

AMERICLEAN Strategic Objective – February 2010

Americlean, the area's most sought after provider of commercial and industrial cleaning and painting services is an ordinary business, which has chosen to do business in an extraordinary way.

It's the year 2012, our 26th anniversary; our gross annual sales are 4 million, while realizing an annual 13% net profit after taxes.

Americlean provides a stable career opportunity and is a rewarding and much sought after place of employment with an outstanding recognition program that has created a fun, motivating, empowering, safe, and accident free environment for our people. Our wage and benefit package far exceeds comparable employers, and our bonus/incentive program consistently produces a 20% improvement. The average length of employment is 7 years due to the company's commitment to employee satisfaction, loyalty and involvement. We have brought our vision to life through the careful implementation of Integrated Business Systems at every level of the organization. Everyone in the company has had input in systems development, as well as being accountable for using these systems to provide results. The Vice President of Sales, the Vice President of Operations, and the Vice President of Administration are held overall accountable for systems evaluation, development, implementation, and continuous improvement, and report to the absentee owner during a weekly briefing.

There are 5 profit centers or divisions in New York that share common equipment, technology, ideas, and labor. The 5 divisions are industrial cleaning, commercial and

industrial painting services, HVAC duct work cleaning, commercial kitchen exhaust cleaning, and our sandblasting division dba Masterblaster.

The work is completed with approximately 30 Technicians that are supported by the 3 division managers, who report to the Vice President of Operations. Our Vice President of Sales upholds our 9-Point Bid Process and is overall responsible for all marketing and sales efforts by sales staff to ensure an even work flow. The Vice President of Administration makes certain all human resource, office, and support systems are in place ensuring smooth, efficient, and profitable operations. The entire staff of 42 world class experts consists of ordinary people who have chosen to be extraordinary performers.

Our company image is to always be neat, clean, and professional. Our cleaning staff is always dressed in clean blue Americlean work uniforms, our painting staff is always dressed in clean Americlean painters' whites, and our office and support staff is always dressed in "business-casual" attire with embroidered shirts or jackets while making customer contact. Our vehicles, equipment, shop, office, and yard are always kept clean, efficient, and in excellent operating condition.

Everyone in the company has access to training or education in their field. All vice presidents actively participate in inspirational and motivational training such as Dale Carnegie, Tony Robbins, Jack Canfield, etc. Sales staff attends weekly sales training or utilize a personal coach. The company is an active member of Associated Trade Organizations, which offer training, education, and certification to the technicians.

Americlean has reached VPP status with OSHA and will remain focused on the highest level of commitment and involvement in OSHA standards and programs.

Suppliers, vendors, lenders, and subcontractors have been evaluated and chosen based on values they bring to Americlean, and their commitment to our core values.

All work is completed utilizing our "Customer Service Cross Check System" that ensures consistently predictable results with high quality standards that are significantly higher than any competitor in a safe and environmentally-friendly work atmosphere.

Customers are raving fans of ours and have chosen us over all other businesses.

Our customers call us back time and time again as they have enjoyed and profited from Americlean's way of doing business of delivering exactly what the customer expects, exactly when he expects it, exactly how he expects it, and for exactly how much he expected to pay for it – in short – Exactly as promised, the first time, on time, every time – Period! Our extreme measures to ensure customer loyalty have led to 50% of our business coming from repeat business, and 20% coming from customer referrals, and 30% from our website. Doing business in this manner has removed Americlean from the normal response "job will go to the lowest bidder" scenario, as Americlean customers enjoy the hassle-free and professional service received for each job completed, which in turn has made our customer look like a hero.