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# COMPANY PROFILE

## DB Cleaning Services Inc.

Philadelphia - July 12, 2019

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**Business Address:** 7710 Castor Ave., Suite 29, Philadelphia, PA 19152

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**Website:** <https://www.mydbcleaning.com>



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Welcome to DBC!

Hello, my name is Douglas, I am the founder and owner of DB Cleaning Services, I would like to personally thank you for your interest in DB Cleaning Services. Please read this carefully as we would like you to *tour* around our company. The entire staff at DBC is committed to providing you with the very best service possible. We look forward to the opportunity to deliver on our guarantee of excellence and allow you to experience firsthand the benefits of choosing DB Cleaning Services. It is our goal to not only meet your expectations, but to exceed them!

Please go through this **WELCOME PACKET** with our full **COMPANY PROFILE**, as you get to know us, what make us stand apart from our competitors, you will also feel more educated and valued as a customer, because DB Cleaning Services **CARE!** This pack contains valuable information on every aspect you might have a question.

Remember, there are no contracts, ever. "Our quality is our contract!" We do have a client agreement along with the proposal. The client agreement lists all the important and helpful policies. At the end of this packet we have listed our **Company Terms of Service** that we would like you to be aware of, you can also check on our website under the Resources section. Thank you!

Warmly,

*Douglas Dutra*

Owner and Director of DB Cleaning Services

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## Company Background

### A) Company History - Who are we?

DB Cleaning Services was founded in 2003, in Philadelphia, PA by its owners Douglas and Brunna Dutra. The company is a family operated business and it was composed by a team of two Residential Cleaners: "Douglas & Brunna Cleaning Services" which is known by: DB Cleaning Services.

Douglas & Brunna dove into the Cleaning Industry and after working one year at local house cleaning jobs, they realized that the cleaning business was more than hard work because they were not just able to work together as husband and wife but also spend more time as a family. Being a job they both really enjoyed, took pride on, and most importantly, provided top-quality service for every customer. Douglas and Brunna took on the hard work and provided valuable free time to their clients to relax and enjoy with family and loved ones while appreciating a nice and clean atmosphere.

Their goal as house cleaners has been since it started to offer honest, reliable, affordable and quality Residential & Commercial Cleaning Service to the greater Philadelphia area. Currently, with its wings spread, the company is providing services across the "Tri-State" Area of Pennsylvania, New Jersey and Delaware. With 15 years of experience, DB Cleaning Services has been attending the local demand priding itself on an outstanding record of reliable, affordable, quality service and attention to detail that you will not find any business more dedicated to your cleaning satisfaction.

From its humble origins as a team of two of DB Cleaning Services in the early 2000s, the company now holds more than 200 clients and a team built of dedicated and core trained professionals.



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## **B) Business Competitiveness**

### **1. What Should You Consider When Hiring a Cleaning Service?**

Many things comes into play when answering this question, so before hiring any cleaning business make sure you have asked and learned the following “what”, “how” and “why” questions. Below we can explicitly inform you what we can offer, how we work and why customers hire us. Hiring a service to clean your space is a serious decision. We at DB Cleaning take this very seriously as many consumers hire cleaning services without asking the right questions and finding out the right information. Please also refer to our FAQ section on our website at [www.mydbcleaning.com](http://www.mydbcleaning.com). One of the statements could be the answer to your question(s), if your questions still haven't been answered through this document, refer to our office staff by calling at (215) 253 6112 or e-mailing us at [info@mydbcleaning.com](mailto:info@mydbcleaning.com).

### **2. What we do and offer?**

DB Cleaning Services is fully licensed, insured and bonded for home and janitorial cleaning services. We provide professional cleaning services at a very competitive pricing to individuals, families and small/medium sized companies in the Tri-State area of PA, NJ and DE. As we are also expanding our business, we have been accepting \*new areas. DB Cleaning Services offers cleaning plans to suit your home or business. A full description of our services by room is offered below on our Services Information Section. We offer weekly, bi-weekly, \*monthly, one time cleaning (move in/out, spring, etc) and \*custom cleaning service intervals with no long-term contracts.

*\*new areas served could be available where you live (please check availability with our office staff)*

*\*monthly service plan (please check availability on our schedule with our office staff)*

*\*custom cleaning service intervals (please check availability on our schedule with our office staff)*

### **3. How do we work?**

DB Cleaning starts the process with a quote, once the proposal is accepted by our client we schedule an Initial Cleaning, after the Initial Visit we schedule the Regular Visits based on a fixed schedule, DB team will provide you with available days to start the Recurring Cleaning. Prices vary from customer to customer as it is very relative to lifestyle, home sq. ft., frequency of cleaning visits and some other factors that could be implied. For the Initial Cleaning (deep cleaning), our prices are based on a man-hour budget starting at \$35 hourly for a minimum of two hours, and for the Recurring Cleaning (general/maintenance

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service), our prices are based on a flat rate. A full description of our services by room is offered below on our Services Information Section.

#### **4. Why should you hire us?**

Mainly our goal is to please our clients with their cleaning needs and to ensure quality service through our attention to detail and outstanding customer service. In addition to that, we are pet-friendly. DB Cleaning Services strives in simplifying our customer's lives by saving them valuable time and energy so time is freed up for business, family, friends and fun!

DB Cleaning Services is a professional reliable company, fully licensed, bonded and insured, we carry both Worker's Compensation and Liability insurance. We are not a cleaning franchise or a housekeeping referral agency. Our staff is comprised of professional cleaners that are employees rather than independent contractors, providing protection for our clients. If there were to be any accidents in the home/office, either property or personal injury to the cleaner, our insurance would cover any loss. Services that utilize independent contractors do not carry insurance. What so many clients don't realize is that if they hire an independent contractor, they are the consumer and employer. They will be responsible for paying payroll taxes, Social Security, Medicare, Unemployment Insurance, and Worker's Compensation for that independent contractor. With us, you do not have to worry about it at all!

Besides, our employees have been rigorously trained. For our customer's peace of mind, each employee agrees to be background checked and drug tested. You can rest assured that the person in your home/office has integrity, is trustworthy, and is held accountable to DB Cleaning's stringent policies and standards.

We offer more than 15 years of reliable work and experience, if we are in business all these years, be sure that we have been doing something right. We really want to earn your business for the long term and endure a very long lasting relationship, and this is why we offer such amazing prices without sacrificing quality. Here at DB Cleaning Services, we price our services according to our client's budget; what works for our client works for us! Our pricing structure is simple and very competitive! We are flexible with what works best for you. Our prices are based on "man hours" and starts at \*\$35.00/hour for the One Time

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Cleaning Service and the Initial Cleaning. After the Initial Visit, a fixed rate is established for continued service.

*\*rates may go up if service performed on weekends being the rate of \$45.00 hourly per man hours*

We schedule your service visits within one to two hour windows, so you will always know when to expect us. You can always call or email us should you need our assistance in between scheduled cleaning services.

Your business is important to us and we want to make sure you are happy every time we clean. If we didn't clean something to your satisfaction or if we missed a spot, contact us within 24 hours and we will re-clean it FREE, that is our guarantee.

### **C) Benefits & Features?**

\* We are Pet-friendly / \* Natural products available / \* Trained & Screened Staff / \* Licensed, Insured & Bonded / \* No contracts to sign / \* 100% customer satisfaction / 24h Guarantee / \* Flexible Schedules & Reasonable Rates / \* Easy Communication

### **D) Quality Policies**

We at DB Cleaning Services are committed to meet & exceed the expectations and requirements of our customers by providing high value and quality products and services, on time, every time, through continual improvement of processes and systems. This includes:

- Maintaining a shared quality vision and a focus on continuous improvement to our products, processes, and services;
- Understanding the requirements and meeting the needs of our customers;
- Improving customer satisfaction and ensuring "ZERO" customer complaints;
- Planning the production and achieving the same;
- Involving all employees in the delivery of quality products and services;
- Meeting all current requirements for national regulations.
- Imparting training on all the above.

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## E) Consultation

DB Cleaning Services is proud to offer free in-home consultations if necessary. Every space cleaned by DB Cleaning is unique. With this in mind, we are more than happy to adapt our cleaning services to accommodate your specific cleaning needs. A cleaning consultation from DB Cleaning Services allows you the opportunity to have any questions answered about our services. During the consultation, a company's custodial technician can go over which of our services best fits your needs and budget.

# Strategy & Vision

## A) Vision Statement

Our vision is to embrace residential and commercial business with **the highest quality**, reliable and affordable services with **100% satisfaction guarantee** and friendly customer support.

## B) Mission Statement

Our mission is to ensure that when you walk into your home or office it instantly feels clean and fresh and you are 100% satisfied. We want to make you feel comfortable again. We treat each job with absolute individuality, taking special attention to details and acting accordingly. **Our commitment to your satisfaction is the driving force behind everything we do.**

## C) Core Values

We put our **CUSTOMERS** at the **CENTER** of what we do.

We value, challenge and reward our **TEAM**.

We build our future on our **FAMILY** business foundation.

We put **HONESTY AND INTEGRITY** above everything we do.

We take **OWNERSHIP AND PRIDE** in all of our doings.

We maintain a constant sense of **URGENCY**.

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# Services & Specialties

## A) Our Specialties

Some of our cleaning specialties include:

- Houses
- Offices & Home Office Cleaning
- Post-party cleaning
- Post-construction
- Move-ins/outs
- One time cleaning (Deep Cleaning/Spring Cleaning)
- Restaurant Cleaning
- Schools & Nursery
- Hotel Cleaning
- And more!

## B) Our Services by Room

DB Cleaning Services offers Deep/Spring Clean and Maintenance Clean for Residential & Commercial Customers. For both services it is a specialty of DBC to perform the method of Top to Bottom, Left to Right, Front to Sides detailed cleaning. Our clients are always in control, they are able to choose between the Deep Clean and the Maintenance Clean, in addition to being able to customize according to their needs. The lists bellow is for your information only as it may vary from Residential & Commercial customers' needs. (Please note: this is a list only and it can be customized according to your needs).

### 1. Residential

#### MAINTENANCE SERVICES

##### **General Cleaning in All Rooms:**

- Cobwebs removed
- Dust top of door frames and door knobs
- All light fixtures and ceiling fan blades dusted
- Dust windows, all open window-sills, and frames
- All interior windows cleaned (upon request)

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- Dust all baseboards, switch plates, and outlet covers
  - Dust and clean all wall hangings
  - Dust decorative accessories (pictures, collections, etc)
  - All glass and mirrors cleaned and sparkled
  - All furniture dusted and polished
  - Hard Floors swept and damp mopped
  - Carpets and Area Rugs vacuumed
  - Empty wastebaskets and reline

**Kitchen:**

- Cabinet fronts and knobs dusted and spot cleaned
- Tabletops, countertops and backsplash cleaned and sanitized
- All sinks & drain, scrubbed, rinsed and buffed.
- All stainless steel and chrome fixtures cleaned and shined
- Range Hood/Exhaust Fan, Stove top and dripping-pans cleaned and sanitized
- Microwave oven cleaned inside and out
- Exterior of small appliances wiped down (toaster, blender, etc...)
- Exterior of large appliances wiped down (oven, refrigerator, dishwasher)
- Clean front and top of refrigerator where possible (inside upon request)
- Garden Window above sink spot cleaned.

**Bathrooms:**

- Cabinet fronts and knobs dusted and spot cleaned
- All vanities, sinks, and countertops cleaned and sanitized
- All stainless steel and chrome fixtures cleaned and shined
- Toilets cleaned and sanitized including base and rear
- Tub and shower scrubbed, cleaned and sanitized (hard water/problem showers may request special treatment)
- All shower tile cleaned and sanitized
- Clean tissue and towel holders
- Towels Changed, if provided (must mention and arrange for it)
- Apply mold control treatment.

**Bedrooms:**

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- Trash emptied
  - Vacuum under bed (if accessible)
  - Lamps and Lamp Shades Dusted
  - Beds Made and Linens Changed (1 bed), if provided

**Dining Room:**

- Lamps and Lamp Shades Dusted
- Dining Room Table Dusted / cleaned
- Vacuum under Dining Room Table

**Family, Living Room and Common Areas:**

- Vacuum under furniture cushions
- Lamps and Lamp Shades Dusted

**Utility Room:**

- Exterior of washer and dryer cleaned
- Clean and sanitize utility sink

**Hallways, entries and foyers:**

- Entry door window cleaned

**DEEP/SPRING CLEAN SERVICES**

**Extra and Deep Services in All Rooms:**

- Detail Vacuuming of Blinds (wash upon request)
- Hand Wash or Wipe Ceiling Fans
- Clean Sliding Glass Doors
- Remove Books from Bookshelves and Clean Shelves (upon request)
- Vacuum All Furniture
- Clean Underneath Area Rugs (where possible)
- Detail Cleaning of Baseboards
- Clean/Oil Woodwork
- Clean all Window Interiors
- Wash Cabinets

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- Wash Doors
  - Tile and Grout Cleaning (special treatment upon request)
  - Carpet Steaming (upon request)

**Kitchen:**

- Clean Inside Refrigerator
- Clean Inside Freezer
- Clean Inside Oven
- Clean Under Stove Top
- Clean Exhaust Fan/hood
- Wash Cabinetry Floor To Ceiling
- Clean & Vacuum Tops of Cabinets and Items on them
- Wash Out Trash Cans
- Wash Walls (upon request)
- Degrease and Clean Cabinets and Drawers Exterior Interiors
- Remove all Items from Cabinets and Drawers, Clean, Replace Shelf Paper, Replace Items (upon request)

**Bathrooms:**

- Clean Inside Cabinets and Drawers (upon request)
- Wash Woodwork
- Wash Window Interiors
- Remove all Items from Cabinets and Drawers, Clean, Replace Shelf Paper, Replace Items (upon request)
- Wash Walls & Ceilings (upon request)
- Wash Doors & Hinges

**2. Commercial**

DB Cleaning attends the needs of every commercial space, we help our clients with various services as we offer a flexible schedule, should it be late hours or early hours we can accommodate our customers' needs without having to disturb the office daily work routine.

**Office Space & Home Office:**

- Dust furniture, picture frames, windowsills and other horizontal surfaces.

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- Clean partition glass and mirrors.
  - Remove smudges and spills with damp sponge from walls and light switches.
  - Clean and vacuum upholstery.
  - Spot clean carpet, detail corners and hard to reach areas.
  - Vacuum all carpeted areas.
  - Properly position furniture.
  - Meeting Room cleanup and sanitizing
  - Reception area cleanup and sanitizing
  - Restroom cleanup and sanitizing.
  - Kitchen cleanup and sanitizing.

### **3. Additional Services per Request**

DB Cleaning Services offers extra services upon request. Usually our customers who has been on a maintenance service (general cleaning) tend to request when is needed some extra cleaning and DB Cleaning Services has helped dozens of families and individuals to achieve their needs by offering the following services below. For information on prices, please consult with one of our Office Staff.

- Fireplace Cleanup
- Inside Refrigerator Cleaning
- Inside Oven cleaning
- Inside Cabinets and Drawers Cleaning (bathrooms, kitchens, and any other rooms)
- Bookcase/Shelves organizing and cleaning (removal of item, books, and other miscellaneous objects to clean up only)
  - Books Cleaning (books can only be cleaned on a special treatment, please consult with our office staff about procedures and prices)
  - Change Linens (if left out - notify office if one or more linen change is needed)
  - Window Cleaning
  - Garage, Patio & Deck Cleaning
  - Upholstery Cleaning
  - Steam Carpet Cleaning
  - Wall washing
  - Wood Paneling

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## B) Services Description

**Initial Deep Professional Residential Cleaning:** DB Cleaning Services offers a first time cleaning at a hourly rate, this initial deep cleaning is to prepare your home (house, apartment, loft etc) for the recurring services on a daily, weekly, bi-weekly or monthly plan (ask for availability on the monthly plan). Initial cleaning takes more time and effort to clean all areas, since some part of your home has been neglected over time and this process is needed to help us get rid of the OLD DIRT first, so we can manage the NEW DIRT on a regular general maintenance cleaning on the plan of your choice, and to ensure the quality of our services leaving your space sparkling clean again. The regular cleaning will be scheduled at your best convenience after the Initial Visit and is charged on a flat rate.

**Maintenance Professional Residential Cleaning:** After the Initial Deep Cleaning, DBC will maintain your home with a general cleaning. Many people out there complain that cleaning businesses usually start well and then decrease in quality services after awhile, with DB Cleaning Services, you are worry free, the method we use is applied to any cleaning service we provide, weather is a Deep, post-party, commercial we will always clean from Top to Bottom, Left to Right and Back to Front. There is for sure a difference in among our services provided, but it does not change our quality (for more information on what is offered in each cleaning review the section above, Our Services by Room) . We offer plans of frequency visits, you can always choose what is the best option for you, the more frequent the less you pay. We have available weekly and bi-weekly plans, for Monthly plans because this option can at times cause conflicts with our other regular schedule we ask you to call our office staff at 215 253 6112 to check on the availability for your area. Monthly plans works on every 4 weeks exactly and it can not be every after 3 weeks or 5 weeks or every certain day of a month.

**Professional Office & Home Office Cleaning:** The cleanliness and organization of your office says a lot about you and your business, that is why DB Cleaning Services helps our customers to maintain your professional space sparkling clean, healthy and organized. We have a flexible schedule to work with the time of your choice, should it be early or late office hours we will be there to ensure your place is clean without having to disturb your

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office staff on their daily work routine. Multiple visits are available during the week or weekends (check with our office staff for availability) if you deem necessary to your business.

**Professional Commercial Cleaning:** DB Cleaning Services not only offers office cleaning as we also help many other industries with janitorial services. We help our customers with their space, whether is a Retail Store, Day Care, Restaurants and more we provide services to our clients according to their company's needs, working on a flexible schedule to accommodate any time requests and ensuring the quality of our services.

**Professional One Time Deep or Spring Cleaning:** There comes a time where a well deep or spring cleaning is needed. DB Cleaning Services has a professional well trained staff prepared to go through any areas of your request with attention to details. Weather you need inside of your oven or fridge to inside of cabinets and drawers, anything you may need or deem necessary, DB Cleaning Services can help. You can always request any of our additional requests and we will arrange our services to you.

**Professional Move In/Out (Sales Presentation):** Weather you are an Individual Private Landlord or a Real State Business renting, selling or buying properties we understand the need of your house, apartment, space or any other type of property you may possess being very presentable with that spotless and sparkling clean touch that only DB Cleaning understands, we are specialized in deep and detailed cleaning leaving your place ready for that next person/family to move in, and or when moving out. We will even pick up a fresh bouquet of flowers!

**Professional Post Party Cleaning:** We understand how fun it is to enjoy a party but how unmotivated it is to have hands on in all of that mess simply left behind after a very fun time, and that is why DB Cleaning Services has been offering solutions to all our customers to overcome that process of post party clean up. Our professional team are trained to take care of every detail while you sit and relax.

**Laundry Services:** DB Cleaning Services is only entitled to bring your clothes to the Laundry Room or take it to other Rooms if you deem necessary. For liability reasons DBC does not offer wash, dry and folding services.

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**Sheet Changing:** We always change and make one bed per visit. If you need other bed sheets changed, we are happy to oblige for \$5.00 per bed.

**Vacation Services:** While you are out of town is often a good time for larger cleaning projects such as spring cleaning or major organizational tasks like the play room or your kitchen. We can also bring in the mail and water your plants.

**Cleaning and/or Organizing:** We will clean and organize anything from your pantry, your garage to your office supply cabinets.

**Windows:** For Initial Cleanings, Deep Cleaning, Move ins/outs this service is included for all the inside windows. For maintenance cleaning it needs to be requested with our office before your next cleaning service. Fees are: \$2.50 per each window inside or \$7.00 inside and outside.

**Carpets and Upholstery:** For steam cleaning of carpets and upholstery we charge a fee of \$100.00 minimum for a project and \$50.00 per each standard sized room (12 x 15 - one area = up to 200 square feet). Stairs are considered a room and will be charged at the same fee of \$50.00 per set of stairs. All carpentry area are pretreated for removal of stains of high traffic areas. Odor control products (OSR) are available for a nominal fee based on what is necessary. Upholstery cleaning varies depending on fabric and size. Approximate prices are as follows: sofa \$100.00, love seat \$80.00, sectional \$160.00, recliner \$50.00, wing back \$35.00, dining chairs \$10.00, and ottoman \$18.00. For liability purposes we do not clean natural fiber (100% cotton or wool due to shrinkage.)

**Refrigerator/Freezer and Oven Cleaning:** DB Cleaning Services will clean, sanitize and organize all the inside of Refrigerators/freezers and ovens when requested. Fee is \$25.00 per appliance.

**Tile and Grout Cleaning:** Tile is professionally steam cleaned and degreased. Acidic cleaners are used when necessary. Sealing of grout is important every few years depending on usage and wear. We use only the best products available. This procedure is important in reducing mold, mildew, hard water deposits and soil build up. This service could include but

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not limited to, showers, counters and floors. Approximate fees are \$1.00 per square foot for cleaning and \$0.60 per square foot for sealing (must be cleaned first.)

## Management & Ownership

### A) Head of the Company

Owners & Directors:

- Douglas Dutra
- Brunna Dutra

### B) Managers

DB Cleaning is in the process of training new personnel for the manager position. As of now, the owners are still managing the business.

- Douglas Dutra
- Brunna Dutra

### C) Offices & Administrative Personnel

DB Cleaning's Office is located in Philadelphia.

Administrative and Operational staff:

- Patricia Zemek
- Elisama Franca
- Suellen Porto
- Mariana Oliveira
- Cleaning Teams.

All of us here at DB Team appreciate your business. If you have any questions about our policies & procedures, or any other general questions related to cleaning services, please, do not hesitate to call or e-mail our office. We look forward to servicing and giving you more time to focus on what matters to you!