



# The Power of Professional Power Washing



**How to Spot Professional and Unprofessional Power Washing Work**

**The Importance of Safety, Hot Water, and Chemicals**



**And Much More...**

# **Table of Contents**

<u>Introduction to the E-Book</u>	2
<u>Power Washing, Pressure Washing, and Soft Washing</u>	4
<u>The Importance of Hot Water</u>	5
<u>Chemicals, Chemicals, Chemicals</u>	7
<u>How to Spot Unprofessional Work</u>	9
<u>Safety in the Workplace</u>	11
<u>The Bin Spa &amp; Power Washing's Method</u>	12
<u>Pricing Guide</u>	13



## Introduction to the E-Book

The purpose of this e-book is to educate homeowners, business owners, property managers, and decision makers in general on all aspects of power washing services. Whether or not the service is right for you, or whether you plan on using The Bin Spa & Power Washing or a competitor, you should be as well-informed as possible to make the decision best for your unique needs.

Maintaining a professional appearance at your home or business location is more important than many realize. Survey results found that 95% of consumers consider a store's exterior appearance an important factor when deciding upon a place to shop, and more than half will avoid a store if the exterior appears to be poorly maintained.<sup>1</sup>

Businesses often need to power wash aspects of their property more often due to increased foot traffic that causes the property to get dirty and that creates a greater need for a pleasing aesthetic. Most importantly, there are health and safety hazards when power washing is negated. Mildews and molds can grow on surfaces, and grimes can cause tripping hazards on various surfaces.

Residential properties face similar challenges. Curb appeal is important to homeowners, tenants, and their neighbors. A clean home exterior is especially important when putting a house on the market. Lastly, homeowners and landlords share similar safety and health risks when it comes to molds, mildews, tripping hazards, and the lifespan of various surfaces and structures.

I wrote this short book to equip potential and existing customers. My hope is to inform decision makers of the importance of exterior facilities maintenance in relation to power washing. When choosing a company to service your power washing needs, making the right choice is vital—the

---

<sup>1</sup> Buiocchi, Tom. 18 Oct, 2019. The Real Impact of Store Appearance on Your Bottom Line. Retail Customer Experience. <https://www.retailcustomerexperience.com/blogs/the-real-impact-of-store-appearance-on-your-bottom-line/#:~:text=Survey%20results%20found%20that%2095,appears%20to%20be%20poorly%20maintained.>



appearance and professionalism of the business matters, integrity matters, expertise matters, and so much more.

This book will be filled with basic information related to various aspects of power washing. You will see examples of good work and how things are supposed to look, as well as poor examples of what you must be careful to avoid. Many homeowners and businesses neglect the appearance of their properties or choose cheap services that do not help their property in the slightest. I DO NOT WANT YOU TO BE ONE OF THOSE PEOPLE! That's why I wrote this and gave it away for FREE, because we are committed to quality and the appearance of your property's exterior. Perhaps you're still undecided on what company you want to choose. Even if you don't decide to work with us, that's fine too. That's why I gave this resource away to help you assess whoever does your power washing services next!



## **Power Washing, Pressure Washing, and Soft Washing**

You will often hear power washing, pressure washing, and even soft washing used interchangeably. However, these services are NOT the same—they mean vastly different things and if you choose the wrong service, you may be leaving tremendous value on the table.

So, what's the difference?

### **Pressure Washing:**

Pressure Washing is the use of high-pressure water spray to clean surfaces and areas, and to remove paint, mold, grime, dirt, or any other substance. Typically, pressure washing involves using water pressure between 1,500 to 4,000 PSI with temperatures under 140 degrees F.

### **Power Washing:**

Power Washing is very similar to pressure washing and the terms are often used interchangeably. The main difference is that power washing is performed with heated water, usually around 200 degrees Fahrenheit. Our system is capable of full power washing services, and we always recommend heated water for dirty surfaces—especially concrete.

### **Soft Washing:**

Soft Washing refers to spray cleanings with pressure under 500 PSI. This is done with specialized widened spray tips that allow for the water to be sprayed as a mixture with any desired chemicals. Soft Washing is great for houses and vehicles because the lower pressure reduces risk of any damages, and it is less likely to strip any protective coatings.

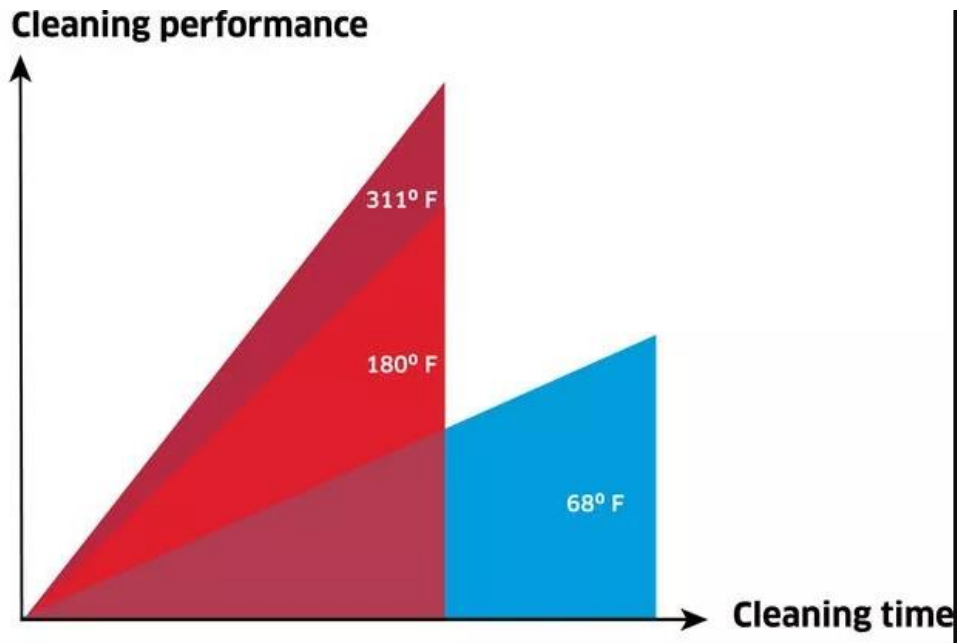
## The Importance of Hot Water

So now we know that power washing utilizes hot water from a heater, but why is this so important? Would you wash your laundry or dishes with cold water and no chemicals? Of course not! Cleaning your home's exterior is no different. You will always get more value when the company you choose has the capability to implement aspects of all three services to best suit your needs.

Heat is an important factor in the cleaning process. Heat accelerates chemical processes; with every 50°F increase in temperature doubles the reaction speed. A 68°F rise in temperature greatly increases the reaction speed. Oil, grease and soot are dislodged by the heat and easier to remove. The emulsion of oil and grease in water is accelerated. And heated surfaces dry faster. In practice, this means that higher water temperatures can reduce cleaning times by up to 35% – with significantly better results. By reducing the water quantity, a steam temperature as high as 311°F can also be achieved. With the combination of mineral-free steam and pressure, even the most stubborn dirt can be loosened. This ensures high cleaning performance, even without chemical additives. The steam stage is perfect for removing bitumen coatings, paint coatings in general, soot deposits, lichens and algae.<sup>2</sup>

---

<sup>2</sup> KARCHER. "Hot Water Makes the Difference". <https://www.kaercher.com/us/benefits-of-hot-water-pressure-washers.html#:~:text=Oil%2C%20grease%20and%20soot%20are,%25%20E2%80%93%20with%20significantly%20better%20results.>



This is all to say that hot water is more effective, efficient, and can clean stains that cold water can not. Using only a pressure washer can be effective when dealing with removing dirt of small areas (and can often save you money). However, you will almost always need hot water to eliminate grimes and stains and you should always ensure the company that you hire for your project has hot water (power washing) capacities!

## Chemicals, Chemicals, Chemicals

Along with hot water, proper chemical use is what makes an effective power washing and soft washing job. This section can be expanded into a whole chemistry textbook—however, for this book we will break down the use of chemicals in professional power washing services:

**SH (Sodium Hypochlorite):** This chemical is the lifeblood of power washing. More commonly known as liquid chlorine or laundry bleach, this chemical is the easiest and safest chemical used to clean surfaces. This chemical is able to treat mold, algae, mildew, and other organic materials. Typically, this is the most common chemical used for the soft washing of the sides of buildings and houses, and as a pre-treatment for concrete surface washing. It is always important that any grass or other plants are hypo hydrated prior to using SH near them—otherwise the runoff bleach can damage or kill plants. You can expect areas treated with SH to smell of chlorine for 2-4 hours after services.

**Degreasers:** Degreasers are designed to remove grease, oils, and other contaminations. They work on the chemical principle that One end of the molecule in the cleaning agent has a long hydrophobic chain, which is attracted to oil and grease and a hydrophilic end, which is attracted to water. The hydrophobic molecules surround the oil particles and dislodge them from water.

**Surfactants:** Surfactants are a primary component of cleaning detergents. They stir up activity on the surface you are cleaning to help trap dirt and remove it from the surface. Surfactants have a hydrophobic tail and a hydrophilic head. The hydrophobic tails are attracted to soils and surround them, while the hydrophilic heads pull the surrounding soils off the surface





and into the cleaning solution. Then the micelles reform with the tails suspending the soil in the center of the structure. Our company most often simply uses DAWN as a surfactant due to its effectiveness and eco-friendly properties.

**Acids:** Aside from SH, there are many other acids that should be used when necessary. Oxalic acid is useful in rust removal, citric acid acts similarly to vinegar and breaks down stains (especially on concrete or wood), and muriatic acid to break down various stains on concrete such as oils. There are many other acids that can be used when necessary—it is vital to know when and how much to use or else you may severely damage a surface.

**Rust, Paint, and Graffiti Removers:** Often these removers fit into the categories above (degreasers, surfactants, and acids). Specialized versions are made to eliminate rust, paint, and/or graffiti and should be used only on necessary surfaces.

\*Important Note: Not only should you ensure that any company you hire has an expert knowledge of which chemicals they use, but also know how to mix and proportion them. Most chemicals will be mixed with water before application or as it is streamed onto the surface from a wand. Even if you use the right chemical, using too 'hot' or 'strong' of a mixture can damage your property whereas too weak of a mixture will make no difference.

## How to Spot Unprofessional Work

Professional power washing work is distinct—surfaces are left without stripes or lines, stains are removed or weakened, and all material is left undamaged, chipped, or discolored.

On the other hand, unprofessional power washing work is easy to spot with the naked eye. Similarly, to painting, using uneven techniques will leave lines in surfaces. Improper use of chemicals can leave erosion or new stains. Most dangerously, improper use of pressure or chemicals can damage surfaces, electrical outlets, or other assets near power washing equipment.

A professional company should always clarify areas that need cleaning with the customer, walk around the property, and inform you of their processes. Pay particular attention to the temperatures of their water, their expected chemical use, and their safety measures.

Here are some examples of unprofessional work:



\*Streaks from uneven washing and improper pre-treatment of surface



\*Acid Stains on Driveway from improper use of chemicals.



\*Scratching and incomplete washing due to improper equipment (wand vs surface washer)

## Safety in the Workplace

Safety on every job site should always be the number one priority. It is on the service company to maximize safety to all employees, the customer, and any person, animal, or thing that could be affected by unsafe work conditions or improper services.

It goes without saying that non-essential personnel should avoid areas actively being serviced. Employees should always have proper PPE (personal protective equipment) on their bodies. Cones should mark off areas where others should not enter during services. Chemicals must always be stored, transported, and handled with care and not mixed together. Doors and windows should always be completely closed and extra measures (such as towels at the base of doors) should be taken to ensure puddles and other tripping hazards don't form. Finally, affected parties (such as residents and tenants) should be notified prior to any work being done near their residence.







## The Bin Spa & Power Washing's Method

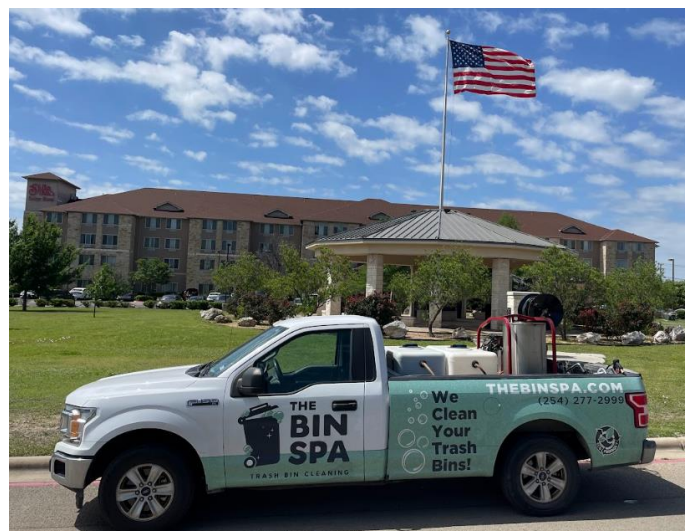
Our methods are a direct result of our values: customer service, excellent communication, safety, and professional service.

We always start by getting to know YOU. We make sure we understand YOUR needs and gather as much information to service you as best as we can. Often this involves online measurements and an in-person walk around on the property.

Once we understand all of your needs, we will get you an estimate sheet and a project plan. This sheet will include discounts for combining services and for increased service frequency. Our pricing is not the lowest, but it absolutely is the best value in Texas!

After a final quote is agreed upon and the plan is set in place, we will begin work. Throughout the process we prioritize safety and communication. At the conclusion of the job, a final walkthrough will be completed, and any final questions or concerns will be handled.

We hope you have all the information you need to make the best decision for YOU and find the company that creates the most VALUE.



## Pricing Guide

Task	Description	Price Per Sqft (Commercial)	Price Per Sqft (Residential)
Siding	Pre-treat and soft wash using necessary chemicals		
Vinyl		\$0.08-\$0.12	\$0.12-\$0.15
Brick/Stone		\$0.10-\$0.15	\$0.13-\$0.17
Stucco		\$0.13-\$0.18	\$0.16-\$0.20
Surfaces	Pre-treat and surface/power wash using necessary chemicals		
Concrete		\$0.08-\$0.12	\$0.12-\$0.15
Asphalt		\$0.08-\$0.12	\$0.12-\$0.15
Wood	Pre-treat and soft wash of wooden surfaces		
Wood Deck		\$1.00-\$1.30	\$1.00-\$1.30
Wood Fence		\$0.60-\$0.75	\$0.60-\$0.75
Other	Various additional services		
Rust Removal		\$2.50	\$3.50
Window Cleaning		\$6-\$9/window	\$7-\$10/window

While pricing for power washing services may exhibit slight regional variations, having a general pricing guideline is essential for both service providers and clients. Factors like project size, materials, location, and additional services play a significant role in determining the final cost. By using the provided pricing chart as a baseline, businesses and clients can initiate discussions and negotiations with a more informed perspective, ensuring fair and competitive pricing for power washing projects.