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swered.

Then, once you've made your decision to become a sweeping contractor, you can count on us to be available whenever you need advice and assistance. When you choose the Schwarze product line, you can rest assured you have a quality organization behind you, one that stands ready to assist you in any way it can. You have the good Schwarze family name on it.

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ity to clients' needs, and always remain willing to go the extra mile to assure customer success and satisfaction.

These are the qualities that brought Schwarze Industries to the forefront of the sweeper manufacturing field, and we're not about to rest on our laurels. No matter how good a product or service we provide, we'll always be looking for ways to improve. If you determine that becoming a power sweeping contractor is the type of opportunity you've been seeking, we sincerely hope you will grow along with us as the pavement maintenance industry expands into the twenty-first century.

To take the next step, call your Schwarze representative at 1-800-879-7933. You may also reach us via email sent to support@schwarze.com. For detailed information about our specific models of sweepers, browse our extensive Internet site at www.schwarze.com. Before you enter the business, we want to make sure you have every opportunity to get your questions an-

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with an easy-to-operate, simplistic design. In addition to overseeing new product manufacturing and development, Mark Schwarze is credited with introducing the variety of innovative, customer support programs that are now provided free of charge to Schwarze owners.

Mark Schwarze observes, “Our pledge, as we have grown, is to keep simplicity as our design guide. At the same time, we are continuing our aggressive development of improved product lines, and plan to introduce at least one new feature per model each year. Anyone can look around and see how fast the number of malls, shopping centers and other business complexes is growing. The market for sweeping services is increasing at an even faster pace, as public awareness builds for keeping urban areas clean. New regulations regarding air quality and stormwater runoff are making it the best time ever for getting into sweeping. It’s a tremendous market, and we’re proud of the fact that we build the sweepers best suited for doing the job. The efficiency of our sweeper line, combined with our emphasis on helping first-time contractors get into the business, has created a success rate of over 95% among people who have entered the sweeping industry using Schwarze-built sweeping equipment. I believe there is no question that we offer one of the best business opportunities in the country.

“At Schwarze Industries, we don’t charge fancy fees for any of our support help—it’s available, free, to anyone who uses our equipment. To get into the business, someone needs only to invest in a sweeper. Since it’s such a minimal investment, and because sweeping is mostly done at night, many of our new contractors start out part-time. This lets them keep the security of their day jobs, which adds an additional measure of satisfaction. The combination of benefits we offer has helped literally hundreds of people become successful business owners, and we’re very proud of that. It’s an exciting growth industry.”

Concluding Remarks

Schwarze Industries is committed to building sweepers that are safe, efficient, simple to operate, and of the highest quality. We pledge that we will retain our strong manufacturing ethics, have a continuing sensitiv-

Introduction

This informational pamphlet, *Introduction to Contract Sweeping*, has been written with one goal in mind—to help you learn about the business of keeping America’s parking and other commercial pavement areas clean. (Specific information about Schwarze sweepers can be found at the Schwarze Industries website, located at www.schwarze.com.)

Our company has assisted many start-up sweeping contractors—in all parts of the country—become successful in this business. However, if you are looking for a high-tech, glamorous job, stop reading right now. This business isn’t for you. On the other hand, if you want the independence of being your own boss in a growing service industry, one with a solid income potential, then contract sweeping may well be the opportunity you’ve been looking for.

This booklet introduces you to the occupation of the self-employed sweeping contractor, provides you with background information on the equipment you will be using and outlines the support you can expect in your new venture. It also answers the most commonly asked questions about what it takes to become successful. When you finish reading, you should have a solid understanding of the opportunity available in the sweeping profession. You will also have a pretty good idea whether or not this venture is suited to your personal goals.

We want to emphasize strongly, however, that as a sweeping contractor *you will become the owner of your own business*. As such, you will be responsible for all aspects of the venture, from finding customers to servicing your sweeper(s). Along the way you will ultimately be making your own decisions about how to operate your company, regardless of any advice you may receive from others.

If you are the kind of person who has always thought it would be nice to have your own business because you could work as little as you wanted, you should probably reconsider and look elsewhere. You are much more likely to become a successful sweeping contractor if you are the type of person who has always wanted to be in business for yourself because you’re willing to work hard to achieve the higher level of income and reward that has historically been earned in our country by successful entrepreneurs.

Now is the time, *before* you invest in this or any other business of

your own, to think clearly about your goals: What are you willing to do to make them reality, and what do you believe will bring you satisfaction in the workplace?

If there are such things as get-rich-quick schemes, this isn't one of them. Like any legitimate start-up opportunity, at first you will find yourself working long and hard for your success.

On the other hand, there are few things of real value that don't have a corresponding level of challenge. If you truly feel that you have the level of self-discipline and determination to go into business for yourself, and the information discussed on the following pages appeals to you, power sweeping can make you a level of income per hour that most people only dream about.

After you have taken a look through this pamphlet, call your Schwarze Industries' sales representative with your questions. The toll free number at our national headquarters is 1-800-879-7933. You may also reach us via email at support@schwarze.com.

And, as previously mentioned, you may wish to visit our extensive online Internet sites on the world wide web. The primary website address is www.schwarze.com.

Reasons To Consider Sweeping

The Potential

Take a look around the area where you live and count how many

with a larger capacity, higher suction power, beefier hydraulic components and more auxiliary engine horsepower than any sweeper prior to that time. The new Supervac Six even had optional dual steering.

A little over a year later Schwarze Industries introduced a trouble-free working prototype that outperformed the industry leader's best municipal machine.

Word of this new design spread rapidly, and by 1985 the list of satisfied Schwarze sweeper owners included such prestigious names as Boeing Military Airplane Company, the United States Marine Corps, the Republic of Taiwan and a long list of cities and airports. In 1988, Schwarze Industries acquired Aaplex, Inc., a municipal-oriented sweeper company previously headquartered in Little Rock, Arkansas. From that point on, the Schwarze municipal line of air sweepers has been marketed via a nationwide dealer network. In 1996, the Aaplex name was dropped, and our municipal line of air sweepers became known as the Schwarze A-series. Although municipal users prefer a dealer network, we have found that contractors prefer to purchase directly from our sales team and then be provided with factory-direct support.

In 1992, a further expansion was undertaken in the municipal arena. Schwarze Industries purchased the production rights for the Murphy Broom mechanical road sweeper. This sweeper was then re-engineered by the Schwarze design team, and is now the foundation machine of the Schwarze M-series line of sweepers. In April of 1997, Schwarze purchased the rights to the most environmentally significant dust filtering system in sweeping, the patented sweeper and air filtration technology of EnviroWhirl Technologies, Inc. Schwarze Industries is now the only sweeper company to provide a complete spectrum of state-of-the-art, environmentally sound sweepers to its customers, from a sweeper small enough to get into parking garages to some of the most powerful regenerative air and mechanical broom sweepers in the industry.

Since the company incorporated in 1974, Schwarze Industries, Inc. has grown from 6 family members to a firm employing over 100 people, plus a nationwide independent dealer network. The policies that guided Schwarze Industries to its present status are now being carried on by a new generation. Although Bob retains an active role in the business, since 1984 his son, Mark, now the company's president, has been head of day-to-day operations.

Mark shares his father's emphasis for providing a quality product

tion of a third machine. At the same time, he expanded his parking lot cleaning business to several surrounding cities. It was while sweeping a parking lot in Birmingham, Alabama, an hour and a half from home, that his design first came to the attention of another contractor. As a sweeper operator in an adjoining parking lot didn't recognize the machine, so he came over for a look. He couldn't believe the performance and simplicity of design. Within thirty days he had placed an order for the first Schwarze Supervac (now called S-series). In 1974 Schwarze Industries was incorporated and ready to grow.

The simplicity of the Schwarze design was an immediate success. Orders mounted steadily on just the strength of word-of-mouth advertising. Soon the family sold its sweeping service in order to concentrate on developing new models. From the start, the Schwarze sweeper design was a hit with those who had experience with other manufacturers' products. Realizing that the market for sweeper services was expanding rapidly, Schwarze Industries set out to educate the general public about the opportunities available as a sweeping contractor. Recalling his own difficulties starting out as a sweeping service owner, Bob determined that other entrants into the field wouldn't have to make the same mistakes he had.

He directed his son, Mark, in the development of helpful support information to be passed along to first-time buyers. This included material on equipment maintenance, troubleshooting, techniques for sweeping and the many factors to consider when estimating and bidding a job. As a result of this customer-oriented approach, it wasn't long before the Schwarze base of customers surpassed that of their largest competitor. They found they had captured sixty percent of the contract parking lot sweeping market and over seventy percent of the larger shopping centers that owned their own sweepers.

Buoyed by this success, in 1982, Schwarze Industries considered entering the municipal street cleaning market. Because few vacuum machines existed with enough suction to clean curbs and gutters effectively, municipal sweeping was still monopolized by mechanical broom sweepers. To gain a foothold in this lucrative market, Schwarze Industries began design work on the largest machine it had ever built, the Supervac Six. The in-house engineering staff designed an air sweeper

have been built within the past five years. The paved parking areas of most all shopping areas receive extremely high usage, and must be professionally cleaned and maintained on a regular schedule.

Now, add up the number of schools, churches, hospitals, office buildings, factories, motels and hotels, stadiums, auditoriums and parks in your area. Even the streets of nearby small towns may be candidates for independent, contracted sweeping services.

As you might suspect, the trend towards suburban business centers has not yet begun to peak. New ideas in traffic routing methods are making it more attractive than ever for businesses to group in concentrated areas, rather than the former practice of stringing out along main traffic arteries. Another advantage to the contract sweeping opportunity is that these business centers tend to attract the further development of schools, churches, office buildings and industry. All of *their* paved areas need to be swept, too.

Parking area maintenance is one of the biggest headaches facing today's property manager. This is especially true for large, high traffic operations such as shopping centers and malls. For some reason, people who wouldn't consider crushing out a cigarette on the floor of a store think nothing of emptying an entire ash tray or litter bag in a parking lot.

Mall managers now realize the outside appearance of a shopping center has a profound impact on business. There are also Health Department ordinances that strictly regulate cleanliness of the public area outside of buildings. Lawsuits involving slip-and-fall injuries in mall parking lots have been won or lost based upon the sweeping maintenance policy of the center. These are just some of the reasons why, in the last eight to ten years, contract clauses ensuring the performance of parking lot maintenance have become a standard part of building lease agreements. Maintenance on the outside of professional buildings has become just as important to most business operators as inside cleanliness.

Other growing markets for services involving our larger air sweepers are municipal and construction sweeping. Many construction sites are required to conduct periodic sweeping. Cities of all sizes are also beginning to recognize that they can save money by hiring a contractor to sweep their streets, parks and parking areas. These types of sweeping

typically require a machine larger than one intended for parking lot cleaning. Schwarze Industries is a world leader in building this type of sweeper. If you are interested in this segment of the business, your Schwarze sales representative can recommend sweeper models which are specifically designed for roadsweeping, construction cleanup, and even airport applications. These sweeper models have the increased performance and capacity needed for heavier applications.

Because there are so many types of sweeping applications, and since it is a service which is needed on an ongoing basis, the sweeping business offers stability, growth and long-run economic security. The lot maintenance business has not only survived through several recessions, but has actually prospered during economic downturns. It is an industry which is expanding at the same rate of growth as the number of malls and other business complexes. These factors combine to provide a level of security seldom found in a start-up venture.

However, that still doesn't mean becoming a sweeping contractor is the right business for you. Do you really want to be your own boss, including the new responsibilities involved? If your answer is "yes" or even "Yes" this may not be the business for you. However, if your answer is "YES!" then you should now read on to find out about the increasing number of advantages available to those who perform pavement cleaning for a living. This could be your first step toward the independent, secure lifestyle you've always wanted.

The Advantages

You are Your Own Boss, and You'll be Building Your Own Business

As an independent sweeping contractor, you'll be working toward building a profitable company of your own. As *your* business, *you* are the one responsible for its success.

Power sweeping is no 'get-rich-quick scheme' (if there is such a thing), but it certainly is a solid, no-nonsense, professional occupation. It is also a business in which your rewards are directly proportional to your efforts. If you don't keep to your work schedule and do a good job, you can't expect much success. If, on the other hand, you have good work habits and are conscientious about the job you do, your customers will remain satisfied. When you build a solid reputation for yourself, word-of-mouth referrals alone will help you to expand your clientele. Many

of light gravel without the need for brooms. His next decision was to prove pivotal for the fledgling parking areas sweeping industry. Setting his sights on a simpler sweeper with a more powerful vacuum, Bob decided to build a sweeper of his own design using off-the-shelf parts.

He began a search for standard components which could be fabricated into a sweeper that would do the job. The first sweeper Bob Schwarze built was made out of parts assembled from various sources—his first hopper was a 750-gallon, skid-mounted, agricultural spray tank! Most other components came from a hardware surplus catalog. Once assembled, he mounted the unit onto a standard pickup truck.

The result was an ugly machine that was simple to operate and surprisingly effective. When Bob started the small gasoline engine and lowered the little sweeping head, he heard rocks bouncing up the intake tube! And, because he had installed it onto a pickup chassis, the sweeper proved to be maneuverable, comfortable and economical. He couldn't believe his simple design outperformed any parking lot sweeper he'd ever seen. He was in sweeper heaven!

It wasn't long, though, until he could see many design improvements that he wanted to add. Before making a second unit, however, Bob determined not to get drawn toward the mistake he'd seen all the manufacturers make—building something that was more complex than it needed to be. His resolution to keep the design simple is one that Schwarze Industries maintains to this day.

These second versions sported an attractive, custom-built oval hopper made by a local fabrication shop. Like the first one, it was built to be 'manual dumping.' This meant the operator, using a shovel, had to unload everything the sweeper picked up. At the time, Bob wasn't bothered by this, since he had been forced to shovel out his old so-called 'automatic dump' units most of the time. Theoretically, his 'storebought' sweepers were designed to dump via an electric conveyor, but they frequently broke down. Their design was so poor they wouldn't even unload a full hopper, anyway! Bob took some comfort in the fact that his sweeper was at least *designed* for shoveling.

With the new hopper styling, these second unit looked almost sporty. It was also much less expensive to operate, so he soon started fabrica-

we bring to our sweeper owners. Secondly, we're a family business and we know exactly what it's like trying to become a successful sweeper contractor from, shall we say, the ground up. That's how Schwarze Industries got its start.

In 1963, Ernest 'Bob' Schwarze was working as a dispatcher for the Boeing Company in Huntsville, Alabama. One day, while eating at a fast food restaurant, he observed employees picking up trash by hand in the restaurant parking lot.

"I wonder how owners of large lots deal with this problem?" he pondered. Like all successful entrepreneurs, Bob didn't just think about it; he took action. He contacted the owner of the largest shopping center in the city, who confirmed his suspicions: "That's the biggest headache I have! If you can do it, please give me a price for seven-day-a-week service!"

When Bob asked five other parking lot owners and managers the same question, and got similarly encouraging responses, he decided there was a genuine opportunity in the asphalt cleaning business. However, that meant he needed some equipment to do the job. The only dealer of sweeping equipment in the area handled just large, mechanical broom sweepers. Bob later learned that these machines were designed for heavy rock and gravel streetsweeping—not parking lot cleaning. Not knowing he was getting the wrong machine for the job, Bob made the largest purchase of his life and found himself in the sweeping business.

For five years she put up with the costly and impractical mechanical broom apparatus. It was inefficient and prone to breakdown, and Bob also found himself paying top retail prices for dealer-supplied parts even on chassis items. Finally, he started looking seriously for an alternative. He'd heard about the newly-developed concept of an air sweeper, and took a look at what was available. He found there were a few companies manufacturing air vacuum sweepers, but their machines were little more than complicated spin-offs of the expensive brush machine he already owned.

The basic air flow system that the manufacturers used impressed Bob, however, and the machines were obviously a better design for cleaning a parking lot. The air sweepers didn't have a good vacuum design, though, and were still much more complex (and thus prone to breakdown) than necessary. He realized that what was needed was a simpler, more powerful version, one that could accomplish the removal

of others before you have built secure, financially rewarding life-styles for themselves and their families in this industry, and you can do the same.

Schwarze Industries can also provide you with a comprehensive manual, *Fundamentals of the Power Sweeping Business*,sm to assist you in your start-up phase. It provides an extensive amount of information about all aspects of starting up in this business: how to organize your company, obtain clients, do a good job of cleaning, keep your equipment well maintained, and much more.

In short, it will provide you with virtually everything you need to get a running start on success. However, it will still be up to you to do your homework. You will also need to maintain a constant level of motivation in order to build a successful occupation for yourself. Remember, it's *your* business, and the success you achieve will be dependent upon *your* efforts.

Full-time or Part-time: The Choice is Yours

This business accommodates great diversity, both in the types of people it attracts and in the goals they set for themselves. Some want only enough clients to provide themselves with extra income for college. Others want to supplement their social security benefits, buy a previously unaffordable vacation home or simply have a little more financial independence.

For example, sweeping just 4 hours per night, 3 days per week at a net income of \$25 an hour will bring \$1200 per month. Expanding to 8 hour shifts on Friday and Saturday nights, plus a little more per week, can easily bring in \$2500 per month. That can make a big difference in your ability to afford a better car, a boat, or the home of your dreams. There are also those who have gone on to develop multimillion dollar sweeping companies that employ many people.

Whatever your own desires, the parking lot maintenance business offers a world of opportunity. Because the majority of sweeping operations are performed at night, after shopping centers close, it's an ideal venture for people with a daytime job who would like to go into

business for themselves. You can begin your sweeping business while keeping your present job, and then grow at your own pace. No matter what size your operation is, however, there is one factor which stays the same – all of your customers will be counting on you to perform a valuable service for them, one which requires you to be reliable and consistent. No matter whether you are sweeping full or part-time, that one fact will never change.

Family Involvement

An advantage many see to the sweeping business is that the whole family can get involved. With a little training, any member of the family, with the proper driver's license, can become a part of your driving team. Because Schwarze equipment is so simple to operate, anyone who can drive can run a sweeper. Younger family members can also operate a backpack blower, change out trash can liners, hand pick litter from landscaping, use a push broom to clean off sidewalks, etc.

In some family teams, the wife does the bookkeeping and associated office work, and also takes business calls during the day. Other couples enjoy teaming up when they sweep, with one person driving and the other blowing off the sidewalks and additional areas the sweeper can't reach.

Many people appreciate the fact that much of sweeping is done at night, since that allows them to keep their regular job or spend some daytime hours with their family.

No Traveling Away From Home

One of the advantages to becoming a sweeping contractor is that no extended traveling is needed. By the very nature of the business, all of your accounts will be located within easy driving distance from your base of operations.

Start-up and Ongoing Professional Support

If you have any questions about how to get your business started, your answer is just a toll free phone call away – and you'll continue to get that support once you're up and running. The Schwarze Industries management team recognizes that nothing is more important to the company's success than the success of the owners of its sweepers. We stand ready to help you in any way we can.

Although all this may be new to you, the Schwarze team has manufactured sweepers designed for contractors for over two decades. Years

Backpack Blower

At a cost of about \$300 to \$500, a backpack blower (sometimes called a 'leaf blower') is perhaps the most expensive add-on item you will need. Blowers are used to concentrate litter into a central area where it can be picked up by the sweeper. They are also ideal for getting wind-blown trash away from the sides of buildings and landscaping areas, and in cleaning the terrain next to tire stops, divider islands and any other places where a sweeper can't be operated. Backpack blowers are generally available from equipment implement dealers. Because most have 2-cycle engines that use a mixture of gas and oil, you'll need a separate gas specifically for your backpack blower.

Miscellaneous

Most sweeping contractors find it handy to carry a heavy push-type broom, as well as a shovel and/or a hoe, in their sweeper. These are helpful in a variety of situations where a little extra cleaning is needed around otherwise inaccessible edges and corners.

Other items which are sensible to keep in the truck include jumper cables, a heavy-duty 2 to 5 ton hydraulic jack, several cans of tire puncture repair, a flashlight, safety flare marker kit, a roll of duct or canvas-type repair tape, and separate containers of oil for the chassis engine, sweeper auxiliary engine and two-cycle backpack blower engine.

Since you will probably become familiar enough with your machine to perform minor adjustments and repairs, you may also want to buy a toolbox and a set of basic tools.

The Schwarze Industries Success Story

In less than 20 years, Schwarze Industries, Inc. went from start-up to becoming one of the largest power sweeper manufacturers in the world. It didn't happen overnight, but through the combination of offering a quality product, emphasizing service after the sale, and being part of the rapidly increasing market for commercial litter removal and area maintenance, we've seen the demand for our product expand rapidly.

During that same time period, we've had the opportunity to help hundreds of individuals and families get into the business of power sweeping. The vast majority have established viable, profitable companies for themselves. Providing this help is very important to us for two reasons. For one, our success is directly proportional to the success

may become damaged sooner due to poor maintenance. Although these belts can usually be purchased locally, the quality often won't compare to the original Schwarze-supplied part. Sweepers that use a drive belt will not, of course, operate without it. The cost for a new one is minimal, so it makes sense to keep one in stock. Intake and fan seals are also items that can become torn, which then causes air to leak at critical points, reducing suction power.

If just the replacement items discussed above sound excessive, you may wonder what an entire 'recommended list' might be! You will be pleasantly surprised to find that the total for all recommended 'user inventory' parts on most of our models will cost about \$300. It's a very small price to pay for the security of being prepared, and quite inexpensive once you consider that you could easily lose more than that amount of revenue in a single night's sweeping.

Our Suggested Owner Parts Inventory is another example of the attention to detail that Schwarze Industries has developed to assure you of the best possible outcome of your venture into the sweeping business.

Storage Area or Cover

Although each piece of equipment manufactured by Schwarze Industries is built to provide years of rugged, dependable service, we encourage our clients to store their equipment in a covered area. You will not damage your Schwarze sweeper by keeping it outside, since it is built to be as weatherproof as possible. On the other hand, your sweeper represents a considerable monetary investment in your future. You'll want it to provide many years of trouble-free service, *and* keep looking sharp. Covered storage also helps you to maintain the highest possible resale value. If you were going to buy a used car, and had to choose between two similar models, one of which had been stored outside and one which had been kept under cover, which would *you* choose?

As with any piece of machinery, rust on exposed components will shorten their useful life-span. Your equipment's appearance will also influence the perception your clients will have about your company. Your sweeper is your best piece of advertising, so take good care of it. If you don't have a garage or other storage facility where you can house your sweeper, consider a low-cost canvas or plastic vehicle cover.

before that, the Schwarze family started out in the industry as sweeping contractors. No matter what your question about this business, you can be assured that one of Schwarze Industries in-house professionals will be able to help you with it. Just give us a call, toll free, at 1-800-879-7933, between the hours of 8 AM and 5 PM, Central time zone.

Strong, Flexible Growth Potential

We have already discussed the growth of the sweeping industry in general. Many part-time contractors, who provide good service and build a solid client base, soon find themselves considering quitting their day job so that they can sweep full-time. News of a good reputation and a strong performance record can generate business you won't want to refuse. Many then find they must seriously evaluate upgrading their part-time operation.

Changing over to a full-time sweeping service may initially mean additional costs. For example, to maintain a full-time schedule, you may need to hire one or more employees. You may also want to purchase another sweeper which you can use for slightly different jobs than your first unit, and which you can also use as a backup in the event you have a breakdown.

There may also be health and welfare benefits you enjoy in your present job, but which you will have to provide for yourself if you go full-time. When the demand for your services expands to make it worthwhile, however, the advantages of going to full-time typically far outweigh any new costs. Plus, once you have enough business to be able to hire employees, you will be making money every hour they work for you. Often this means you can do an even better job of providing customer service and prospecting for new clients. Having more than one sweeper will also give you more flexibility in the types of contracts you will be able to handle. This means you can expand the scope of your business (to areas such as construction cleanup and street sweeping), as well as expand the volume of business you can handle.

No Franchise or Other Fees

When you enter the sweeping business via the Schwarze Industries start-up program, there are no 'hidden' or 'bluesky' costs. Fully 100% of your investment is secured by your equipment purchase.

From the Schwarze Industries publication, *Fundamentals of the Power Sweeping Business*,sm you will be able to obtain a detailed

overview of the skills you need to become successful in sweeping. This Schwarze Industries' publication is over 150 notebook-sized pages in length, and is available at no additional charge to all start-up operators who enter the field by purchasing Schwarze sweeping equipment.

Due to the many years of combined knowledge we make available, most new contractors find they are able to get up to speed almost immediately. That's an incalculable advantage.

Here's What You'll be Doing

Like any personally owned business, there are specific skills and activities associated with operating a sweeping company. In planning your start-up, you will want to consider who will be responsible for which activities. Some people have no trouble assuming all the tasks themselves. As previously mentioned, couples or families often divide up aspects of the business, with one partner (for example) handling sweeping and mechanical maintenance while the other manages the office activities. Still others go into the venture along with one or more business partners. If there is one area in which you are weak, consider lining up someone else to take care of that particular job.

The following are outlines of the basic job functions you will be performing as a sweeping contractor. Again, the specific techniques necessary to perform all of the following job functions are detailed fully in *Fundamentals of the Power Sweeping Business*.sm

Building a Client Base

One aspect of operating a successful sweeping firm is building and keeping steady clients. You will be more successful at this if you are good at keeping your eyes open for new opportunities — for example, noticing new construction of shopping centers or office buildings — and then contacting the owner or manager with your proposal to sweep for them.

This can be done by telephone, personal visit, or dropping off a business brochure and then following it up later. Once you come to an agreement concerning the cost and level of services which will be provided, you and the client will sign a contract outlining the specific services you will perform and what you will charge for them. After this contract is signed, ongoing communication is important in keeping

a need for the following:

Spare Parts Assortment

Although Schwarze Industries builds the simplest, most dependable sweeper on the market, some parts eventually wear out and must be replaced. Although Schwarze Industries has the fastest parts shipping procedures in the business, and maintains a factory inventory that is just a toll free call away, we recommend that you maintain your own small parts inventory as well. Whenever you order a replacement part to fix your sweeper, the time it takes for you to obtain the part before repairing your unit is known as 'downtime.' Since you can't make money when your sweeper is inoperable, keeping certain normal wear items in stock will help you to assure the highest level of dependability and profit in your business.

Some sweeper parts can be found in your local hardware store, while others must be purchased directly from our factory or from one of our dealers. A Suggested Owner Parts Inventory has been developed for each of our sweeper models. These are the items on each sweeper that we recommend owners keep in stock at all times. They are the ones that need to be replaced periodically due to wear and tear, as well as those wear items that are most likely to leave you unable to operate if they fail.

Common wear items include the hoses that carry air and debris to and from the hopper, the rubber flaps that seal the sweeping head to the pavement, and the skid plates that the head rides on. The flaps and skid plates maintain constant contact with the sweeping surface. Although the skid plates are guaranteed against damage for one year, they may become damaged from not being adjusted correctly for a rough parking lot or by hitting a curb. By maintaining a skid in your inventory, you'll be prepared to deal with these situations. You may also be saved the cost of having to replace your flaps prematurely because of having damaged one of your skids.

The main drive belt, on sweepers that have one, is another example of a part that all sweeper owners should keep in stock. Drive belts have a normal life expectancy of two to three years, although they

sweepers come standard with a roof-mounted, revolving warning light.

Dual Steering or Remote Camera

Addition of a steering system to the right side of the chassis is done primarily by contractors who will be doing some amount of street sweeping with their unit. Positioning the driver on the right side during street sweeping operations allows for greater visibility of the curb line and higher overall operational safety.

As an alternative to dual steering, Schwarze Industries also offers a dual camera option that allows the operator to view the curb broom operation, or to see directly behind the sweeper, via a monitor placed in the cab. Either the dual steering or remote camera options are made available on all Schwarze models designed for street cleaning operations.

Hand Hose

A hand hose is designed to clean areas inaccessible to the sweeping head, such as shallow catch basins, highway medians, railings, etc. It may be attached to the body of the sweeper, and operates from the vacuum produced by the fan. The hand hose is a piece of flexible hose which is normally 10 feet long and 5 inches in diameter, although it can be tailored to meet individual requirements. The hand hose is fitted with an aluminum nozzle on the free end. The other end is mounted to a transition plate, which pivots across a hole in the side of the hopper. A suction inlet block-off plate is used to increase suction when a very heavy concentration of debris must be removed.

The hand hose is great for removing a variety of material that can't be reached with the pickup head of the sweeper. For more information about whether it is likely to be needed in your intended application, ask your Schwarze sales representative.

Additional Recommendations

There are a few items that we recommend you purchase independently to round out your sweeping service equipment. Although tool and other requirements vary depending upon the type of jobs and the model of the sweeper, most contractors at one time or another find

your clients happy. Some amount of 'people skills' are helpful in dealing directly with customers.

Establishing a Sweeping Schedule

Once you have developed a client base, you will need to plan the actual logistics of sweeping their properties. Each will have individual needs. Some may require attention only twice a month, others (a heavily used shopping center, for example) as often as nightly. You will need to take into account the travel time between jobs and estimate the amount of sweeping that can be accomplished in a given period of time. In addition, time and money can be saved if your route is designed to service groups of nearby properties in a single trip. Seasonal weather conditions in some parts of the country may also affect the schedule.

Operating and Maintaining Your Equipment

The heart of your business is getting behind the wheel of your sweeper. Everything else is support. As a sweeping contractor, you will typically spend many hours of solitary time on the night shift. Many drivers find this time enjoyable, especially since it leaves their days free to enjoy family, attend college or pursue other interests. To be successful in the sweeping business, you (or your driver) will need to be conscientious and punctual about doing a thorough job every time. You will also want to be alert for opportunities to provide additional services or to advise your property manager clients of other problems needing attention.

Successful sweeping also involves knowing how to handle different sweeping conditions. For example, such items as snow or ice, broken pavement or fine dust may each require special consideration. You will want to understand the operation of your equipment thoroughly and have a few special sweeping tricks up your sleeve. Our publication, *Fundamentals of the Power Sweeping Business*,sm covers these subjects in detail.

A very important aspect of your business will be maintaining and repairing your equipment. Schwarze Industries' responsive parts department and toll free helpline will assist you in making this as easy as possible. If you don't feel personally knowledgeable enough to service your own equipment, line up a reliable, qualified mechanic.

If you are considering the purchase of a diesel-powered sweeper, you may want to confirm that there is a competent diesel mechanic in your area. As with any piece of power equipment, a rigorous maintenance program is the best way to protect your investment. Schwarze Industries provides all of its sweeper owners with a Recommended Maintenance Schedule for each of their sweepers.

Billing and Record-keeping

There will, of course, be paperwork. You will need to keep track of accounts, and bill your clients regularly. This is usually done on a monthly basis, although in some cases twice monthly is preferable. Good record-keeping is necessary for several reasons: it helps you keep your billing current, improves the accuracy of your bid estimates, gives you the ability to track your profitability, and allows you to accurately report to the Internal Revenue Service. You will want to become familiar with what type of information needs to be recorded and the most efficient way of maintaining records.

Advantages to Operating a Schwarze Sweeper

Schwarze Sweepers = Industry Standard

Schwarze sweepers are built under a Total Performance Team concept. Everyone involved is aware that the sweeper they make for you will become your most important business asset. You won't find a better sweeper anywhere, and that's why they are backed with the industry's leading manufacturer's warranty.

Schwarze S-series sweepers lead the industry in four important areas: power, low maintenance needs, efficiency and ease of operation. Finally, and perhaps most important for those just entering the field, a comprehensive customer service and support system is in place, one that is designed to get you off to a running start.

When you become a Schwarze customer, the Schwarze team does everything possible to ensure you remain one for as long as you need sweepers. That's why, for cleaning parking areas, more contractors choose a Schwarze S-series air sweeper than they do all other brands combined.

At Schwarze, the customer is first—period. Whether for solving business questions or getting a part on your sweeper replaced, the Schwarze team is there. That's why so many Schwarze customers have

system. With the flick of a switch, an auxiliary DC motor pumps water (from an add-on tank) through high-pressure, yet low-volume, nozzles located around the sweeping head, and inside the hopper. The water spray helps to reduce the dust and, at the same time, reduces abrasion to the fan and fan housing. The added water also helps to compact the load in the hopper.

Because abrasion is substantially reduced, the life of the fan and housing is significantly increased. The Schwarze dust suppression option has proven so valuable for sweeping applications that it has gone from 'recommended' to 'required' for most applications. One reason for this change is that some component warranties can be denied if the user does not use dust suppression. The necessary number and location of water nozzles varies from model to model.

Not only does a dust and abrasion suppression system reduce wear to the fan components, it also increases operator comfort when sweeping dusty areas. Clients, as well, appreciate the reduction in dust they see around the sweeper while it is at work. Almost all owners choose the dust suppression option.

Hushkitsm

The Schwarze Hushkitsm noise suppression system consists of a sound-insulated metal shroud completely covering the auxiliary engine area between the rear of the truck chassis and the front of the hopper. Because noise level is an increasing factor in nighttime urban operations, our Hushkitsm provides a needed noise reduction solution for some geographical areas.

Because the Hushkitsm extends the hopper's external surface, it is chosen by some contractors simply because it provides an excellent 'billboard area' on which to put their logo and contact information for the business. Many also like the all-enclosed look of S-series sweepers equipped with the Hushkitsm.

Barlight Beacon

Some contractors value the increased visibility they gain with the addition of a barlight beacon. This is a light that is mounted across the top of the sweeper. It has flashing yellow lights similar to the red or blue ones now seen on many police cars and other emergency vehicles. Although adding a barlight beacon will increase visibility, all Schwarze

heavy-duty unit is recommended.

Available Options

Following are the primary options you may want to consider. Available options vary with each sweeper type. The need for these options also varies according to geographical area and type of sweeping, although most all sweepers are purchased with a curb broom and the pressurized dust suppression system.

For detailed information on which options are offered on your model of choice, consult with your Schwarze sales representative. They are very knowledgeable about the application and usage requirements of each of our sweeper models, and will be glad to assist you in your evaluation.

Curb (or Gutter) Broom

The curb broom, sometimes called a 'gutter broom,' is a circular, rotating broom that is powered by your sweeper unit's hydraulic system. It is primarily used in situations where a buildup of sand and dirt collects along curbing and other raised areas. No matter where your business is located, you will find that accumulations of debris will build up in curb lines. For that reason, most all contractors choose to have curb brooms outfitted onto their sweepers.

This kind of debris situation is also often encountered at construction sites, as well as in the northern 'snow belt' states where sand and cinders are used to help with winter traction. If your business will be within this geographical area, or you plan on targeting construction sites for a portion of your work, you should definitely add a curb broom to your basic sweeper unit.

Pressurized Dust and Abrasion Suppression System

This option is the most efficient way to reduce the level of dust encountered while sweeping. Dust suppression is especially useful when cleaning a lot that hasn't been swept for a while, since that's typically when the highest amount of dust is present. Use of the dust suppression system also reduces wear on the components of your sweeper.

Power for this option is provided by the sweeper's 12-volt battery

gone on to achieve high levels of business success.

To help contractors become the most accomplished in the field, Schwarze Industries has developed more after-the-sale client services than any other company in the history of the sweeping industry. We know that our long-term success depends on that of our customers. We do everything we can to make certain that, as you grow, you will never have a need for any other brand of sweeper.

Outlined on the following pages are some of the ongoing programs and services we offer to our clients. Many of these are available only from Schwarze Industries, Inc.

Comprehensive Start-up Manual

When our founder, Bob Schwarze, started out as a sweeping contractor, he knew nothing about the business of sweeping. The equipment available at the time was cumbersome, inefficient, and it broke down about as fast as it could be fixed. Although he was ultimately very successful at contracting, Bob made many mistakes along the way.

Since then, on our way to becoming the nation's largest supplier of contractor-purchased air sweepers, the Schwarze management team has seen contractors make just about every error imaginable. To help our customers avoid repeating these mistakes, we decided to write the book on how to run a contract sweeping company.

You'll find that *Fundamentals of the Power Sweeping Business*sm is a very comprehensive manual. It covers nearly every topic associated with running a sweeping business, from helping you decide whether or not to incorporate, to the most friendly—and effective—ways to collect money owed to your company. It's provided free of charge to all first-time purchasers of Schwarze sweepers.

Toll Free Help Line

Schwarze Industries also provides its clients with complimentary, toll free telephone assistance. Those who operate Schwarze sweepers are encouraged to call in with questions about any aspect of their contracting business, from ways to fine-tune machine operation to tips on getting a shopping mall to sign a new contract.

To take advantage of the service, contractors call our toll free

number. Their question is then routed to the in-house specialist who is most qualified to assist them. This is a service that is unmatched in the industry, and one which has been an invaluable aid to many start-up contractors. Schwarze Industries was also the first in sweeping to offer customer support via the Internet. Our general customer service Internet email address is support@schwarze.com.

Brochure Review

Your brochure is what the public sees as the visible image of your business. To give you some ideas about how to make a brochure of your own, examples of what others have used in promoting their sweeping services are provided as an addendum to *Fundamentals of the Power Sweeping Business*.sm New contractors find this to be a big help in the development of their own brochure and business card designs. We will also provide a no-charge review service for your brochures before you have them printed.

Same Day Critical Parts Shipping

At Schwarze, we recognize that when your sweeper isn't operational, your business is on the line. With that in mind, our parts department stands ready to get you up and going as soon as possible. For ease of service when ordering, our customers may take advantage of our toll free telephone system. Parts orders which are critical to the operation of your sweeper are routinely shipped out the same day the order is placed.

Overnight, second day and, in some cases, same day delivery is available. We also have a 24 hour voicemail order line.

Selling Used Equipment

The Schwarze line is renowned for its high resale value. All Schwarze sweepers are designed to keep going strong through many years of profitable sweeping. This is one of the reasons why the Schwarze factory takes trade-ins and others don't. When you do decide to sell one of your older machines, we'll also be glad to provide you with current places you can advertise your used equipment. In addition, we sponsor a no-charge, buy and sell location on the Internet that is specifically for sweeping equipment. It is called *The Power Sweeping Classifieds*.sm

Internet Sweeper Information Sites

the sandy areas along the Southeast coast that an extra high performance S-series unit is needed. Because of the relatively high suction power needed for sand, one of our higher performance sweepers is recommended. You'll also want to add on our high performance dust control system.

Southwest

The Southwest varies considerably in types of terrain, so if you live in this area you will need to discuss your local terrain and climate in detail with your sales representative.

For example, although very little of the Southwest experiences any snowfall, some severe icing can occur in parts of Texas, Arizona and New Mexico. If you will be working in these areas, you may encounter some periods in the winter when you will be unable to sweep. This geographical area does not necessarily require a more powerful sweeper unit, though.

You will, however, usually need one of our higher performance models in the southwest part of Texas where you may run into large accumulations of sand. This is true for any other locales which have a high concentration of sand.

As a contrast, in the Los Angeles and other highly developed areas of California all Schwarze S-series models are adequate. This is because, in these areas, there is a large emphasis on cleaning, so the requested sweeping frequency is much higher than in other places. Frequent sweeping, combined with the almost complete lack of snowfall or icing in that climate, make the conditions in which a sweeper must operate far less challenging in most urbanized parts of California.

Northwest

The Northwest presents a varied climate in which to operate sweepers. This area is actually two climates in one. West of the Cascade mountains is wet and temperate, while on the east side of the mountain range the weather is more prone to seasonal extremes and concentrations of sand. In many respects the eastern half is similar to both the snow conditions found in the Northeast and the heavy rainfall of the Southeast.

On the western side of the Cascade mountain range, there typically aren't the heavy concentrations of winter snow or much sand, and so all S-series models will provide good performance. In the snow regions (which also tend toward a much higher sand concentration) a more

Some parts of the Northeast and Midwest experience a great deal of snowfall, and that's the largest factor to consider when starting up in these areas. Sweeping may be somewhat seasonal because of the snowfall, since you can't clean a parking lot when it's covered with ice or snow.

As a result, quite a few of our contractors in these regions supplement their sweeping business with a snow removal service. Snowplows that attach to all our truck-mounted sweepers are readily available, and some contractors choose to use their units for snow removal.

Because heavy-duty four wheel drive pickups are relatively inexpensive, however, we recommend that contractors perform their snow removal services with that type of truck. Many contractors in the Northeast and Midwest have found that providing snow removal and associated deicing services for their existing clients provides a nice income supplement through snowy winters.

Fortunately, the relatively heavy snowfall typical to these areas becomes a boon to sweeping contractors in the spring. The automobile rust problems have created public pressure on shopping centers to use more sand and cinders, and less salt. To keep their lots open, shopping centers in the snow belt spend thousands of dollars annually on the use of various nonskid materials to aid traction.

Although less corrosive to car bodies, these materials create a cleanup problem of massive proportions. Because of the rigorous requirements of this heavy spring cleanup, heavier sweepers are generally needed for this area of the country. Also, because sand and cinder removal is highly abrasive, we recommend the addition of a dust control system to your chosen sweeper unit.

Southeast

Except for a few isolated areas, sweeping in the Southeast is not likely to be interrupted by snow or ice. The Southeast has periods of heavy rain; however, a high annual rainfall is generally helpful to the parking area cleaning industry. Actually, it's not so much the amount of annual rainfall that makes a difference. Rather it's that, in the Southeast part of the country, it often rains a significant amount in a short period of time.

These heavy rains will wash a large percentage of the dirt and dust down the drains, so it is easier and faster to keep many areas swept. This combination of heavy rainfall and little snowfall makes much of the Southeast open to virtually all of our machine models. It's only in

Schwarze Industries has a complete corporate information site on the Internet (<http://www.schwarze.com>). There, you'll find the latest information about our company.

We also sponsor the world's largest online website for power sweeping. It is called *American Sweeper Forum*, and its website address is: <http://www.schwarze.com/asforum.html>. This multiple award-winning website contains a treasure trove of advice and information for sweeping contractors, including many articles, ideas, and helpful hints pertaining to the topic of sweeping. It even includes an interactive bulletin board where contractors can ask questions and receive comments from others throughout the sweeping industry.

Schwarze Satisfaction Guarantee

Schwarze Industries backs its sweepers 100%, and does so with one of the best warranties in the heavy equipment industry. For ease of understanding, this document is designed as a no-nonsense, easy-to-read agreement.

These are some of the many reasons why, when people across the country think of power sweepers, they think of the Schwarze Industries product line. If you do decide to consult further with a member of our marketing team when choosing the sweeper most suited to your needs, there's one thing we can assure you: Your first Schwarze sweeper probably won't be your last.

What it Takes to Get Started

Since you have chosen to continue reading, you may well believe that starting up as a sweeping company could be right for you. If that's so, you must first determine whether your geographical area is suitable for such a service. Your next step should be to assess the following factors:

Do You Live in a Viable Market Area?

The size of your available market is very important. If you live in a low population area, there may not be enough parking areas and other surfaced commercial lots to keep you busy. If you live in a small town, for example, are there other towns located near you?

Take a look at a map of your area. If you drew a circle with a 50-mile radius in all directions from your intended base of operations, what population would it contain? How many street miles of commercial and industrial area are there?

For a part-time operation, we recommend a population of 5000 or more within a 50 mile radius, and at least 7500 people within the same sized area for a full-time contractor. Although there are exceptions, as a general rule this is a population density that can provide you with a viable business.

Can You Compete In Your Area?

How many sweeping contractors are already located near you? A look at the yellow pages under Power Sweeping and/or Parking Area Maintenance will give you this information. You should certainly expect to find some competitors if your area is a viable one for running a sweeping operation. If there aren't any in your locale, it may be a sign your surrounding area is too rural to support a sweeping company. Or, possibly, a related business, such as a landscaping or striping company, is providing sweeping services as a supplement to their own business.

Don't worry about having competition. It is actually much easier to sell sweeping services in areas where property managers are familiar with the concept. That's one of the things that makes this such an established business opportunity. You'll be offering a service that, by and large, all commercial property managers recognize they need. Also, one of the advantages to this opportunity is that the market is continuing to expand as fast as the new construction we see happening all around us.

The value of looking through the yellow pages ads is to gain an idea of the quantity, location and professionalism of your potential competitors. Take a look at their ads. Where are the companies located in comparison to you? A factor to keep in mind is that the further they are traveling to service the commercial areas located near you, the more difficult it will be for them to be competitive with you.

By their ads, can you tell if they are large companies or small ones? Do any ads tout how long the firms have been in business? Do they offer other services, too, or do they specialize in power sweeping? Are there any other factors you see which might assist you in your decision-making?

How Competitive is the Competition?

You will need a standard, lined notebook for the next step in your assessment process, which is to take a closer look at your possible future competitors. First, put the name and address of each company you're aware of at the top of its own page, leaving at least one blank page in

Unless you already have a truck on which you intend to mount your newsweeper unit, you will need to decide what model of truck chassis you would prefer. Although your Schwarze Industries' salesperson can provide you with information that will help you in making this choice, the final decision should reflect your personal preference.

If you already own a particular truck chassis you would like to use, check with your sales representative to find out what sweeper model(s) it will accommodate.

Choosing the Best Transmission

Because of the nature of the business, Schwarze Industries generally recommends that your sweeper truck have an automatic transmission. There are two reasons for this. The first is that having a manual transmission on a vehicle driven by several people is asking for trouble. No matter how skillful the drivers, all will have their own style of using the clutch. This contributes to a higher level of overall wear on both the clutch and the transmission. Even if you plan to do the driving yourself at this point, it's generally impossible to forecast how long you will continue to do so. You'll lose your newsweeper for many years to come, and you may well be adding drivers during the machine's lifetime.

Another reason we recommend automatic transmissions is because of the actual function of the truck—sweeping. When you are sweeping, you will spend a lot of your time going from 0 to 15 miles per hour. With the continual stop-and-go at corners, lot edges, etc., you can see why sweeping is hard on the clutch. With an automatic transmission, much more of the driver's attention can be focused on the job of sweeping. For these reasons, an automatic transmission is much better than a standard drive for most all sweeping applications.

Regional Factors Affecting Sweeper Choice

The geographical location in which you will be focusing your efforts can make a big difference in the model of both truck and sweeper you will need to do the job. Since most of the people reading this information will be interested in parking lot sweeping, here are the factors that have the greatest impact on parking area contractors in each of the regions of the country.

Northeast and Midwest

engine, since gasoline engines have lower cylinder compression. The engines may thus be made from lighter alloys. Although gasoline engines don't last as long as diesels, they are very dependable throughout their lifetimes. The odor of diesel also sways some in the direction of gasoline engines.

Diesel

Although diesels have an excellent service record, there are not nearly as many service centers for diesel-fueled engines as there are for ones which use gasoline. Before buying a diesel-powered sweeper, be sure to confirm that service for diesels is available in your area.

Another consideration is whether or not you have a source of diesel fuel nearby. Although more expensive initially, diesel-powered sweepers are, unquestionably, less costly to operate over the life of the unit. They are also built heavier, to withstand their higher cylinder compression. This fact, when combined with their cooler operating temperatures, produces a substantially longer operational life. In fact, the expected service life of diesel engines averages about twice that of gasoline engines.

In the past, diesels have had a reputation for being troublesome in cold weather. However, through recent advancements in diesel technology, cold weather problems are now virtually nonexistent. Diesel engines also have the advantage of not requiring tune-ups, since they don't have any spark plugs, points or spark plug wires.

However, because cleanliness of the diesel fuel is important, an additional fuel filter is standard equipment. This is a minor added maintenance item on diesels which is not typically necessary on gasoline engines.

Not only is the life expectancy of a diesel engine about 2-to-1 over that of a gasoline engine, the fuel economy is also about twice as good. This more than offsets the slightly higher price generally charged for diesel fuel. Unless you must travel some distance for fuel and/or service, or need the initial savings of the gasoline package, diesel is your most cost-effective choice.

Choosing the Best Type of Truck

One of the unquestioned advantages of purchasing your sweeper from Schwarze Industries is that all sweeper units are mounted onto a standard production truck chassis.

company's phone book and on its pages so that you have a reference.

Next, go out for an evening or two and look for some sweeper on the job. Start at about 8 o'clock in the evening and drive around until you see a sweeper in action. Park at a vantage point which allows you to watch as they clean. Look closely to see what you can find out about them. On your notepad, jot down answers to the following questions (and anything else which you think might prove helpful to you).

- Are the trucks clean and well kept up? If not, it's a sign that other aspects of the business may also be neglected.
- Can you tell how old the equipment is? Usually the sweeper unit will be very close to the age of the truck chassis. The power, performance and efficiency of newer sweepers is, of course, better than that of older machines.
- Does the owner have the company's name and number clearly emblazoned on the side? The sweeper is its company's public billboard. If the owners have pride in their service, they will almost always have the company name clearly visible on the sweepers.
- Can you tell the brand and/or model of the sweeper unit? Your Schwarze sales representative will be able to help you assess the probable sweeping power, efficiency and cost-effectiveness of any type of sweeper unit you see.
- Are all the sweepers you see owned by the companies that were listed in your local directory? If someone is coming in from out of the area, it's a good sign there is room in the marketplace for another local company.
- Are there any other details in either the equipment or the way the operator is running it that give you any clues?

The number of power sweepers in your area is actually not as important as the job that's getting done. Drive around in some of the lots after the sweeper has finished. How does the lot look? Has *any* trash been left? Are all the perimeter areas clean, too? How about the fence lines, parking bumpers, corners, curblines, sidewalks, landscaping? Would you be happy with the job if they had done it for you?

If you are serious about starting your own power sweeping company, you will want to know everything you can about the competition. Talk to your Schwarze sales representative to help develop an analysis of this information.

Can You Communicate with Potential Customers?

After you buy a sweeper, a significant portion of your time will initially be spent talking to potential customers, and signing them up for sweeping services. We suggest that a great time for you to do that is now, before you buy your sweeper. If there isn't any potential for your business, everyone concerned would rather that you not make the investment.

That's why now is the best time to start talking with mall and other commercial property managers. Visit at least 10 potential customers: K-Mart, Wal-Mart, shopping centers, industrial plants, strip malls, etc. You may even choose to talk to those responsible for outside management where you currently work, if the company has a large parking area and you don't mind that your current management knows you are looking into this idea. Taking these steps is the best way for you to get an assessment of the market potential in your area. It will also provide you with some insight into how good a job the competition is doing. In-person contact is best, but a phone call can be helpful, too. It's best if you contact the managers of the parking lots you saw being swept by different competitors.

It's human nature to try to be helpful, and our experience is that most property managers are no exception. The approach we recommend is to simply be upfront and honest with them about what you are doing. Tell them you are evaluating this business opportunity and doing some investigation as to what already exists in your vicinity. Ask them if they have their parking lot swept now (if you don't already know), and if they are 100% happy with all aspects of the job: quality, frequency, and price. If they don't now have their lot professionally cleaned, ask them why they don't.

This is also a great time to line up some future clients. You'll find it's actually a great advantage that you don't even have a sweeper yet. Since you are approaching them as someone seeking their help in your decision-making process, it makes you quite non-threatening to talk to. Chances are they will be happy to answer any questions you ask. If they are totally pleased with their current level of service, then it will save you from wasting your money. If they aren't particularly pleased with their sweeping contractor, then they would probably like to see another option – from another contractor – become available to them.

Ask them whatever questions you think would help you with your decision. When it comes to sweeping services, find out what is most

Choosing the Correct Fuel

Since our sweeper units are mounted onto standard production truck chassis, they are available with either gasoline or diesel-powered engines. Here is some basic information about each type of engine, to help you make the decision about which will be best suited to your needs:

Gasoline

The biggest advantage to a gasoline engine is that it's initially less expensive to purchase than a comparable diesel-powered engine. Fuel is also easy to find, and there are many more experienced gasoline mechanics than there are diesel mechanics. Although gasoline engines require occasional tune-ups not needed with diesels, parts and service for them are as accessible as the fuel.

Also, the total weight of a sweeper unit is a bit less with a gasoline

Components	
1. Fan	6. Suction Tube
2. Pressure Hose	7. Hopper
3. Upper Exhaust	8. Screen
4. Sweeping Head	9. Separator Chamber
5. Suction Inlet Hose	10. Lower Exhaust

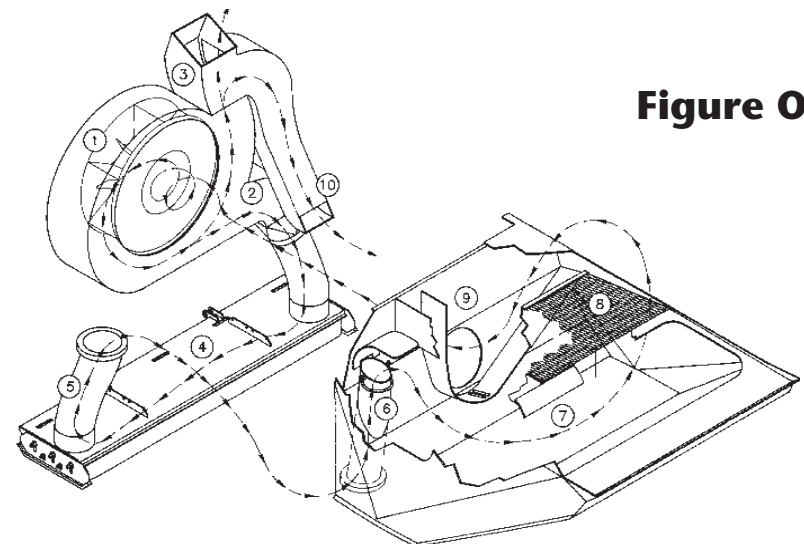


Figure One

the ground. Low dumping sweeper models are typically the choice of contractors who have access to a landfill or other dumping area. Not only are they easy to operate; this type of unit is also less costly as the high dumping models.

However, a low dump sweeper is not a feasible option if you must unload into a dumpster or other high-sided container. If you operate a low dump sweeper and are forced to unload into a dumpster, then it must be done by hand with a shovel or hoe. Since the access doors on a low dumping model aren't designed for this, it's difficult to unload that way. If you know you'll be unloading into dumpsters, you should plan to purchase a high dump sweeper.

High Dump

By far, the most popular unloading system is the high dump, which outsells the low dumping models by 10-to-1. Not only is the high dump system the easiest and most versatile, it also uses the sweeping industry's newest technology.

To keep the design simple, and to eliminate the need for using the auxiliary engine to unload the hopper, we have powered our high dump models with a 12-volt hydraulic pump. With just the push of a button, the hopper effortlessly lifts to a dumping height of (depending upon the model) between 60 and 70 inches.

With our high dumping sweepers, operators can back up to a dumpster or other container and, with no extra shoveling or handling, unload directly into it in about 2 minute time. This is a real time-saver, since you are able to return to work in a very short time and with very little effort. The push of another button lowers the hopper back down, empty and ready to go.

Another advantage of high dumping models is that many types of repairs are easier to perform with the hopper in the raised position. Routine inspection is also much simpler to perform when the hopper is raised up on a high dumping model of sweeper.

Although the high dump system calls for a slightly greater initial investment, you can probably see why it is, by far, the machine of choice for the majority of our customers. Simple, time saving and efficient, our S-series high dumping sweepers are a very dependable, professional system of litter disposal.

important to them. Find out how often they currently have their lot swept. Try to uncover what they really like about the way their current contractor is sweeping for them. Even more importantly, find out what, if anything, they wish was being done better or differently. If you ask them, most property managers will even tell you what they now pay to have their lot swept.

At the end of your conversation, ask them straight out if they think there might be room in the area for someone like you to start into business—and if they would consider you for the job if you end up becoming a sweeping contractor. Many contractors entering this business have 'pre-sold' their business venture concept, *including the signing of sweeping service contracts with a number of property managers, even before they bought their sweeper*. There is no better way to get into the business with 'your feet on the ground running' than to have some clients lined up ahead of time.

Are the Current Rates in Your Area Realistic?

If any helpful property managers are willing to tell you what they now pay per sweep, you can assess whether your service can compete in price. By using the following formula, you can estimate how long it would take to sweep a property.

Taking into account the time it takes for curblines, parking bumpers and typical sweeping conditions in an average mall parking area, a sweeper will probably be able to operate at about 5 miles per hour. To derive an estimate of the time it will take to sweep a particular parking area, see how long it takes for you to drive your car from one end of the lot to the other at that speed. Now, estimate the width of the lot in feet, and then divide that number by eight (the approximate width of the pickup head on most sweepers).

Multiply the answer by the number of minutes it initially took you to drive the full length of the lot at 5-miles an hour. That's approximately how long it will take to sweep the lot. Finally, add on another 25% to cover the amount of time it takes to use a backpack blower to clean sidewalks and other areas which can't be reached with a sweeper. Now that you know the amount of time it takes to do the job, you should be able to figure the amount of money per hour the current contractor is making. Remember that climate conditions and seasonal changes may affect the time required to complete the job. Another factor is the frequency of sweeping. If an area is swept frequently, there will be less litter build up on both the parking lots surface and around the perimeter.

After you have performed this type of calculation on several properties, discuss with your Schwarze salesperson if this rate of return is reasonable for the sweeper you are considering. However, since charges vary, this will only provide you with a guideline.

Can You Afford a Competitive Sweeper?

Although some people buy their sweepers outright, most people use some type of financing. Actually, because of the favorable tax considerations and relatively small initial payment required, many choose to lease their sweepers.

Whether you choose a lease or a purchase option, you will probably need to qualify for financing. Leasing companies typically require that you have reasonably good credit, and also specify that you make the first and last payments in advance. Your Schwarze Industries' sales representative can facilitate your contact with these several leasing companies our company works with on an ongoing basis.

If you choose the purchase option, you will usually be required to make a larger down payment. For start-up sweeping contractors, this amount can be as much as 25% of the total purchase price. If you do plan to purchase your equipment, you will typically need to obtain a loan through one of your local banks or credit unions. Their willingness to carry your sweeper loan will depend upon your income, credit rating and, perhaps, your previous business experience.

Your Schwarze sales representative can help guide you through your decision-making process regarding these options.

Can You Subsidize Your Business Through the Start-up Phase?

You will need some amount of start-up capital other than that required to purchase or lease your sweeper. We advise new contractors to arrange their finances so they can handle several months of relatively low cash flow. At minimum, you will need to be able to handle at least two sweeper payments, as well as be able to purchase the fuel, backpack blower, shovel, broom, plastic bags, etc., that the job requires. In areas which do not allow dumping into customers' dumpsters there are also dump fees which must be paid in advance.

You will also need insurance coverage on your truck and sweeper, and there will be some initial costs for your business license and any other permits required in your locale. Finally, you will need to be able

separation chamber. Inside this chamber, a spiraling action, caused by the fan, forces remaining dust against the chamber walls, where it can fall through slots in the chamber bottom and onto the hopper floor. Finally, the cleansed air is drawn from the separator chamber back into the fan housing and the cycle begins again.

Following is some general information that will assist you in choosing the particular sweeper model that will best suit your needs. Remember, this is just an overview. For more complete information about our products, and for answers to any questions you may have, contact your Schwarze sales representative. You can also visit our website, located at www.schwarze.com.

Choosing the Correct Dumping System

One of the major differences between sweeper units is the way they unload. If you understand the relative advantages to each method, it will help you in your selection process.

Manual Dump

Manual dumping sweepers employ manual labor—yours—to unload. There are very few of these old style sweepers on the used market today. Their biggest advantage is that they are less expensive, because they don't have a hydraulic lift system.

Manual dump models are off-loaded with a shovel or a hoe. The operator opens up the unloading doors and either rakes the debris onto the ground at a dumping site or shovels it into a dumpster.

There is no getting around that this is a dirty job. Although it didn't bear much resemblance to today's sleek Schwarze designs, the first sweeper Schwarze Industries ever built was a manual dumping model.

Because of the very low demand for manual dumping machines, there are no longer any Schwarze sweeper models that have to be unloaded by hand.

Low Dump

A low dumping sweeper operates much the same as an ordinary dump truck. Hydraulic action lifts the front of the hopper up off the truck chassis, tilting it until the collected litter falls out directly onto

sweepers, and enables them to provide the benefits of both regenerative air and vacuum-operated sweeper units. Although exact inner workings vary with each model, the following is a general description of how the Schwarze's S-series parking lot sweepers operate.

The sweeper unit is powered by an auxiliary engine that is mounted on the sweeper frame behind the truck cab. Fuel is supplied from the truck's main fuel tank. To provide power to the sweeper, the auxiliary engine propels a fan via a direct drive that is connected to a bearing-mounted drive shaft. The multi-bladed fan is balanced to minimize vibration and noise, and made from abrasion-resistant steel to assure long life. The fan draws air from inside the hopper, and forces it out through an opening in the fan housing.

This produces a high velocity air stream inside the pressure hose, and a corresponding vacuum inside the suction hose. A small amount of air is vented out the top of the fan housing. To protect the fan housing from excessive wear, the inside of the fan housing is equipped with a replaceable rubber liner.

The fan forces air through the pressure hose and down into the sweeping head. This creates a blast pressure on the right side of the sweeping head. A baffle located inside the head directs air across it. This pushes the debris to the left side of the head where the suction, or intake, hose is located. Flexible rubber flaps contain the blast of air-borne debris under the sweeping head, and maintain a seal between the sweeping head and the pavement surface. The suction hose, which is located on the left side of the sweeping head, draws debris up the suction tube and into the hopper.

When it enters the relatively larger hopper, the dust-and-debris laden air slows down. This allows the heavier objects to fall to the floor of the hopper. Before being drawn back out of the hopper by the fan, the air first passes through an internal hopper screen that is designed to prevent larger airborne debris from reentering the circulation stream.

to cover your living expenses. Most sweeping service accounts are billed monthly, so you can't realistically expect an income for the first 45 days. This is true even if you already have accounts set up when you take delivery of your sweeper. This is because it often takes a week or two after invoicing to receive payment.

Don't make the mistake of depleting your finances down to the bare bones to enter into business. Your Schwarze sales representative can help you compute the estimated setup costs you will incur, as well as help you to budget the monthly fixed and variable costs you will face.

What is Your Final Analysis?

If you've read through all the information provided in this booklet thus far, you should now be well-equipped to make a sensible decision. Your understanding includes all of the basic information about what this job entails. You know what it will take to get into business, what you need to do to get customers and what you'll need to do to keep them satisfied.

At this time, some people find it helpful to employ a technique first popularized by the man considered to be the originator of the concept of street sweeping, the great American inventor and statesman, Benjamin Franklin. His procedure for effective decision-making was to draw a line from top to bottom of a piece of paper. He would then start listing advantages of a proposal on one side, and disadvantages on the other. He felt that by so doing—once all the pertinent information had been diligently gathered—the answer would become obvious.

If, for whatever reason, you've decided this opportunity simply isn't right for you, thanks for the time you invested to give it the consideration it deserves. Perhaps there is a relative or acquaintance who might benefit from the information. If so, please pass this booklet along to them. On the other hand, if your answer points you toward entrance into the sweeping industry, please read on.

If you have made a decision to enter the field of power sweeping—Welcome! It's great to add another contractor to the many we've helped to create a viable, independent lifestyle at the helm of their own business. As you progress with your business, you can count on the professionals at Schwarze Industries to do everything possible to see that you realize your financial goals.

With your continued interest, you will be consulting with a Schwarze

sales representative about the type of sweeper best suited to your needs and budget. This will probably include the exploration of your financing options, with either your local financial institution or through one of the leasing companies that Schwarze Industries works with on a routine basis.

You'll find your Schwarze sales representative to be well versed in many areas which can assist you in your decision-making process. Don't hesitate to ask any questions whatsoever about any aspects of sweeping. In the unlikely event that your salesperson is unable to provide you with answers to everything you'd like to know, ask to speak to a member of the Schwarze management team.

We take our leadership role in this industry very seriously, and our goal is to see that you are 100% satisfied in every aspect of dealing with our company. We want to be the only sweeper company you ever need for as long as you are involved in sweeping. You can count on Schwarze Industries, whether you want the best-built, best-engineered sweeper in the marketplace, or for customer service and other types of ongoing assistance. You have the good Schwarze family name on it.

The following pages have been included to help you evaluate and choose the right sweeping equipment for your intended type of sweeping application.

The Equipment

Bob Schwarze, founder of Schwarze Industries, began his career as a sweeping contractor over 30 years ago. In those days, all the sweepers on the market were designed for sweeping streets, and were cumbersome, inefficient and expensive to operate in a contracting capacity. This is what prompted him to make an air sweeper of his own with the features he needed for optimal performance.

Today, the Schwarze team places a heavy emphasis on the match-up between the type of sweeper and how it will be used. Although Schwarze air sweepers are extremely flexible with regard to the wide variety of situations they can handle, it's still very important that both your sweeper model and chassis suit your intended use.

Our sales staff is extremely competent in evaluating your needs, and matching you with the proper equipment. All Schwarze sales rep-

resentatives have solid training and knowledge in the field of contract sweeping, and some have even worked with or owned a sweeping company prior to coming on board with Schwarze Industries.

No matter which of our many models you choose, you will find that it has been built to the highest standards, and with strict attention paid to making the unit as ruggedly reliable as possible. Whether the unit is designed for parking lots, parking garages, street sweeping or cleaning airport runways, a Schwarze hallmark is to always keep the sweeper hassle-free.

As one example, some air sweeper manufacturers build units with filters that don't allow sweeping in the rain. As a contrast, all Schwarze S-series sweepers have an open internal filter system which keeps debris from entering the fan, yet it is impervious to water. As another example, some sweeper companies design their pickup head so that accidentally sweeping in reverse will actually break the sweeper! This simply isn't possible with Schwarze Industries' sweepers.

Schwarze sweepers may be left in their operating position while backing up, and actually sweep as well in reverse as they do when going forward. This feature is very useful and time saving when cleaning many parking areas. It's all but a necessity when sweeping a small lot.

You'll find that Schwarze sweepers are precision engineered, simple to operate, and cost-effective to maintain. This combination of factors has been responsible for Schwarze Industries, Inc. becoming, by far, the largest supplier of power sweepers to America's independent sweeping contractors.

How Schwarze Air Sweepers Work

Note: To better understand the following description, refer to Figure One.

To maximize ease of servicing, availability of parts and driver comfort, Schwarze sweepers are all mounted onto a standard production truck chassis.

The S-series line does not use a 'closed loop' (sometimes called 'regenerative air') system to accomplish debris pickup from the sweeping head. Instead, a portion of the system's air is vented-off, which increases the sweepers' vacuum power.

The remaining air is then recirculated, which produces the blast force under the sweeping head. This feature is unique to Schwarze-designed