



Home maintenance service that fits your lifestyle

Spring 2009



Spring into Action

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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.

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"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.

"We are very pleased we signed up for the BCC Home Inspection and Maintenance service. The inspection revealed several maintenance issues (many hidden) that needed our attention..." -Paul Elstro

In This Issue:

• **NEW!!** Subscription Pricing Change

• Money Saving Maintenance

• Spring Preparation

• The Business Men and Women

of BrightLeaf

• Did you so Useless

Know—Not Facts

Come
visit us in
our New
Location!



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Ask Sticks and Bricks...

Q: I was having my car serviced the other day as I do on a regular basis according to the systems manual and it wondered: is there a recommended schedule for home maintenance?

A: Sticks: This reminds me of the Welsh Corgi my wife bought two years ago. The breeders said that even though they had a thick coat of hair, they only shed twice a year. We have determined that the first time is from January to June and the second period of shedding is from July to December.

Bricks: That reminds me, you might want to invest in a lint roller. Your couch is starting to look like a wookiee.

Sticks: Thanks...

Bricks: What my brother means is that home maintenance is a yearly, year-'round process. Your question brings up a good point. We are often vigilant to keep our cars serviced—our very **expensive** cars. Yet, the reality is that from an investment standpoint, a car is one of the worst out there. They are made to break. Whereas your house is not only a more stable place for your money, but it also has the added benefit of being very practical, in that it is where you live. Most agree that you should plan to spend 1-3% of the value of your home each year on upkeep and maintenance costs. This will involve a yearly inspection, seasonal maintenance and periodic repair maintenance. Have the guys at BCC get you on a schedule to keep your home running better than your car. At trade-in time you will thank them for it!

Sticks: And might I suggest that fish make great pets.

'Tis the Season

Trees are budding and flowers are blooming, Spring is in the air. As we prepare for warmer weather, and hopefully a better year for rain, here are a few tips to keep in mind:



1. **Beat the heat and drought by controlling the water that you do get:**

Check with us at BCC to discuss options for maximizing rainwater by:

- Capturing it

- Storing it

- Directing it

Check with us at BCC to discuss options of maximizing potable water by:

-Using fixtures to conserve it

- Fixing all leaks that cause you to lose it

2. **New life outdoors means new sneezes indoors—but it doesn't have to:**

Change air filters regularly (once a month for most), using the tips below:

- If allergies are not a common problem for you, buy the cheapest, fibrous filters you can get (usually white or blue) and spray them with an aerosol furniture polish like Endust® or Pledge® and let it dry before installing the filter. This electronically charges the fibers to make them particulate magnets that catch most of the airborne particles without clogging the filter, which puts undue strain on your HVAC system.

- If allergies are a problem, make sure you change your hypo-allergenic filters as often as recommended, as they become quickly occluded and can wear down your HVAC system and shorten it's life.

If changing filters does not help, consider air purification, especially ionization based or enhanced systems.

3. **Get scheduled for remodeling:**

Have you been wanting a new kitchen or bathroom—or even a new Master Suite!?

Spring and Summer are great times for these projects.

Call BCC now to get your projects scheduled as the schedule is filling up!

Did You Know?

Not-so-Useless Facts

1. The faucet part that usually needs to be replaced to fix a leak is a washer.
2. You should only use cold water with your sink disposal. Warm water causes the bearing grease and bearings to wear down much faster!
3. Exterior caulking should be inspected yearly as it usually only lasts 3-5 years. Apparently the 15-35 year rating is in dog years.
4. GFCI (Ground Fault Circuit Interrupter) outlets are commonly loaded to several outlets. So if you do not have power to an outlet near water, in a bathroom or on the exterior, it is likely a tripped GFCI outlet.
5. The use of rain barrels can be very useful! The runoff from a 1" rain on 1,000 sq.ft. of roof amounts to 600 gallons of water. Capture and/or disperse it for all of your outdoor needs.
6. A group of whales is called a pod, of wolves is called a pack, of apes is called a shrewdness, of stingrays is called a fever and of crows is called a murder. (Well, maybe this one is a little *useless*.)