

Sandia Green Clean Adds Eco-Friendly Disinfecting & Deodorizing Services

Goals:

- Offer additional services to generate more profit per home cleaning.
- Ensure new services are green, safe, and sustainable.

Solution:

- Aerosolized hydrogen peroxide fogging for rapid, eco-friendly disinfection and deodorization.

Results:

- Nearly \$1,200 additional profit per month per team.
- Broader service offering.

Introduction

By adding aerosolized hydrogen peroxide (aHP) fogging seamlessly into their existing workflow, Sandia Green Clean generated more profit per home by offering green disinfection and deodorization.

About Sandia Green Clean

Sandia Green Clean opened its doors in the summer of 2017 as a solution for local families across Albuquerque looking for a better way to care for their homes.



Committed to eco-friendly products, outstanding customer service, and living wages for all of its employees, Sandia Green Clean has become the fastest growing residential cleaning company in Albuquerque – and it has won Best of the City awards two years in a row. Its reputation as a local cleaning business doing good for the community has grown even more thanks to its Cleaning to Care initiative, a partnership with University of New Mexico Hospital (UNMH) to offer free house cleaning to patients going through intensive cancer treatments.

Goals

Sandia Green Clean's owners and founders, Brandon Condrey and Brandon Schoen, are passionate about building a quality business that provides a great place to work with good wages for its staff.

They are constantly looking for ways to augment their business model for improved efficiencies and profitability. Offering new services to its existing customers would be perfect. And of course, everything that Sandia Green Clean offers must be eco-friendly – all products and services must be safe for their staff, the homeowners, and the environment.

Solution

Breezy Blue™ is a portable smart fogger based upon aerosolized hydrogen peroxide (aHP) technology. Studies have shown aHP to offer the best combination of disinfection efficacy, safety, and sustainability. When aerosolized into small droplets, hydrogen peroxide breaks down into water and oxygen after removing harmful pathogens, leaving surfaces free of disinfectant. The disinfectant also destroys organic odors at the source (such as pet or body odor) and leaves behind no irritating scents or residues. And Breezy Blue is simple-to-use, maintenance-free, and can rapidly disinfect rooms by generating a fog cloud upon the push of a button.

When Brandon Condrey came across Breezy Blue, he instantly recognized a business opportunity. Breezy Blue could fully disinfect and deodorize a room with near zero additional time spent by Sandia Green Clean staff. So, in the summer of 2023, Sandia Green Clean conducted a two-month trial to evaluate Breezy Blue.



Results

In the summer of 2023, Sandia Green Clean offered enhanced disinfection to around 600 customers over a two-month period, as a special offer at the bottom of its service reminder text. 50 unique customers signed up for the offer, with some customers repeating the disinfection service multiple times within the 2-months. During the trial, Sandia Green Clean used one Breezy Blue and consumed 16 gallons of hydrogen peroxide disinfectant. Staff would perform the disinfection service as the last step of their cleaning service. Before leaving, they fogged each room from the doorway for 45 seconds, and closed each door as they backed out of the house. Within 30 minutes, the hydrogen peroxide completed its disinfecting and deodorizing, and evaporated into water vapor and oxygen gas. The whole process took no more than 5 minutes of additional time for Sandia Green Clean staff.



"Disinfection became an official addition to our regular cleaning services after we saw the potential of Breezy Blue™ to keep our local communities healthy. This new service produced a net profit of \$1,199.57 per month in the first few months, which makes it a great avenue for growing our business."

Brandon Condrey, Owner of Sandia Green Clean

2-Month Results: Residential Cleaning with Breezy Blue

Total net profit:
\$1,199.57/month
\$2,399.14 total

After the trial, Sandia Green Clean increased from one to

4 Breezy Blues.

Additional gross sales:

\$2,946



Lease expense:

\$129.43/month
\$258.86 total



Disinfectant expense:

