

Sub-Contracting can be hazardous

By Bill Bane

Many carpet cleaning firms use independent subcontractors to do all or part of their work. The avoidance of payroll taxes, supervision and record keeping are the main reasons for doing business this way. But, some companies actually classify employees as subcontractors, even though the company continues to provide all of the clients, equipment and supplies and the so-called subcontractors work for no one else.

The downside of subcontracting is generally bad. First of all, if you use a legitimate subcontractor, you lose control of how your customer is treated. Customer retention is more difficult when using subcontractors. There is also the danger of losing a customer to this other independent business. In fact this is quite common.

The IRS is probably the best argument against using a subcontractor. In recent years the IRS has been paying more attention to the carpet industry in both installation and cleaning. If the IRS determines that a subcontractor is an employee, penalties and interest will be levied and auditing may be extended to three years exposing the company to more penalties and larger interest payments.

Some of the criteria that the IRS uses to determine if a subcontractor relationship is legitimate are: Do subcontractors set their own hours? Provide their own trucks, equipment and supplies? Have their own insurance? Hire their own help? Pay payroll taxes and workman compensation? Have freedom to do similar work for others? Work without your supervision?

There are twenty factors which IRS may examine in determining if a subcontractor is legitimate. If you use an outside company to do your work, be sure you meet the requirements of a legitimate subcontractor status. If you fail the test, it could put you out of business.

Recruit evaluation

One method for evaluating a prospective employee is to invite the person to your home for dinner or have lunch with them at a restaurant. If you wouldn't do that, don't expose your demanding customer to their manners.

The people who seek high quality service are especially particular about who comes into their home. If a technician is rude, crude and socially unacceptable, you will not be able to advertise enough to replace the customers lost through that employee's demeanor and lack of social graces.

Regular discussions with employees should be held on the matter. Inspections do not have to be on the order of military, but occasionally check to see if a person is wearing deodorant, is clean shaven and freshly uniformed.

Direct mail that works

A recent survey concluded that more than half of the people over age forty-five buy as a result of a direct mail promotion. This age group consists of voracious readers who, being older and more experienced, are also more selective in accepting what they read as the truth.

Selecting a good mailing list is as critical as the mailing piece itself. How to pick the right prospects is an important part of Bane-Clene's school. The reason Bane-Clene's mail marketing works so well is that the audience is targeted.

Bane-Clene's advertising material originates from people in the cleaning business and is designed by professionals with four-color photography and art work to complement the message. Material has been taken from Bane-Clene's service company and has been used in the Indianapolis market as a proving ground.

More than advertising

Direct mail, television, radio, and newspapers can spread your name and make you well-known. The more people who know your name, the more results you're likely to get from your Yellow Pages and direct mail efforts.

But, how do you become well known, respected, and popular in your business venture? Getting into business is easy. Buying an ad in the Yellow Pages is easy. Mailing out a brochure is easy. Hiring the right people, demanding high-quality workmanship and being a leader in your community are more difficult.

Becoming well known takes a dedicated effort to stay on track with your goals and promises. Respect comes from performance and conduct. Every time you successfully complete a job, you are building a piece of your reputation one job at a time.

Spot removal tip

Spot removal is sometimes more difficult than it originally appears. The immediate disappearance of the spot may only be temporary in some cases. Within a few days the spot may reappear through the process of wicking.

Using Brown Out® on spots immediately after removal can eliminate this problem, saving you a potential call-back, which can be very costly. Brown Out should also be used on all furniture that is wet cleaned and especially on carpets made of natural fibers.

Burglary Prevention

Invest in an alarm system for your home, office and all vehicles. These are high-crime times. Be prepared so you won't be sorry later!

**Sporicidin® Disinfectant
Bactericidal, Virucidal, Kills
Mold & Mildew, Fungicidal**

EPA-registered to clean, disinfect and deodorize. Provides continuous **residual antimicrobial activity for up to 6 months**. Registered for mold and mildew remediation/restoration.

- Water and flood damage restoration
- Sewer backflow cleanup.
- Trauma & crime scene cleanup.
- **Air duct cleaning.**
- **Kills mold and mildew, including Stachybotrys chartarum (black mold).**
- 100% kill of disease and odor causing organisms. Fungicidal, bactericidal, virucidal, mildewicidal and tuberculocidal.
- No special shipping or disposal restrictions.
- **Registered in all 50 states (including California).**

1 Gallon Catalog # 33700.....\$29.50
See our web site at www.baneclene.com for more details or to order on line.



**Certified Used Pre-2005 style
Para-Mount®**

Truckmounted Carpet Extractor

NOTE: This is a pre-2005 unit, not the new 3-D unit.
100% 90-day warranty.
\$7,995.00

Includes Installation & Training in Bane-Clene Indianapolis Location
Shipping & Crating Cost Extra
Call for more details.

**Bane-Clene Institute
Management Classes:
April 7 - 9**

For more information and to register, call **800 428 9512**.

E-Mail Addresses

Bane-Clene e-mails announcements, events, new product information, articles, cleaning hints, etc. to those customers for whom we have email addresses.

If you would like to be placed on the email list, please just email us at bane@baneclene.com and we'll keep you current!

NOTE: We will NEVER sell or share your e-mail address.



**Remanufactured 3-D. Para-Mount®
Price New \$15,995.00**

Remanufactured Price \$13,995.00

Less than two years old.
100% One-year warranty
Training & Installation in Indianapolis included
Shipping Not Included
Call for further details

The Para-Mount carpet cleaning equipment is the ultimate one-man cleaning system. It is designed as a truck-mounted operation with enough water capacity to work all day and take away the waste water, eliminating the illegal dumping of dirty water onto streets. It has the lowest maintenance time and cost in the industry. Low profile design distributes weight evenly in the van.

The Para-Mount provides the same fast drying time, positive moisture control, chemical blending system, and quick setup time—both truck-mounted and portable—as are found in the other Bane-Clene systems.

Designed for installation into a 3/4 ton van. 1-ton is recommended.

150' Solution Hose, 150' Vacuum Hose, Two Power Supply Cords, 12" and 4" Cleaning-Head Package (w/Stainless Steel Guide Handle), Ramp with Power-Assisted Loading and Unloading.

Triple heating system.
Totally electric, with no dangerous or expensive fuels required.

See base unit specifications on p 38 - 39 of the 2007-2008 catalog.

Upcoming Specialty Classes:

Stone-Tech™ class

April 10 - \$199/person

There is a shifting trend toward using more natural stone in both interior and exterior installations.

Why not take advantage of this trend and increase your bottom line?

Ceramic & porcelain, Grout, Cleaning & Sealing, Pricing, Initial investment, Honing/Polishing Marble, Types of Stone, Hands-On Cleaning of Tile, Hands-On Honing/Polishing of Marble, etc.

Wood-Solv™ (Rx for Wood™)

April 11 - \$199/person

Wood flooring is becoming more popular. Some of your customers are even removing their carpets from their old wood floors! Why get all upset about this?

Why not take advantage of this trend? Don't let your competition get ahead of you!

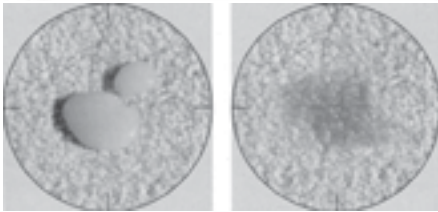
Learn how to make more money with Wood-Solv™: Key Benefits, Inspect and estimate the job, Marketing tools, Cleaning & finishing procedures, Repairing scratches & gouges, Pricing of your services, Maintenance programs, Initial investment, Hands-on repairs and finishing of wood & Pergo® Floors.

For more information and to register, call 800 428 9512.



Upgrade your current Bane-Clene system with the **3-D Base Unit** - Adaptable to all Bane-Clene tank systems - \$6,995.00 + Shipping and Handling.
Call for details.

**Shaw Industries recommends
Teflon over all others.**



Treated Untreated

Added value for your customers means added profit for you. The improved, advanced repellency carpet protector provides extra time to clean up spills, minimizes wicking and the spreading of stains. Teflon Advanced is more resistant to oil-based and water-based stains than ever, thanks to its higher repellency. And it creates a unique invisible shield around carpet fibers, keeping dirt from sticking to fibers. DuPont recommends the application of Teflon Advanced after each cleaning on all carpet types, even those with built-in soil and stain protection. Reinforces stain-blocking qualities of stain-resist nylon fibers.

Super Teflon® Special CT04-1
7 cases (28 gals.) Catalog No. 10810
Regular Price\$1,257.20
Special Price Only\$840.99
(Free Brochures Upon Request - Max 100)

Teflon Protector Special CT04-2
2 gallons Teflon® Catalog No. 10810
Regular Price\$92.00
Regular Price with avg. S&H\$109.00
Special Price Only\$88.49
(Free Brochures Upon Request - Max 100)

5 Cases Teflon® (20 gallons) CT04-3
Catalog No. 10810
Regular Price\$898.00
Special Price Only\$639.99
(Free Brochures Upon Request - Max 100)

3 Cases Teflon® (12 gallons) CT04-4
Catalog No. 10810
Regular Price\$538.80
Special Price Only\$414.99
(Free Brochures Upon Request - Max 100)

**Want more information on
Bane-Clene?**

Call us at **800-428-9512** for free information and a free Video Tape, DVD or Mini CD-ROM as well as our 552 page Catalog.
This video may also be viewed on our web site www.baneclene.com.

Deodorizing Special CT04-5

1 gallon Phase I™ Catalog # 10240 +
1 gallon Phase II™ Catalog # 10280 +
1 gallon Molecular Modifier Cat. # 35008
1 gallon Odor Eliminator Catalog # 35017
Regular Price\$91.80
Regular Price with avg. S&H\$109.80

Special Price Only\$96.99
Phase I solves the usual odor problems with so little effort. By simply adding one ounce of **Phase I** per gallon of cleaning solution, those everyday odors are whisked away.

Phase II is a high-potency ready-to-use deodorizer that eliminates extraordinarily offensive odors by complex chemical interaction. It is not a cover-up or a masking agent. Phase II kills animal odors, human and pet "accident" odors, smoke damage odors, kitchen odors, musty odors and mildew odors.

Phase I and Phase II are not for use on stain-resistant nylon carpet.

Molecular Modifier is a formulation of cleaning agents, bacterial cultures, enzymes, and odor modifiers which break down the molecular structures of odor-causing substances and stains. Removes most odors and stains caused by urine, vomit, feces, blood, mildew, decaying food, and other organic matter.

Microban® Special CT04-6

4 gallons Microban Disinfectant Spray
Regular Price\$91.80
Regular Price with avg. S&H\$117.65

Special Price Only\$95.99
MicroBan Disinfectant is a ready-to-use product, which gives protection against germs, odors, mold, and mildew. Effective in decontaminating, upholstery, rugs, etc.. Controls mold, mildew, fungus and odors wherever they are a problem. Cannot be shipped to California.

Use Concentration: Undiluted
Use pH: 6.5-7.5

LCA®-256 Special CT04-7

2 gallons LCA-256 Cat.# 10118
Regular Price\$39.90
Regular Price with avg. S&H\$56.90
Special Price Only\$44.99

LCA-256 Liquid Cleaning Agent is a concentrated blend of a liquid synthetic detergent called Emulon®, water conditioners, defoamers and pH buffering agents.

Rug Cleaning Special CT04-8

LCA® 256 1 gallon Catalog # 10118 +
Rug Restorer 1 gallon Catalog # 35018 +
Brown Out® 1 gallon Catalog # 10180 +
Sta-Clene® 1 gallon Catalog # 10143 +
Preface® 1 gallon Catalog # 10655 +

Stain Magic® for Wool Catalog # 30537 +
Red Relief® for Wool Catalog # 30535 +
Phase II™ 1 gallon Catalog # 10280 +
Rug Construction & Mtce DVD Cat # 09009
Regular Price\$193.94
Regular Price with avg. S&H\$219.68
Special Price Only\$184.99
(No substitutions please)

LCA-256 Liquid Cleaning Agent is a concentrated blend of a liquid synthetic detergent called Emulon®, water conditioners, defoamers and pH buffering agents.

Rug Restorer removes odorous contaminants from difficult-to-treat floor coverings such as woven area rugs using the submersion technique.

See web site for more details:

Brown Out greatly reduces possibility of browning and dye bleed, especially on rugs and upholstery.

Sta-Clene is a protector designed for use on rugs and upholstery. Using Sta-Clene on rugs and upholstery is better than using a water-based fluorochemical because Sta-Clene does not increase the drying time. As a result, the likelihood of browning and dye bleeding is greatly reduced. **Coverage:** 1 gallon per 1,000 sq. ft.

Use Concentration: Undiluted

The Bane-Clene service company applies Sta-Clene to all rugs and furniture it WET cleans.

Preface may be used on stain-resist carpet and as a prespray when wet-cleaning upholstery. Oil and grease are quickly emulsified, and water-based stains pop out with ease when Preface is used.

Stain Magic for Wool is a 3-part system designed to remove natural and organic stains from rugs such as urine, coffee, wine, etc.

Red Relief for Wool is a 3-part system designed to remove stains from food dyes such as in Kool-Aid®, colored soft drinks, popsicles, liquid medicines, etc.

**FREE FREIGHT only on specials on this page
(On Prepaid Orders in 48 Contiguous States)**

Strictly Limited to One of Each Special per Customer

For details on this issue's featured products:

Call 800 428 9512 in the United States, including Alaska and Hawaii.

Special Offers and Bargains

Specials are effective April 1, 2008 • Expire May 15, 2008

Minimum Order Amount: \$25.00. C.O.D. & open account orders not accepted on this feature.

Prepaid orders only: MasterCard, VISA, American Express, Discover, Debit Card; or mail check to 3940 N. Keystone Ave/Indianapolis, IN 46205.

Indiana businesses, please add 6% sales tax.

Specialty Classes:

Stone, Marble & Grout Class - April 10, 2008 8am - 5pm

There is a shifting trend toward using more natural stone in both interior and exterior installations. Why not take advantage of this trend?

Comprehensive hands-on training session in cleaning, sealing, polishing and restoring marble, natural stone, ceramic tile and grout.

Wood Repair and Refinishing Class - April 11, 2008 8am - 5pm

Wood flooring is becoming more popular. Some of your customers are even removing their carpets from their old wood floors and wanting them refinished!

Why get all upset about this? Why not take advantage of this trend?

Get on the ground floor and learn how to make more money wood floor repair and refinishing.

Comprehensive hands-on training session in repairing and finishing wood floors.

For more information and to register, call 800 428 9512.

More details on page 2.

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Bane-Clene®

3940 N. Keystone Avenue
Indianapolis, Indiana 46205

317 546-5448 • 800 428-9512
FAX 317 543-2222

Visit our message center on our web site **www.baneclene.com**.

E-mail: bane@baneclene.com

Se Habla Español

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Maggie Salinas es una nueva adicional en la compañía de Bane-Clene, en el departament de servicio y articulos de limpiezas de alfombra. Se vende productos para el cuidado y limpieza del piso de madera, de azulejo y de piedra.

Uno de los objetivos de nuestro servicio es mejorar y ampliar el cliente Hispánico en todo el Estados Unidos.

Para ordenar sus productos hoy llame al teléfono 546-5448 en Indianapolis O al (800)428-9512 a fuera del área, 0 por enternet www.baneclene.com.

Service & Supply Centers

*Chemicals, equipment, parts & service
for carpet & upholstery cleaners.*

Hackettstown, NJ
800 694 8555

United Kingdom
01293 437511

April 2008