



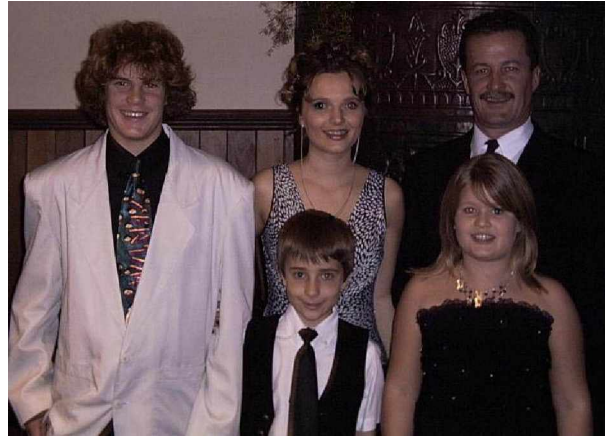
# Above & Beyond Cleaning Co. Newsletter

## Highlight's in our company:

- \* April 2004 High Tech meets traditional 'thankless forgotten' role.
- \* May to July 2004 Have our views really changed compared to the roles we fulfill?
- \* August 2004 We added quality personnel & online staff scheduling
- \* September 2004 Merged scheduling into website, now clients can manage 24/7
- \* October 2004 We changed our company name to reflect the diversity of services.
- \* December 2004 We have handed our expanded services packages to our consultants and developed our school fundraiser campaign.

## Company Highlights:

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Christmas 2004

Roberge/ Smith Family  
Wishing you; your family & business prosperity & success this season & coming year.

## Happy holidays from our family to yours!

With the hustle and bustle of the season is a great time to reflect on the past year.

I thought I would take the opportunity to tell you my story of business success & success with my family. My son's statement will certainly capture you as it has for me & has become my primary objective for my company. I was a hard working single mom whose time was limited and soon discovered that my son was growing up without me. I didn't have the typical family life; it was one ***A year to Remember...***

.. As a year of new beginnings, a transfer of old roles and transformation into new.

Many of our clients have been unaware of the constant development & changes occurring that have moved us to become "*More than just a cleaning company*".

*My story* I have spent 6 years in executive high tech sector roles. In April of 2004 I was given the opportunity to merge my skills into a tradition 'forgotten fundamental role'; the backbone of every household and family. A clean home which over the next few months discovered that it is more than just a clean home that is required to run a tight or well run ship

of mom takes on the world and scrambles to fit in a few moments for the most important people in my life. Today, Ashton asks me "Are you helping other families today, so they too can spend time & do things with their kids?" My reply is "yes" and I review the activities at school or our plans after the day is through. His response is one that it shared by so many children as a desire they have for their parents is *time & to be an active part of their lives*. "Mommy, I am so glad you have our company as I now have my mommy back!"

which extends into each and everyone's personal and business lives. As I began working with trades & homeowners all have a different definition of clean & biases regarding the person doing cleaning.

It became a task of defining each definition of clean, additional services desperately required by homeowners & businesses alike as well as educating the value of those that fulfill this frontline position.

I spent the entire spring developing the concept & evaluating the *image of the stereotypical 1940- 50's wife*.

*Have women & men really changed their desires and view points regarding this 'lost traditional role & consuming duties'?*



*"The road to success is always under construction".*



*Based on client feedback we developed our consultancy approach.*

## *Have we changed or have we forgotten?*



### *Insights from clients and associates.*

Today, both men & women married or not have significant professional obligations, financial & personal demands. No wonder the functioning of our homes/ offices look like a 'bomb' hit it. We are a society of over stress, overworked, overbooked, exhausting personal & business lives racing to the finish. The question is "who will be at the finish line to celebrate with us" when we have no time to nurture neither ourselves nor our personal or business relationships. We live in a time that we desire more time, less stress, buying freedom & ways to lessen our workloads.

#### *What the women are saying:*

\*My husband is so busy at work he's hardly home for dinner & when he is we are all racing to some event/ activity the children are in.

\*I race home from work, scramble to make dinner run the children here and there, go to events/ meetings myself or with my husband by weeks end I have a pile of laundry, dishes reaching the ceiling and a floor even the dog hasn't seen all week. It takes me all weekend to get through it dependent on the race of weekend activities is usually even more frantic than during the week. I simply shove, slide & push things into drawers, closets or shut

### *We have grown to accommodate our clients.*

I discussed all needs & options as well as expectations which formulated our *Consultancy* approach to better serve our existing & future clients. I discovered an entire spectrum of requirements & services. By **August/ Sept 2004**, we added quality control personnel to assist with management of staff and client needs. The addition of online scheduling has made staff scheduling and client scheduling a breeze; which was then merged into our website. New clients can schedule a clean or any of our services. We also provide a unique login area where clients and future clients can provide;

- o Instructions for cleaning of your home

doors hoping that next weekend will be better.

\*Time for me HA, I'm lucky to know I completed my, to do list at work and my never ending roll of chores at home. Me- who is this woman?

\*Romance- that is something we watch on movies just before collapsing in bed and reviewing our stressed out week.

#### *What the men are saying:*

\*I'd like to help but don't know where to begin other than to say call someone as we need a miracle to clean this up. I want a normal family life, time with my wife & kids & friends and to be happy to have people over. Our lives are crazy and I just give up staying at work hoping things will change.

\*I'm a stay at home dad who had no clue what I signed up for. If I had known how hard running a house is with kids I would have stayed at the office. I need help so I don't nag my wife when she comes home and that she isn't doing the job I haven't done and we can actually spend time together. Just tell me what to do and I will do it.

\*I love to entertain but hate cleaning. All I want to do is know my home is clean, fridge is stacked, dinner is on and my home is running just like when I was growing up.

- o Report satisfaction and further input to continue a perfect result each time
- o Schedule additional cleaning dates over and above your existing schedule
- o Re-schedule existing clean dates and times
- o Manage your account 24/7 online
- o Request additional services

**October 2004**, we changed our company name to reflect our new divisions and expanded services. **December 2004** is full of additions as well we added Human Resources, Marketing, Sales, Website and other specific departments.



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We're on the Web!

Visit us at:  
[www.aboveandbeyondcleaning.ca](http://www.aboveandbeyondcleaning.ca)

A little cleaning ha ha



We offer the following services which can be viewed in detail on our website:

[www.aboveandbeyondcleaning.ca](http://www.aboveandbeyondcleaning.ca)

- Ø Residential
- Ø Commercial
- Ø Post Construction
- Ø Disaster Restoration
- Ø Real Estate Market Cleaning
- Ø Move In / Move Out Cleaning
- Ø Top to bottom Spring/ Fall/ Winter/ anytime Cleaning
- Ø Organizational / Clean Sweep Cleaning
- Ø Inventory Control Services for Vacation Rentals
- Ø Cleaning Training Days
- Ø Xmas Preparation and Décor

- Ø Housekeeping/ Maid Services
- Ø Home Away from Home Services
- Ø Real Estate Market Services
- Ø Exec'Ognize
- Ø Move In/ Move Out Services
- Ø Consultation
- Ø Home Style Cooking Services
- Ø Winter Property Inspections
- Ø Shopping. Errand Services
- Ø Gift Certificates as well as a variety of affiliated businesses & their services.

### *New Year Forecast:*

We have developed a school fundraising component to be released in the New Year. January 2005 is expected to be equally rewarding with new additions and expansion. Specific Industry agents are soon to be announced as well as a brand new division linking services to our website and more...

### *A message from our Organizational Guru Jeny Talas of Clutter-free Living!*

It is time to look at the past year and reflect. Is my comfort zone a mess and missing that warm fuzzy feeling? Am I missing those family times? Are your current systems not working? Feeling like life is slowing you down? Stressed out about everything you have to get done and wishing you could bottle time for that rainy day? Are you wondering where the money leak is as your pay cheque just doesn't stretch far enough?

When your stuff owns you, it's time to call in the professionals and un-clutter your life. Now is the time to stop procrastinating, take action and realize your alternatives.

By using creative design techniques, practical and economical solutions, you too can have serenity and peace of mind. Don't just organize your home, office, time, clutter, finances, and your mind, spirit & soul. Take control of your future and make the coming year a year of endless possibilities.

### *Gift Ideas for any occasion.*

Needing a great gift idea We can help you finish your shopping in less than 20 minutes. Great gifts from Kids starting at \$60.00.

Fabulous Gift Certificates to spoil your loved one under \$120.00 includes 90 min massage at private day spa & a 4 hr home clean.

