

MOBILE MAN POWER WASHING

IMAGE, IMAGE = WIN, WIN

Joseph LaGrossa is about image. Joey's **MOBILE MAN POWER WASHING** business, based in West Deptford, NJ is about image. If you happen to see him travelling down a street, or on the job, your head will turn to take a second look. The immaculate blue and green highlighted van pulling the equally immaculate green tandem axle **ALKOTA** wash system cannot slip by your line of vision without creating a WOW!

Joey's commercial customers are about image. They tried and have been dissatisfied by the other power washing companies. Their image reflects their business. Joey's customers are leaders in their fields. To create and maintain leadership in their businesses, they must reflect the image that shows just how good they are at what they do. Their customers and potential customers must also feel the WOW!

Joey creates the image for his commercial customers. Joey's **MOBILE MAN POWER WASHING** does not provide the least expensive wash opportunity in the market. Far from it! Joey, however, does provide the best value in the marketplace. He charges a premium price for a beyond premium service. Joey forces his customers to say WOW!

Joseph LaGrossa began **MOBILE MAN POWER WASHING** six years ago. His experience in the detailing business as a certified independent contractor, as well as a representative for a detailing products manufacturer, provide the perfect background for his success. He needs no advertising. His reputation precedes him through word of mouth. From day one, the business has been profitable and provides a handsome living for he and his family. Joey works hard and utilizes varying numbers of employees provided by a local labor agency. Joey tremendously increased his personal productivity as a result of his purchase of the civilian version of the **ALKOTA** Desert Sand Military Wash Trailer system that includes a 25hp Kohler powered 8 gallon per minute hot water washer. The following exemplifies the increase in productivity associated with the purchase of the powerful **ALKOTA** trailer system. A 75 school bus wash job that previously required twenty hours to complete is now done in six hours!! What a return on investment!!

ALKOTA equipment has proven itself to Joey by providing the power, efficiency, flexibility and durability he needs. **BROWN'S EQUIPMENT & SUPPLY** in Philadelphia, PA supplies Joey with all of his **ALKOTA** equipment. Like **MOBILE MAN POWER WASHING**, **BROWN'S EQUIPMENT & SUPPLY** provides the best coaching, direction and service on the market for Joey and all of their professional customers.

What's next for Joey? He wants to continue to grow and expand his services into new industries. His business certainly is worthy of franchising. Who knows? Maybe **MOBILE MAN POWER WASHING** supported by **BROWN'S EQUIPMENT & SUPPLY** and **ALKOTA** will expand nationally.