

CONSTRUCTION PROS MAGAZINE

Consider the Professional Cleaning Industry When Pursuing a New Revenue Stream



Powr-Flite Direct

The professional cleaning industry presents a fresh revenue stream for many equipment rental businesses.

By [Dawn Shoemaker](#)

Although no set schedule has ever been formally established, it is well acknowledged that the hallway carpets at 720 W Gordon Terrace, a 23-story condominium in Chicago, are cleaned twice per year. The 45-year-old building has always used professional carpet cleaning extractors, but the current machine, which has certainly served them well, is now 15 years old, approaching the end of its lifespan.

Ongoing repair costs have forced the managers and the condo association to consider if it is worth keeping (and repairing) the machine or purchasing a new one. But, a new extractor can cost several thousand dollars. And after taking bids, they found that hiring a professional cleaning service to clean the hallway carpets would cost about \$100 per floor-at twice per year, that approaches \$5,000 annually.

The managers discovered another option: renting the equipment on an as-needed basis. Renting a professional carpet extractor costs only a fraction of purchasing a new one, proving to be a significant cost savings. Additionally, there are no repair bills.

Cost Cutting by Renting

Although this is just one example of why managers, building operators and contract cleaners decide to rent, instead of purchase, professional cleaning equipment, there are scores more. In fact, due to the recent recession, which negatively impacted the professional cleaning industry and caused budget cuts in virtually every industry, many building managers and cleaning contractors are viewing renting cleaning equipment, especially on an occasional or "special project" basis, as a wise, viable, and cost effective option.

"Housekeeping budgets have been curtailed," says Norman Schmidt, president of Hopkins Sales Co. Inc. in Easton, MD. "And what's the easiest thing to trim? The

part nobody thinks about - [cleaning] the floors, ceilings, and walls. People let these areas go."