



859-881-8435  
Toll Free: 866-BEJA-USA  
[www.bejausa.com](http://www.bejausa.com)

4/28/08

**RE: Response to E-Zine Article**

Greetings Mr. Winslow,

I am writing in response to your article regarding parking lot contractors.

Your observations, in many ways, are quite true. Parking lot sweeping, when unmonitored, can and does lead to sloppy service, unsatisfactory results, disgruntled store managers and possibly “cheating” as you have alluded to.

Allow me to comment from an insider’s perspective. There are a few dynamics in play:

1. Regardless of the service industry, you get what you pay for. Property owners and/or managers often look to squeeze every penny. When they “tighten the belt” for cleaning service, the service provider also must find ways to limit cost.
2. In an attempt to satisfy every client, sweeping contractors may offer a range of services from a basic “show up and pick up the big pieces” to a detailed “blow off sidewalks, remove and replace garbage bags, sweep the curbs and back alley.” Of course, the range of pricing matches both the level and frequency of service.
3. Also, consider the fact that many malls and national retail stores are, in fact, managed nationally. They provide their own sweeping services, but oftentimes lack equipment training, ability to perform routine maintenance and the support of the national power sweeping network.

This leaves us asking, how can we improve our service and the overall perception of the parking lot sweeping industry? Here are a few suggestions:

1. Ask the sweeping contractor for proof of membership to the North American Power Sweeping Association (NAPSA) and/or Worldsweeper.com’s contractor listing. Members sign a statement agreeing to, among other things, ethical standards for service and proper disposal of material.
2. Seek out sweeping contractors who offer accountability for their services. For example, do they leave a nightly report of service or a monthly printout of service dates and sweeping times?
3. Above all, check references of the contractor to help ensure quality work, gauge response times and determine their level of customer service.

We are continually changing and improving our equipment and services to meet our client’s needs, exceed their expectations and remain compliant with national regulations. Sometimes it is easy to forget the impressions we leave upon others who pass by. Thank you for the gentle reminder.

Sincerely,

Byron Skaggs  
BEJA Environmental, Inc.  
Kentucky  
[www.bejausa.com](http://www.bejausa.com)

*Environmentally Minded, Customer Focused*