

SALES TOOL

TO COMBAT ANTIMICROBIALS ON BIDS

It has come to my attention that a lot of our contractors are missing the boat when it comes to bidding against other contractors that are going to simply use an Antimicrobial spray. They then are able to bid a low price to get the business. Here is a simple protocol they might use for the remediation process

Their process

- a. Contain
- b. HEPA vacuum
- c. Spray an antimicrobial
- d. Wipe all surfaces
- c. Call for clearance

Fortunately for us, that is only half the job of remediation!!!!

Since dead spores can and will emit mycotoxins, they have to be completely removed from the interior environment via HEPA vacuuming after the cleaning process. The process of using an antimicrobial will kill the spores, wiping will only remove some of them. Mostly the spores are just smeared around on the surface with only a few sticking to the cloth.

The “**Serum System**” of remediation boils all organic contamination out of and off of the surface and into the foam. Once the foam has dissipated, in about an hour, simply HEPA vacuuming removes all organic contamination, leaving a totally clean surface.

Companies, agencies and all the individuals that are requesting bids for mold remediation should be educated to the fact outlined above. The spraying of antimicrobial compounds are only half the job. They are leaving behind the parts that generally cause people reaction problems ... DEAD SPORES!!

As an addendum to your bids, a statement summarizing our process as apposed to the competition should be included. These folks have got to understand the importance of removing all organics from the interior environment. IT IS PARAMOUNT.

Lets make people understand how important it is to do a complete job even at the cost of a few more cents. Start adding verbiage to make our process STAND OUT against the competition using antimicrobials. Our process causes all organics to be removed from the interior environment. Who cares if the mold is dead or alive if it's all in the HEPA vacuum filter out in the truck?

I hope this insight will help you win more bids in the future. I am certain that if people realize the actual scope of remediation, they will opt for our system over all others.

Good Hunting

Best Regards,

Bill Lyon
Managing Director