



Diversification Program

PET ODOR REMOVAL

Pricing and Income Potential

Pricing for pet odor removal is all over the scale depending on whether you are performing a surface treatment, sub surface treatment or complete restoration. In few cases would you ever receive less than \$150 per hour. For example, a Surface Treatment consisting of spotting with **TCU Neutralizer** and a light deodorization using a mist of **Hydrocide** (or adding to extraction chemical during cleaning), would bring a charge of approximately \$50 depending on the size of the area treated, for a few pennies of chemical and 20 minutes work.

A Sub Surface Treatment using **Bio Modifier** or **Pet Zone** would command a charge of \$50 to \$100 per area, again using little chemical and only 20 to 30 minutes of labor.

Complete restoration incorporates several steps which incur several charges which may be needed in some cases. These charges typically include chemical treatments and carpet repair and re-installation charges at the same time (refer to carpet repair sheet for pricing). Most times this work brings an average charge of over \$300 per hour.

Pets can be a cleaner's best friend.

Did you know?

- 63% of households have a pet.
- \$40 Billion were spent on pets in 2007 in the USA alone. (Survey by Invista Flooring Systems)
- More money spent on pet food each year than baby food.
- More money spent on pets than movies, music and other entertainment combined.

We love our pets, but to the average person, pet odor is not a pleasant subject. To the professional cleaner who claims a share of the multi-million dollar odor control industry, pet odor is a gold mine.

Urine damage is not only an odor issue but a staining and a health or contamination issue. The client who fully understands all three problems is willing to spend more for proper corrective action. This means a more thorough cleaning job, a happier customer, and a higher average invoice.

Product List (Suggested items to perform this service)

TCU Neutralizer	Spice Air	5 gal bucket
Bio Modifier	UV light	measuring cup
Hydrocide	Amber glasses	Syringe w/needle
Pet Zone	Spot Claw Spot Lifter	Injectimate with needle
Urine Stain Remover	Disposable nitrile gloves	

Carpet repair tools such as the **Behr Claw stretcher, stair tool or hook knife** and other necessary tools for repair and re-installation (refer to carpet repair sheet for more information on repair and re-installation).

Educational Resources

- IICRC Odor Control Class (OCT)
- Bridgepoint Fast Track Odor Removal Guide
- Bridgepoint "Jump Start" Spot and Stain Removal CD #JS103

Marketing

Include Pet Odor Removal as an add-on service when marketing to your existing customers. Add it to your advertising on your vehicle, business cards, invoices, yellow page ads, newsletters and your website. Mention these services on the phone and during your bid process. Like any add-on, help them to see and understand the health issues involved and then offer to be the solution.

Other

Your customers are spending hundreds of dollars or more on retail spotting and odor control products for pets that just aren't effective. Become your customers **"Odor Control Specialist"**!! With a minimal investment in the right chemicals, accessories, and education you can turn your customers "best friend" into an incredible source of income while at the same time, providing a very needed service to your customer.



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