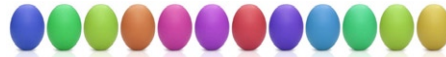




April 1, 2010 - Visit our website: [www.cleanrite-buildrite.com](http://www.cleanrite-buildrite.com) 

TOPIC OF THE MONTH - SPRING CLEANING



## Getting Your Spring Cleaning Done “Rite”!

Studies have shown that indoor air quality can be as much as five times worse than the air outside. This indicates that indoor air quality is something that those of us who suffer with allergies need to be aware of and take steps to improve. Spring cleaning gives us a chance to do exactly that!

First of all, before you can do any spring cleaning you have to have the right materials. It's a good idea to employ cleansers that are odorless and colorless, as these are the least likely to contain any chemicals that might actually cause allergies. It's also important to select a cleaner in a trigger bottle rather than an aerosol. As for your vacuum, there are numerous models on the market that use HEPA (High Efficiency Particulate Arrestance) filters to trap particulate matter in the air. These are by far the best for removing allergens in the home. The washrags and sponges used for cleaning should also be cleaned - soaking them in a bath of germ-killing ammonia should do it. Also, if you suffer from allergies yourself you may want to put on a dust mask before cleaning. CLEAN EVERYTHING, SPARE NOTHING!

**Start by reducing the clutter. Be merciless.** Old magazines, junk mail and newspapers are a great place to start. Paper is a prime breeding ground for mold as well as being capable of harboring large amounts of dust and pollen. Getting rid of this stuff first gives allergens fewer places to hide. This is also a good time of the year to get rid of those boxes you've been meaning to take to the thrift store.

**Now to the actual cleaning!** Start at the top, dusting and wiping down shelves and other higher, harder-to-reach places. The biggest contributors to seasonal allergies (dust, pollen and mold spores) are literally everywhere in your home and the more thorough your spring cleaning, the greater comfort you and your family will enjoy. Pay special attention to ceiling fans, heating ducts, light fixtures and other out-of-the-way areas. Work your way down, paying special attention to wiping down walls, switch plates, windowsills, moldings, doorknobs and everything else between ceiling and floor. **Every surface is potentially harboring allergens; so don't stop until it's all gleaming!**

Now to address many of the places that none of us ever think to clean. Your hearth should be spotless and your chimney should have appropriate chimney shields on the outside. Check the drip pan in your refrigerator. Remove and clean your window screens. Dust and vacuum inside of closets. Vacuum all of your children's stuffed animals. Last but not least, look into the spaces around appliances and get rid of the crumbs and dust bunnies that have accumulated there. All of these areas constitute major sources of allergens in the home and rarely get the attention they deserve.

When it comes to spring cleaning the floor, there is no more effective method to reducing allergens and improving air quality in the home than professional restorative carpet cleaning. Your carpet may add comfort and beauty to your home but it is also a trap for pollen, dander, dust mites and other potential allergens, especially at this time of year. Since the... (Continued Inside)

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*“There is no more effective method to reducing allergens and improving air quality in the home than professional restorative carpet cleaning.”*

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Dear:  
Friend & Client,

**WIN A GIFT CARD!**



We invite our loyal readers to participate in our **NEW MONTHLY CONTEST** for a chance to win a different valuable price each month!

We will draw one lucky winner from all the correct answers at the end of each month.

For over 50 years, Cleanrite-Buildrite has been devoted to increasing knowledge and public safety in our industry. Good Luck and Have Fun!

**See Back Panel of Newsletter for April's Contest Question!**



## Dan's Corner

### A Spring Sale!

As Spring approaches, one great way to promote family time, earn extra money, and clean-up around the house is to have a **"Spring Garage Sale"**. With a little fun, motivation, and involving the kids it can be a great family event.

Get together and plan the event: pick the day, time, advertisements, what to sell, how to present the items, who has what responsibility, what charitable organization to send the left over items to, and how to divide up the money made.

This is a great way to kick off your Spring Cleaning and more importantly a way to involve the kids in charity, money responsibility, cleaning, and family participation.

Another tip is to involve the neighborhood. Advertise it as a **"Neighborhood Sale"**. The kids can organize the whole event for the neighborhood and really learn the lessons of organization, leadership and entrepreneurship.

My Door is Always Open,  
**Dan Andreasen**  
President, Cleanrite-Buildrite



## Investing in Customer Satisfaction

Cleanrite-Buildrite is proud to shine a light on a rare commodity in the building and restoration industry, a person in place as a third-eye for reconstruction projects. As a 38 year experienced adjuster and appraiser, **Keith Roberts**, has taken the role of Customer Service and Re-Inspection Manager.

Keith's experience steams from 6 years as an Material Damage Appraiser and Adjuster with AAA, 2 years as a Property Adjuster with Firemans Fund, and 30 years as Adjuster in Charge with Crawford and Company. In the early 90's Keith was honored with the Peak Performance Award for his work with Crawford and Company. With his professional reputation, industry knowledge, and proven success Cleanrite-Buildrite is proud to have Keith in this position.



Keith is assigned to a variety of jobs across the North State to inspect the workmanship and quality delivered both during an after the work is complete from the Cleanrite-Buildrite teams. Keith encourages the staff on site to look at their own work and after the inspection Keith submits an inspection report to the Project Manager and General Manager which is followed-up by Keith himself. Given that most customer service issues stem from communication and perception, Keith provides an environment where customers feel comfortable expressing concerns or praise concerning our quality of work.

This additional responsibility is set in place to maintain standards in the industry, our company, and for our clients. With our focus on exceeding customer expectations and delivering superior service to our industry partners, Keith is one example of our commitment to 'Doing it Right'.

**Cleanrite-Buildrite: It's Our People!**



RECIPE OF THE MONTH

### Easy Parmesan Pull-Apart Bread

|                                   |   |
|-----------------------------------|---|
| 1/3 C butter, melted              | 2 garlic cloves, pressed                  |
| 1 C fresh Parmesan cheese, grated | 2 Pkgs (11.3 oz ea) refrigerated biscuits |
| 2 teaspoons Italian Seasoning mix |   |

Preheat oven to 375. Spray Fluted pan with vegetable oil. Melt butter. Add cheese, Italian seasoning mix, and garlic. Stir together. Separate biscuits and cut each into fourths. Dip biscuits into melted butter mixture. Arrange evenly in pan. Bake 27-30 minutes or until deep golden brown. Cool 5 minutes. Carefully invert onto cooling rack. Cool slightly. Slice. Yield: 16 servings

*Contributed by Linda Taylor, Nevin & Witt Insurance Services*



## We Want Newsletter Feedback!

We want your opinions for our Newsletter! What articles do you want to read? What do you want to see more of? Please tell us!

Marketing@crbr.com or call 1-800-870-0030 ask for Janelle x2115

We Serve YOU . . . Our Customers!

*"Spring is when you feel like whistling even with a shoe full of slush."  
~ Doug Larson*

## Getting Your Spring Cleaning Done "Rite"! (Continued from Front)

... majority of carpet manufacturers recommend yearly professional cleaning in addition to twice-weekly vacuuming, there's no better time of year for it in the North State than spring! Professional restorative cleaning will immediately improve the air quality in your home. Don't forget area rugs as well. Area rugs, upholstery and draperies should all receive professional attention to dramatically lower the amount of allergens clinging to their surfaces. In selecting a cleaning professional, choose one who is affiliated with the Institute of Inspection, Cleaning and Restoration Certification (IICRC). Membership requires certification in the most cutting-edge cleaning technologies and is your guarantee of a top-drawer cleaning specialist. IICRC certified, Cleanrite-Buildrite can meet the needs of your home in this time of Spring Cleaning.



## Cleanrite-Buildrite In the Community

Cleanrite-Buildrite was a proud sponsor of the **6th Annual American Red Cross Crab Feed at Win River Casino**. We congratulate The Shasta Area Red Cross for yet another year of success!! The Valentine's weekend extravaganza packed the Redding Rancheria Win River Casino Event Center with over 370 guests attending, generating \$17,000 in local donations for the Red Cross!



### Where to find Cleanrite-Buildrite this month:

April 16 – Red Bluff Rodeo Round Up  
 April 17 – CRBR Rummage Sale for Relay For Life  
 April 24 & 25 – Redding Home and Garden Show  
 April 30th – Red Cross Benefit Golf Tournament  
 May 1st and 2nd – Chico Relay for Life

## Fun With April!

For a little April fun, unscramble these words below!

|              |                 |                 |                |
|--------------|-----------------|-----------------|----------------|
| Tibabr _____ | neyljelba _____ | gesg _____      | tlacchoo _____ |
| Girns _____  | nuht _____      | sketab _____    | setare _____   |
| syuand _____ | eidh _____      | unybn _____     | etracoed _____ |
| ylli _____   | sgras _____     | ylftubtre _____ | opnhigp _____  |
| mabl _____   | serfwol _____   | kichc _____     |                |



## What People Are Saying about CRBR

"You should be proud of the good work you do! During a tough time you came through!" - *Stile, Chico*  
 "Cleanrite-Buildrite made me feel like I was dealing with family coming over and helping out." - *W., Redding*  
 "Very nice and professional. We really like that you called and asked us about the service." - *McMullin, Trinity Center*

# CHICO RELAY FOR LIFE! May 1-2, 2010 PV High School

**Cleaning Out Cancer!  
Building Up Hope!**



**Join efforts with us to  
Get Involved and Fight Back!**

Contribute at CRBR's Rummage Sale April 17th. All proceeds will go to the American Cancer Society on behalf of CRBR. Then come to PV High May 1-2!



**BE A PART OF OUR TEAM!**

Contact Janelle Wilson:  
891-0333 [janellew@crbr.com](mailto:janellew@crbr.com)  
or Jill Cooper:  
570-1965 [jillc@crbr.com](mailto:jillc@crbr.com)

Cleanrite-Buildrite and

## American Red Cross

**Help Red Cross in your Community!  
To get involved call Martha Griese:**

1-888-5-RED-CROSS Martha: (530) 673-1460  
[www.threerivers.redcross.org](http://www.threerivers.redcross.org)

# This Month's Contest Question!

We invite our loyal readers to participate this month for a chance to:

## Win a \$35.00 Gift Card for Home Depot!

**QUESTION:** In this Newsletter: "What certification should you always look for when hiring a cleaning professional?"

**ANSWER:** IT'S SIMPLE! JUST GO TO:

[www.cleanrite-buildrite.com](http://www.cleanrite-buildrite.com) or call 1-800-870-0030 x2115 or email [janellew@crbr.com](mailto:janellew@crbr.com) We look forward to hearing from you and GOOD LUCK!



## APRIL HIGHLIGHTS

- April 1 -  
**April Fool's Day**

- April 4 -  
**Easter**

- April 21 -  
**Administrative Professional's Day**

- April 22 -  
**Earth Day**



**CRBR NEWS!**  
April 2010



## A Cleanrite-Buildrite "Cheerleader Customer"



Over 55 years, **Ray Morgan and Company** has been serving Shasta County. When they had a leak causing water damage, CRBR was their first choice!

Tasha Hepburn, Work Analyst for Ray Morgan said: "Our office was able to function despite the construction taking place. CRBR was efficient, clean, friendly, and explained the daily process of work. CRBR restored our bathroom to perfect working order. There is no doubt in my mind CRBR will always be our first choice and the company we HIGHLY recommend!"

**We're Local! Call today and visit us on the web at: [www.cleanrite-buildrite.com](http://www.cleanrite-buildrite.com)**

Redding: 5601 Cedars Rd, Ste I, Redding, CA 96001 (530) 246-4886 Chico: 1200 W. East Avenue, Chico, CA 95926 (530) 891-0333  
Yuba City: 350 Bridge Street, Suite A, Yuba City, CA 95991 (530) 742-5024 Sacramento: 5430 Florin Perkins Rd, Suite 200, 95826 (916) 381-1321

# 1-800-870-0030



**SERVING REDDING, CHICO, YUBA CITY, SACRAMENTO AND SURROUNDING AREAS**



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