



Home maintenance service that fits your lifestyle

Summer 2009



Get ready for the HEAT!

Telephone: 919-465-0600
Fax: 919-465-4225
www.BrightLeafCustomerCare.com

110 Adams Street
Cary, NC 27513
Phone: 919-465-0600
Fax: 919-465-4225

BRIGHTLEAF CUSTOMER CARE

A Holistic Approach: CLIENT SERVICES

In this column, we normally talk about the ethos of *what we do* in our business. However, in this newsletter we want to be clear about the ethos of *how we do* our business. As redundant as that might sound at first, this topic gets to the heart of not only what kind of business we are, but also what kind of business men and women we are.

So often, I have the opportunity to share the details of our home maintenance program and the business model of BrightLeaf Customer Care with prospective clients. During these conversations, I am afforded the opportunity to point out what makes us different from other companies that might at first appear to do what we do. I say things like, "We are a *client based* company not a *job based* company." This means that we build our business around serving our clients for the long haul, not disappearing after a quick job for quick cash. BCC strives to make our services flexible and tailored to the clients we serve, but we also understand that a client's budget needs to be managed by the business in partnership with our clients. The personal service that BCC offers is a generational ideal. BrightLeaf Customer Care and its parent company: BrightLeaf Development are family owned businesses where employees and clients are part of that family.

"We are a *client based* company not a *job based* company."

"BCC and its parent company BLD are family owned businesses where employees and clients are part of that family."

(cont. at right)

Beyond the day to day practice of courteous and sensible billing practices since its inception, BCC has implemented features that help achieve this goal of cost benefit to our clients. Two of the three features listed below are known to our public, and now we have implemented a third. **Starting in 2009, BCC has reduced our subscription pricing.**

New Subscription Packages and Pricing: The most exciting feature we have been looking forward to implementing is a simplification of our subscription packages and a reduction in their cost. As of January 2009, BCC now offers only one package, distinguished in cost by the size of the home* **at as much as 60% off our former prices.** The subscription cost affords the client their yearly home inspection, the detailed review of the current condition of their home, the unlimited diagnostic inspections and access to the home care services of BCC. All of the other costs and additions have been made ala carte so our clients have the ultimate freedom of getting *exactly* what they want. After a successful two years of service in and around Chapel Hill, BCC is extremely pleased that we can provide this cost efficiency and flexibility to our program of conscientious home maintenance.

Referral Program: Since the beginning of BCC, we have offered a \$250 referral credit to our clients who recommend us to someone who subscribes to our service. The best way to express your satisfaction with our service is to tell your friends and neighbors and we will be grateful for your confidence in us.

Unlimited Inspections: Our clients receive a yearly home inspection during which our in-house home inspector uses great care to thoroughly assess the state of your home. At the end of 2008, we decided to take this a step further! All clients will also get **Unlimited Diagnostic Inspections** for any and all issues that arise, at *no extra cost.* This means if you have any concern about a component or system in your home, just call and we will come look at it at no cost to you. Since we are in our clients' neighborhoods every day, we will also likely be there right away!

(*) **New Prices for Subscriptions**

- 0-4000 sq.ft. = \$500 yearly
- 4001-6000 sq.ft. = \$600 yearly
- 6001+ sq.ft. = \$700 yearly

What our Customers Think

Join the BrightLeaf Customer Care family and take advantage of the benefits and peace of mind that we provide for one of your largest investments : your home.

"In this complex, ever changing and fast paced life, it is always nice to be able to find a way to simplify it. Brightleaf Customer Care (BCC) has done that for us – one place to call for all our home maintenance needs. We no longer have to look for a plumber, electrician etc. and hope that they are reliable and competent. BCC does this for us, and very well. Also, the annual home inspection catches unseen problems before they become major ones." - Chuck Zimmerlein

In This Issue:

- Subscription Pricing Change
- Money Saving Maintenance
 - Summer Preparation
- Brightleaf Hires New Home Inspector!
- Did you Know—Not so Useless Facts

Come and see us at our new location!



Brightleaf Customer Care

110 Adams Street

Cary, NC, 27513

Phone: 919-465-0600 Fax: 919-465-4225

www.BrightLeafCustomerCare.com



Introducing...

Brightleaf Customer Care hires a new Home Inspector

Brightleaf Customer Care is pleased to announce the hiring of Donald Roush for the position of Home Inspector. Don will be responsible for property inspections and will work closely with the rest of the Brightleaf Customer Care Team to ensure the same level of service to which our clients are accustomed. Don is a licensed home inspector and real estate broker and has performed thousands of home inspections in the Triangle and beyond. Don has degrees in History and Political Science from the University of California at Riverside and a business degree from West Valley College. With more than a decade of industry experience, Don looks forward to serving your needs.

'Tis the Season

As we all know, *Hurricane Season* in North Carolina is from June thru November. Below are a few tips to help you weather these months.



1. The drainage system in your property's landscape is very vital in dealing with the large amounts of rain that accompany this time. To keep from flooding, follow these steps:

- Have your gutters cleaned to allow proper roof drainage.
- Have your landscapers clean out your catch basins so allow proper grade drainage.
- This would also be a good time to consider installing an in-ground cistern to catch and store the rainwater to prepare for drought conditions later in the year.

2. As the lightning strikes take precautions and beware of your surroundings:

- Contact your generator service provider and confirm when your test cycle runs. Mark this on your calendar and listen for it next time. Do not be left in the dark!
- Have them come out and manually put it through at least a 10 minute test cycle. While they are there have them service it.
- When a lightning storm occurs, stay off the phone and computers, as they can be conduits of electricity in a strike.
- Make sure that you have the appropriate electrical surge protectors to protect your electronic equipment in the home.

Did You Know?

Not-so-Useless Facts

1. Good ventilation in your attic space is critical in the summer. If your air conditioner is constantly running or if it just feels too hot up there consider installing a thermostatically controlled attic fan.
2. Exterior caulking should be inspected yearly. Though manufacturers claim caulk can last decades, such claims assume ideal conditions. Caulk can peel or crack in the heat and early detection is important.
3. Decks and wood porches take a beating in the summer and winter. Deck builders, manufactures and professional pressure cleaners all agree that decks should be cleaned and protection applied every 12 to 18 months to help prevent wood from warping, splintering and cracking.
4. With hurricane season upon us, dead and diseased trees can be a danger around your home. Take a look in your yard for trees that have no leaves, are leaning or are covered in ivy. Consider having these removed.
5. Clean refrigerator drip pans regularly according to the manufacturers instruc-