

Introducing



**Cleaning Equipment
TRADER**

It's like a

**Craigslist for the
Cleaning Industry**

...only Better

by Allison Hester

If you have cleaning equipment to sell, or you're looking for a deal on a new or used piece, where do you turn? Most likely, you're among the thousands who turn to sites like Craigslist or eBay.

That's been the case for Ty Schell of Arizona Power Wash Pros, LLC, who has purchased nine power washers, four trailers, and a bunch of other miscellaneous equipment all from Craigslist. "We find the BEST deals," he explained. "The problem is that we have to search in between other companies posting ads, search in a variety of categories, figure out which keywords to use, and so on, just to find a good deal. It's a long, difficult process."

He also noticed that while different industry forums had sections for people to sell equipment, "I would have to dig around on every forum just to find it. I couldn't help but think it would be much easier if there was a centralized website that worked like Craigslist, but was designed for the cleaning industries."

So in October 2013, Ty decided to take the matter into his own hands. That's what led to the development of CleaningEquipmentTrader.com (CET for short), a brand new website designed for contractors, distributors and others to list their new and used cleaning equipment and supplies that are for sale. It took about three months to develop, and Ty unveiled the "finished" product to the masses this past week. CET is receiving great feedback as well as a few suggestions, many of which Ty immediately implemented.

How CET Works

To use CET, you need to register for an account by creating a username and inputting your email. Next you will

receive an email with a password, which can be changed after you log in. "From there, you can search for equipment or you can make a posting."

To list a product, choose the category where you want to post an ad then click "create listing." Next, you can input a price, upload images, create a description and title. "You can also put cross streets and choose your location if you want," Ty added.

Another handy feature allows you to share your posting on all your social media sites. "One great thing about CET is that each category has an RSS feed you can subscribe to. So whenever new gear is posted in that category, you will receive an update. You can't do that with Craigslist."

When looking for products, you can search by keywords, area, city, state, or category.

When listing products, you have two options. The first is a free ad. The second is a "featured" listing, which runs \$5.99. "The featured listing is just a way for you to reach more viewers and users on CET. The featured listing shows up on the home page, has the word 'featured' next to it, is highlighted in a different color to make it more noticeable, and is listed higher than the free listings on the site," Ty explained. "Featured listings will benefit sellers who are trying to sell their gear fast."

Currently, listings stay on the site for 60 days. Users can edit, delete or renew their listing at any time.

Users login and add all their own listings. "All I do is approve or moderate the listings. If someone posts something that is not in our Terms and Conditions, I will remove it," said Ty. "Basically, this site is for the cleaning industry only and no other posts will be tolerated. And there are no marketing companies on the site. You can sell routes or your business on the site, but you cannot market your business."

If He Builds It, They Will Come

CleaningEquipmentTrader.com is designed for all members of the cleaning industry, in every field. "We are all a part of making the world a cleaner and better place. And I know in my business we often

consider expanding into other cleaning markets. So I think my site might spark an idea for another company to grow their business another direction.”

It’s also a place for listing all equipment – used and new – as well as chemicals, accessories, routes and even cleaning businesses. “I think this will be a great place for distributors to sell new equipment as well,” Ty stressed. “I see some distributors posting on eBay and various bulletin boards. They should also post on CET. That will help make it more popular, and may really help increase their sales – especially since I intend to market the site very well!”

Finally, when asked why he decided to build CleaningEquipmentTrader.com, Ty insisted it was not a project he was doing in order to make a lot of money. “I just wanted a place for everyone to find gear and that could help me sell some of my used gear,” he explained. “And if anyone has any ideas of how to make it better I am always open to all suggestions.”

Ty announced the launch of the site last week, and so far response has been very positive. “We just need more people to sign up



and post. So if you’re posting on Craigslist or eBay anyway, make sure you come over to CleaningEquipmentTrader.com and post there as well. If everyone in the cleaning industry starts using it, then it will be much easier to find great deals and sell equipment fast. The more popular it becomes, the more it will benefit the entire industry.”

Finally, Ty stressed that this is only the first of several websites he plans to create “to develop and improve the industry. I have a list of other ideas that may be coming soon. Stay posted.”

Who is Ty Schell and Why Is He Doing This?

Ty started his power washing business, AZ Power Wash Pros LLC, in 2008, using the \$7500 he received from George Bush’s stimulus plan. He started out as the sole owner/operator, studying the industry forums to learn quickly about the industry.

Because Ty also already knew the basics of web design, his company website quickly gained high rankings on search engines. With that high ranking, his business began growing faster than he alone could handle. Rather than hire staff, Ty decided to subcontract work to another local company, Aqua Tech Power Wash, owned by Brandon Carnicle.

Ty and Brandon quickly hit it off, realizing they were very like-minded in the way they ran their businesses. “Brandon was good at staying calm on the job, taking care of the work, and speaking with clients and employees,” Ty added. “Plus he already had his own gear and employees.” Subcontracting with Brandon allowed Ty to spend less time in the field and more time on his computer, learning more about web design and online marketing. In 2010, the two became partners and the company took off at a “VERY fast pace.”

All of this freed Ty up to work on his web design business, Website Design PHX, which he began in June of 2013. “I really like the web design field and plan on being a part of it for a long time! I learn more every day. Running two businesses is not easy, but I love hard work.” He added, “I also understand the specifics of web design for the cleaning industry, which is an advantage for cleaning companies who come to me for website help.”

It also allowed Ty time to work on other niche projects, such as CleaningEquipmentTrader.com, a project that has become his way of giving back to the industry. “I’m really just doing this to help our industry. The small amount of money I make from this will just go to keeping the site alive.”