st Quarter 2006: Focus on recurring structure for residential clients.

* 2nd Quarter 2006: Changed from contractors to employee status. 1st major franchise location added as regular client.

* 3rd Quarter 2006: 2nd community sponsorship campaigns, Added major credit card ability & seasonal admin team.

* 4th Quarter 2006: Full time Admin team, 2nd major franchise & 3 more franchise locations now servicing, new client processes & terms, expanded office & company uniforms.

Company Highlights:

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Happy New Year

Wishing you; your family & business prosperity & success this season & coming year. We can't wait to transform your facility to the top of the "Clean & Sanitized Charts!"

Happy New Year from our team to yours!

Today, I have had a few moments to realize that the last 2 years have gone by in light speed. We have just celebrated our 3rd Xmas.

Welcome to life on the Above & Beyond fast Track. Over the past 2 years our little company that "could" 'Has' grown in leaps and bounds. Back in 2004 I started this company and primarily ran it by myself and a few contracted cleaners. Today we

employ over 25 cleaning personnel and have 6 management staff. Additionally we now service several franchise companies with multiple locations with a specific focus on sanitization & health cleanliness standard cleaning routines for their clientele. Our motto from management and cleaning staff is: **TEAM: Together Everyone Achieves More**

Reflections of the past 2 years.

.. As most business owners know the importance of marketing and sales is required to grow any business. Well I am pleased to say that in our second year we did 4 ½ times the business. Looking back I now see why I had no time to write an annual newsletter. 2005 was a year in which we concentrated on seasonal cleanings primarily residential based as well as our image branding and marketing campaigns. I discovered that radio advertising is effective when accurately planned on peak seasons to industry requirements. I have also appreciated what I personally put past companies through with my marketing and sales efforts with such a dramatic growth in business. As a result our office moved from a 1 room facility to occupy a 1000 square foot location just down



Management members can be found working alongside the crew.

the hall from our original office. We also as a company learned more about the resort market and the requirements along with appropriate sanitization methods for turnover cleans. It was a year of learning that to stabilize we required focusing on longevity arrangements for recurring resort and residential business which also extended to our commercial and post construction markets.

We have grown by leaps and bounds...



We have grown to accommodate our clients.



"As the owner, I am always taking the team to new heights".



In 2005 we participated in the Health Show commencing our campaigns on Environmental & Sanitization Practices



The addition of our floor machine that is similar to a zamboni, brings out the 'Tim Taylor' oh, oh, oh in staff & clients alike.

We changed our staff online scheduling to be hosted internally reducing input times and the requirement of our outside web manager. We also developed many lasting affiliations and partnerships with professionals who we rely on and who trust us to assist them in their requirements.

2006 has been an equally amazing year. The one aspect of our company that I can truly appreciate is our ability to respond to our growing needs and to change operations and structures to accommodate. Through this transformation we had to make some hard decisions which affected some of our clients who found the change process challenging and others in which we said farewell to.

We miss you and thank each of those clients for being instrumental in our dramatic evolution.

The most significant change was the contractor to employee relationship.

This was a challenge as the staff whom were contractors decided that they would not continue on under the new structure. Today we are seeing a trend that they are coming back.

Part of our stylistics of cleaning philosophies and structures attracted our 1st major franchise location to be serviced. As a team we enjoy the transformation to changing a facility

to almost new condition. Our commercial focus has been on disinfecting, correct sanitization practices and detail cleaning (similar to polish housekeeping practices).

Part of our process changes included client agreements, client policies, new pricing, deposits & the ability to take all major credit cards.

We are pleased to be the first company promoting & using cleaners & equipment focused on sanitization, sterilization techniques and environmentally conscious.

We use Melaleuca Products:

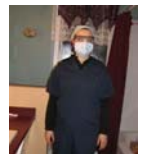
- Environmentally friendly- No phosphates, Lye or Ammonia.
- Sanitizes & disinfects while killing bacteria such as E-coli, Salmonella & Staph/ HIV

We use Microfiber mops and cloths:

- Reduce bacteria by 99% -
- Reduce cross contamination risk as we change after every room
- Reduce injuries due to less weight
- Reduces product usage

Our cleaning personnel are:

- Criminal Record Checked
- Uniformed in Scrubs & use safety goggles and procedure facial masks while cleaning.
- They are trained in our 2 week lecture & practical training session series as well complete an examination to test their knowledge.



Testimonials from clients and associates.

The staff at Above & Beyond, Do a good job No complaints in the two years of having Above and Beyond Cleaning service They are Quick & everything is Clean when finished

Wally Reid - Maple Heath Estates

Above & Beyond; is Flexible and meets our company needs specific to our fiscal budgets while ensuring what needs to be done is done and it is done well. There has been a Noticeable difference from commencement of service. Our location has received a lot of comments from customers and from review of the Restaurant by management & operations tours. Thanks for ensuring our restaurant is clean and a lot better.

-Sue Baustista (Manager) - McDonald's Rutland

After the big clean everything was so clean and floors squeaked. Above & Beyond ensured the extras were done. It's wonderful! Clients really noticed the change On going, the service is really good; it takes a load off our minds. Everyone loves the cleaning teams and the results!

**Robert Mutch (Owner)
-Okanagan Health & Performance**

*Hi Shelley,
I used your idea and structure regarding laundry in our resort cleanings. Thanks for all your help and cleaning staff support.*
-Mary Cummings(Owner) - Big White B & B



Amy 1 & Amy 2 invite others to join the Above & Beyond fun loving team 'spirit'.

Career opportunities vary:

You can earn between \$12 to \$14 per hour plus benefits & uniforms.

**dependent upon experience.*

With opportunities of:

- *On Call*
- *Evenings*
- *Weekends*
- *Full or Part time*



We are happy and make 'you' our client happy.

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We're on the Web!

Visit us at:
www.aboveandbeyondcleaning.ca

Our equipment & products kill more germs and reduce costs...

This month we commenced training of our staff on:

- ✓ Sanitization and safety
- ✓ Customer Respect and employee health
- ✓ Cleaning Products
- ✓ Resorts and rental properties
- ✓ Vacuum/Mop use
- ✓ Correct posture & techniques
- ✓ Safety around Drug paraphernalia & presence of drug & or paraphernalia.
- ✓ Procedures in facilities with sexual aids or used sexual paraphernalia.
- ✓ Surveillance & security alarms
- ✓ Bed Making & Towel Display techniques.
- ✓ Cleaning Equipment use & electrical safety
- ✓ Personal respect, client/ customer respect, team respect & company respect- Code of Ethics & Conduct.

As we look over the past year we are please to see that all our efforts have resulted in 1 ¾ times our business revenues from 2005. Our intent is 'to be of Service' to our customers. To the best of our ability, we will:

- ✓ Design the best cleaning solution that best matches your needs
- ✓ We can schedule our services to you daily, weekly, monthly or on-call
- ✓ Provide you full sustainable solutions
- ✓ Provide you comfort, balance, freedoms by "Taking the load off your mind and weight off your shoulders"
- ✓ We provide you and your customers a sense of serenity, sense of good health and give that 'woohoo feeling' and an overall pleasing of all 5 senses.
- ✓ **We care about your business...your business is our business.**

New Year Forecast:

We are looking forward to the New Year and equaled success for our company and for our clients'. Commencing 1st quarter our staff medical & dental benefit packages commence, team support personnel joining our management team along with additional personnel supervisors. Our cleaners will be undergoing certification of their careers and the addition of senior sales associate and our residential account manager.

We are excited to be Unifirst's pioneering client to bring in complete microfibre & equipment solutions to Canada typically a solution sought out by American Hospitals and Medical Centres.

Additionally we will be expanding our service areas to include Armstrong to Penticton while planning our expansion networks to include other major cities with subsidiary portal service locations.

The Above & Beyond Ribbon & Bow....

We have regular cleaners and your team does a far superior job. We would use you all the time if you were based in all the locations we have projects. We will definitely use you in other projects.

*John Nash
Pacific R.S.M. Services*

