



## ADDING VALUE WITH THE GREEN AND HEALTHY BUILDING PARTNERSHIP

A Green certification can be just a meaningless logo on your website, or it can open the door to growing your business. The Green and Healthy Building Partnership is a new opportunity to bring important value to your community. The GHBP allows your company to qualify your best accounts with the GHBP certification.

While the first stage for any Green program is training and installing Green practices and products, what do your customers know ... or care about the dedication you have worked so hard to deliver? With the GHBP, you have an "Open Door" to prove your value by bringing something of community value to your better accounts.

This image above can be placed on the door of business that you QUALIFY via a simple checklist offering a possible 900 points (350 required) for services you probably already offer as a Green cleaning service. So, the fact that the checklist asks for doormats, HEPA vacuums, microfiber cleaning tools, or at least some recycled paper goods ... compliance is not a hardship.

To start, your frontline workers need to take the GCI Green Cleaning Technician 101-102 online courses, take the quiz, and get their certification. Next,

one or more persons should take the GCI Green Manager course where the GHBP program is fully explained. Plus, I have added the checklist to this overview.

The rest is pretty seamless. While some businesses will not want to participate, others will. Charge them a fee to do the certification program, but know that the GCI fee is \$250. Because you have already integrated these processes into your service, the company gets the benefit of your dedication to a healthy building for workers and visitors.

Here's the bottom line! No one else can offer this highly-recognized award from a recognized body, like the Green Clean Institute. It should not take much to use this idea to enhance your value when the bid request is made.

Cleaning is cleaning. The difference is mostly hype. But, your firm (as a GHBP certified firm) has credentials from the Green Clean Institute; and these credentials allow you to PARTNER with your better accounts to build the quality of life for workers and public image of the company you serve.

Visit [www.GreenCleanInstitute.com](http://www.GreenCleanInstitute.com) for more information, or call our office for more insight into this program. We are confident that this program can and will enhance your value to your active and potential customers.

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