

8.2 Maintenance Programs

Graffiti Protection Plan (GPP)

A Graffiti Protection Plan is something your business model should have. It is the best way to build a reoccurring revenue stream that you and your customers will all benefit from. Doing a graffiti removal job on a property can cost your customer \$180 - \$2,000, but you might have to compete for that business each time you see graffiti on their property. After you've seen graffiti come and go for a few months, you will start to get a handle on the frequency of different areas and buildings in your city. Knowing how often graffiti reoccurs is an important part of providing a GPP.

The basic idea of a GPP is to manage graffiti for your customers on a monthly or annual program that provides them with a better deal on their graffiti removals than a one time removal would. For example, Remove My Graffiti has a GPP that is called the Graffiti Shield Program. This program provides customers unlimited graffiti removals at a flat monthly rate. No matter how much graffiti a property gets, it is removed. Properties on this program get patrolled at least once a week by driving or walking around each building and removing graffiti as it's found.

This program provides a valuable service for many owners because they now have a fixed cost on one aspect of annual maintenance. Paying for individual removals can cost anywhere from \$0 - \$3,000+ per year, depending on how often graffiti shows up on their building. This program helps them budget for however much your program costs per month.

For example, if you see a building that seems to be getting hit with graffiti every 2.5 months and it is costing the customer \$300 each time, that would be an annual bill of \$1,440 (\$120/month). If you were to make that bill similar to your GPP service bill (or even slightly lower, which will be explained next), then you might be saving the owner the headache of having to be told every time there's graffiti on their building as well as providing them with a fixed cost for unlimited jobs. This has a lot of value to customers; however, making this deal even better for them will work in your favour.

Because of the large margins in graffiti removal, lowering the cost for projected removals still makes this a very profitable program, but more importantly it reassures you of a baseline cashflow that can help with slower months of the year. If you were to lower the monthly bill from \$120 to \$99/month, they are more likely to remain on this program for years, or as Remove My Graffiti has seen, some stay on for more than a decade.

The better reason to provide the \$99/month offer in this particular situation would be because of the Broken Window Theory, which is explained in Module 5, that shows when vandalism isn't allowed on a building, it eventually slows down or stops. Once people who do graffiti realize that a particular building has its graffiti cleaned ASAP, they stop tagging it, or slow down the frequency. This is a major benefit to you as the graffiti management company who provided them with a solution at a more than fair price and they never see graffiti again. Whether it gets hit with graffiti or doesn't ever get touched, your solution for them only costs \$99/month, or whatever you priced it at.

Knowing how often a particular building gets hit prior to providing a quote is important, so keep an eye on sectors with your city. Some will see a lot more graffiti than others and certain buildings will even see more than its neighbours.

When pricing a GPP, make sure to have a minimum number of months required. Say you were to quote a job at \$350 and charge \$80/month for the GPP, you might be surprised at how many people say yes to the program only to realize they canceled after 1 month. Now you've taken a huge hit on the price you would have done it for, but you also have had to remove the other graffiti that it saw for the first (and often busiest) month. In this scenario, placing a monthly minimum requirement for the program is important. Make sure to have the original cost covered in the total months x rate. So, if you have a \$350 one time job, or \$80 GPP, you should have at least 5 months as a minimum requirement. If there is more graffiti in the next 5 months, you know you have your costs covered. You might also want to consider how much product, or more importantly paint, you will require on this job-site. If the building is all painted one colour and they want to join your program, then make sure you have the perfectly colour matched paint and removals will be extremely quick. If it's all brick and you will have to bring a pressure washer each time there's anything tagged on the building, then you may want to increase the price.

You should outline your GPP in your Marketing Plan as it will be a valuable service each customer should know they can have. The basics of a good Graffiti Prevention Plan is to clearly outline what is offered, and what isn't offered. Make it your own or alter anything you want to, but consider what Remove My Graffiti's Shield Program offers.

Note: Acid etching, murals, vinyl awnings, or vinyl advertisements are not included on the program.

Acid etching (explained in Module 5.2) is a form of graffiti, but it cannot be erased or covered up. It is typically done with acid being placed on glass, which is removing part of the glass. To fix this you would require a machine that grinds down the damaged area to become smooth enough to look through clearly. Acid technically has removed something, not added something to be removed.

Murals aren't covered because they have been done by an artist. If a mural is tagged, you could require some artistic skill and a variety of paint colours to fix it. Many artists will come and fix their work if they live close to the mural location. One option for murals is to say you will paint over the graffiti or do what you can, but matching 5 paints as well as the style might be extremely hard and time consuming. Being clear up front is a simple way to solve this obstacle.

Vinyl awnings and advertisements are difficult to predict an outcome on until you try to remove graffiti from them. Typically they are white before a print shop prints the design in colour on them, so when you try to remove felt or paint from them the printed colour gets removed with it. The graffiti removal product is going to remove all ink, which unfortunately is often (but not always) both the graffiti and company's design. They can also stain very easily, which helps their printer inks to bond, which can make removing anything from them extremely difficult.

Also be clear as to how high up the building your program will be. Graffiti can often be over 20 feet off the ground, so make sure you don't miss this section and have to rent lift equipment in order to meet your obligations with what you are selling.

Remove My Graffiti includes everything from the street curb and up to 15' on the side of the building. If you aren't going to cover everything on a property, make sure you are clear where the program starts as well as ends. You don't want to get into this discussion once the graffiti has already been done.

The following information sheet is Remove My Graffiti's Shield Program, which can be applied to any property, including parks, city blocks, strip malls, houses, condo buildings, etcetera.



REMOVE MY GRAFFITI

Unlimited Removals. One Flat Rate.

Graffiti appears in seconds, but it can leave a lasting negative impression of your business. Remove My Graffiti's Shield Program takes care of your graffiti, so you can stay focussed on the business that matters to you.

Our Shield Program offers unlimited professional graffiti removal on any size of building or property at a flat monthly rate.

Each program is built to suit the needs of the building, geography, and client's needs. The term of each program depends on these variables and the current amount of graffiti.

PROGRAM FEATURES

- Unlimited graffiti removal
- No initial sign-up or admin fees
- Free removal of pre-existing graffiti on term programs
- Scheduled property checks
- Unlimited call-ins to report graffiti
- Coverage up to 15' from ground level

**Program does not include acid etching, murals, vinyl awnings, or vinyl advertisements.*

Since graffiti attracts more graffiti and other forms of vandalism, it is important to remove graffiti as soon as possible. Let us manage your graffiti, so you can manage the business that matters most to you.

CONTACT US FOR A FREE QUOTE



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