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Cleaning Genies Expands

In these economic times we often hear about corporate downsizing, restructuring and the dreaded layoffs.

At Cleaning Genies, we simply choose not to participate in the negativity and have chosen to take action while the labor pool is so attractive.

Beginning last Spring we started planning for an expansion on our commercial side of the business and began marketing heavily to companies throughout the area who regularly use a janitorial service.

Our results have been very strong. Since that decision was made we have added several commercial clients throughout the area and currently are responsible for several

high-profile office buildings in downtown Portland. We have carried our same business philosophy into the commercial end of our business as we have always had on the residential side. Giving our customers a high-quality service at a fair price.

Most importantly, this expansion has meant jobs. In the past 3 months alone Cleaning Genies has hired 6 new people, doubling our number of employees. We have also hired a payroll company and purchased thousands of dollars in additional equipment and supplies. All healthy things for our local economy and our future.



The Magic Carpet

So, it's the day after "clean house" day and a drink gets spilled on your clean carpet... what do you do?

First, Carefully blot the entire area before adding any cleaning solution to soak up as much of the spill as possible.

Before using any cleaning solution, test in an inconspicuous area to assure it doesn't discolor your carpet.

After applying the solution work from the outside in, carefully blotting up (not rubbing) as much of the moisture as

possible. If you feel that the area of the carpet is still too wet you can pile a few folded towels on the spot and weigh them down with a heavy object.

Stay tuned for future tips on maintaining your home.

Current Promotions!*

- New Customers Save \$25 Off Your First 4 Visits
- Military Discount 10%
- For a chance to win a FREE home or office cleaning, go to:

www.thecleaninggenies.com

*Restrictions apply, visit us online or call for info



Our newest GV vacuums will be tested in the residential field beginning in October.

Our Equipment

Whenever we are in need of new equipment we have to consider several factors.

For example, we choose backpack vacuums for our staff because they allow greater mobility and increase productivity. They are also safer to use on stairs. What you may not know is that all of our vacuums have a three-stage HEPA filtering process that eliminates at least 99.9% of all pollutants 1 micron or larger.

Recently, we purchased a new brand of vacuum called a GV. The GV vacuums are manufactured by one of our dealers who took the best features of all the vacuums that we currently use and combined them. Then they powered it with an even more powerful motor. The GV vacuums will be tested in the residential field beginning in October.

On hardwood and tiled floors we use microfiber mops by

Rubbermaid. These mops are constructed of tiny fibers 1/100th the diameter of human hair which allows them to be 50% more effective than traditional string mops that simply push dirt around. Also, unlike a traditional mop, the microfiber mops are laundered after each use making them far more sanitary.

Both products allow our staff to be as efficient and productive as possible while providing the best results.

“Maine’s home values did not take the hit that many other regions took.”

After the recent mortgage meltdown many homeowners feel trapped in their mortgages. Turn on the nightly news and they’ll be the first to tell you that nobody can qualify for a mortgage anymore and that home values have collapsed everywhere.

Although there may be some truth to it, the bottom line is that Maine’s home values did not

Is Your Mortgage Healthy?

take the hit that many other regions took. Secondly, although many local lenders and credit unions are being very cautious with their lending practices, mortgage bankers who are still securitizing mortgages with Fannie, Freddie and Ginnie Mae are lending quite aggressively.

Mortgage rates continue to come down and home values in Maine

have risen for four consecutive months. With many fixed rates now in the 3’s, now is an excellent time to review your mortgage with a professional.

Our Co-Owner, Dale, maintains a Mortgage Practice in South Portland and can be reached at 894-5822 if you would like a free analysis.

Commercial News

Why has our commercial division experienced such success recently? Businesses are realizing that they get what they pay for. Obviously, in trying times it does not make sense to spend frivolously, however spending a lot of money on a service that isn’t doing the job doesn’t make much sense either. We have found that some of our competition has made offering the lowest price their only priority. This has caused them to have to find ways to cut operational expenses resulting in poor service. Do you know someone tripping over a dollar to save a dime?.

Cleaning Genies can provide trained, screened, happy employees to maintain your facility to its fullest and give you the peace of mind knowing that it will be done correctly. To schedule a free walk-through and consultation call us today at (207) 892-8822.



1 City Center, one of several facilities we work in.

Cleaning Genies Hits TV, Expands Radio!

Last Summer we told you we had joined forces with Citadel Broadcasting of Portland and were actively advertising on their station portfolio which most notably includes WBLM and WJBQ.

Since then we have expanded our radio advertising by adding Portland Radio Group to our repertoire and advertising on WGAN and WZAN during several home improvement shows, the morning news as well as Imus in The Morning, Hannity and the Laura Ingraham shows.

Most excitingly we filmed our first TV spot in August at the beautiful lakeside home of one of our original regular clients.

When it came time to quiz the staff as to who wanted to be in the commercial and on TV it was no surprise that Jen and Brandi, the energetic duo from our residential division were all too eager to oblige.

The TV commercial began running in September on WPXT-TV and has been well received. It will run throughout the month of October. Our current radio campaign begins a 6-week flight on October 10, when we open up with an aggressive campaign in conjunction with the Portland Radio Group to support the Make-A-Wish Foundation.

If you are interested in seeing Jen and Brandi's big TV debut it can be viewed on our website at www.thecleaninggenies.com.

Is Your Home Safe?

The average person doesn't think of their home as hazardous, but chances are it is. According to the *American College of Allergies* 50% of all illness is aggravated or caused by polluted indoor air. Furthermore, the EPA declares that indoor air is anywhere from 2 to 10 times more hazardous than outdoor air. Today's buildings are built air-tight and contain a long list of pollution sources. As a result, nature's air cleansing agents such as ozone and negative ions are kept out, while contaminants are kept in. Scientific America perhaps has the most stunning analogy. A baby crawling on the floor inhales the equivalent of 4 cigarettes per day, as a result of out-gassing of carpets, molds, mildew, fungi, dust mites, etc. The EPA informs us that 60% of US homes are "sick", meaning that the air quality in them is hazardous to our health.

The most obvious way to improve the air quality in your home (or office) is to not allow smoking indoors. Since most of us these days no longer smoke, some other tips include having your home cleaned regularly, staying on top of mold & mildew issues, keeping pets out of bedrooms and off of soft furniture, washing bedding weekly in hot water, using hypoallergenic mattress and pillow covers and by periodically opening windows to let in fresh air when the weather permits. There are various air purifiers on the market that can also reduce pollutants and may prove to be worth the money, especially if you have members of your household that already suffer from respiratory problems such as allergies, asthma or some other ailment.

Having Cleaning Genies maintain your home is an excellent way to reduce the pollution in your home. Not only do we assure you that your home is cleaned and dusted regularly but the processes we utilize help to improve the air quality in your home as we clean. For example, our vacuums remove at least 99.9% of all pollutants in the air, one micron or larger. Our Microfiber mops are 50% more effective than traditional mops. Plus, they are laundered after each use, unlike a string mop which is normally a breeding ground for mold, mildew and germs. Even our rags are special. We use Surgical Huck rags in lieu of traditional rags or sponges. Our rags are more sanitary, are professionally laundered nightly and create far less dust and lint than traditional rags. Finally, our cleaning products are environmentally safe and noncarcinogenic. We can't guarantee you won't get sick this winter. However, with us on your side the odds are it won't be because of your home.

"According to Scientific America, a baby crawling on the floor inhales the equivalent of 4 cigarettes per day, as a result of the out-gassing of carpets, molds, mildew, fungi, dust mites, etc."



Visit us at:
TheCleaningGenies.com

Cleaning Genies, LLC

Primary Business Address:

31 Cook Road

PO Box 803

Windham, Maine 04062

Phone: 207-892-8822

Fax: 207-221-1423

E-mail: info@thecleaninggenies.com

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gifts!*

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In The Garden



Fall means Pumpkins and although it wasn't a great growing season for most pumpkin growers, ourselves included, chances are you will have one or two lying around the front steps or being decorated for Halloween.

Aside from a traditional Fall decoration, Pumpkins have much to offer in the kitchen as well. Although we have been known to regularly eat pumpkin as a side dish, much like Squash, there are several more exciting recipes one can use them for.

Here is a traditional favorite:

Eileen's Pumpkin Pie

- | | | |
|---------------------------|-----------------|-------------------------------|
| -1 C Sugar | -2 Tsp Cinnamon | -1 1/2 Tsp Clove |
| -1 1/2 Tsp Allspice | -3/4 Tsp Ginger | -1/2 Tsp Salt |
| -3 C Fresh Pumpkin Puree* | | -1 1/2 cans Evap Milk (12 oz) |

Mix all above ingredients thoroughly and pour into a prepared pie crust (Yes, I cheat on the crust). Put into a Preheated Oven at 425 Degrees Fahrenheit for 15 minutes. Reduce temperature to 350 Degrees and Bake for an additional 45-60 minutes until an inserted knife comes out clean. Remove from the oven and allow to cool before attempting to cut.

*To make fresh pumpkin puree simply peel and cut a pumpkin into cubes. Discard the seeds or save them for roasting. Boil pumpkin cubes until they are soft. Drain off the water and mash the pumpkin into a puree. If available, a food processor works best.