

ENCLOSED WITH YOUR PROPOSAL

Read the Window Sticker

Ten questions to ask before you let anyone touch your showroom floor.

VENDOR STICKER		10 QUESTIONS · 90 SECONDS OF MATH
STANDARD EQUIPMENT	Ten verification questions. Every one is answerable on the spot by a company that actually works the way it says it does.	
WARNING	There is no window sticker for commercial cleaning. Two quotes describing the same showroom may not cover the same work — and any claim a vendor won't put in writing is not in the price.	

A window sticker exists because a buyer deserves to see exactly what's on the car and what isn't — itemized, standard against optional, before anyone talks price. You've walked a customer through one a thousand times.

Cleaning proposals have no sticker. Nothing requires a vendor to itemize what's included, what's optional, and what quietly isn't happening at all. Two quotes can describe your showroom in identical language and cover different work.

So here's the sticker nobody handed you. Ask these of every company you're weighing, *ours included*. If it helps you hire someone else and hire them well, it did its job.

The ten questions

ASK · WRITE DOWN THE ANSWER · COMPARE ANSWERS BEFORE PRICE

01	"Will the same crew clean my showroom every visit — and who covers when they're out?" An assigned team that has walked your floor, plus a named backup trained on your site. Listen for: "we rotate" or "whoever's available." A floor is not a generic surface — whoever cleans it has to know it.	02	"Where do you test a new product before you put it on my floor?" An inconspicuous test patch, every time, documented and approved by you before it goes wall to wall. Listen for: no test protocol. The first place you learn a product is wrong should not be the middle of the showroom.
03	"What's the pH of your daily floor cleaner, and is it compatible with my finish?" A neutral cleaner for coated and sealed floors, and an explanation of why high-alkaline and acidic products attack coatings. Listen for: "we use a good degreaser." Degreasers are built to strip. Your floor is a coating.	04	"How do you get tire marks off without softening the coating?" Knows the marks are plasticizer migrating out of the tire, and has a method that lifts them without solvents that soften what's underneath. Listen for: reaching straight for the strongest thing on the truck. That's how a test spot turns into a peeled floor.
05	"Which pad and which machine will run on my floor?" Names the pad by color and aggressiveness and matches machine speed to the finish — and knows the difference between scrubbing and burnishing. Listen for: one pad for the whole building. The wrong pad at the wrong speed is a rotary on a black hood.	06	"Show me the floor maintenance cycle, not just the nightly clean." A written cycle — daily dust and damp, periodic deep scrub, scheduled recoat — designed to extend the coating's life. Listen for: nightly only. Without periodic care the finish dies early and you buy the floor a second time.
07	"If your crew damages a vehicle or hazes the floor, what covers it?" A straight answer and a willingness to put it in the contract. Most general liability policies exclude damage to property in the vendor's care — ask specifically. Listen for: "that's never happened." That is a track record, not a coverage answer.	08	"How do you keep the glass and the vehicles clean under showroom lighting?" Works with the lights on so they can see what you'll see, and controls dust so it isn't settling on hoods overnight. Listen for: cleaning in the dark and leaving before the lights come up. Your lighting was designed to reveal flaws — it does.
09	"Who inspects the work, how often, and do I get the written score?" Scheduled inspections, scored, sent to you unprompted. Listen for: "we inspect regularly." A score you never see isn't a score.	10	"Show me the written scope with frequencies — and what's excluded." Each task against nightly, weekly, monthly, quarterly, with exclusions named out loud. Listen for: "general cleaning," or a scope where everything reads "as needed." As needed means as remembered.

Swirl marks

You already know what a rotary in the wrong hands does to a black hood. Pad too aggressive, speed too high, an operator who doesn't know the difference — and the damage doesn't show until the car rolls under the lights.

A floor is the same job on a bigger panel. Wrong pad, wrong pH, wrong machine, and a coating that should have lasted ten years hazes in three. Nobody sees it on night one. They see it under the lights, next to a customer.

FIRST — DIVIDE THE QUOTE. THIS TELLS YOU WHAT YOU'RE ACTUALLY BUYING

A \$1,400 / month quote, five nights a week: $\$1,400 \div 21.67 \text{ visits} = \$64.61 \text{ per visit} \rightarrow \times 0.60 \text{ to labor} = \38.77
 $\div \$20 \text{ all-in per hour} = \text{just under 2 hours in your showroom per night}$

THEN — PRICE THE FLOOR, NOT THE INVOICE

A \$40,000 coating over a 10-year life = **\$4,000 per year**
 Wrong chemistry cuts it to 5 years = **\$8,000 per year** — an added \$4,000
 Saving \$300/month on cleaning = **\$3,600 per year**

The cheaper vendor is already behind — before you count the weeks your inventory sits outside while the floor is redone. You are not buying a monthly price. You are buying the remaining life of a capital asset.

What to do next

1	Ask all ten of every bid Same questions, same order, written answers. Compare answers side by side before you look at a single number.	2	Ask for the test patch first Before anyone signs anything, have them prove the method on a square yard you choose. Watch it for a week.	3	Call us with anything that doesn't add up Including on someone else's proposal. We'll walk through it with you. No invoice, no pitch.
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We'd rather earn this on answers than on a number. Ask us all ten — we'll answer them in writing.

ELEVATE COMMERCIAL CLEANING
INFO@ELEVATECLEANINGFL.COM
(754) 714-5262

General guidance for evaluating vendors — not legal, insurance, or regulatory advice. Cost figures are illustrative; substitute your own floor's replacement cost and current local rates. Confirm anything material with your own counsel and insurance agent.