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**There
It Was...
GONE!**

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By: Peter Wood

One of the great urban myths of the 21st Century is that there is a place for graffiti as an art form in our cities, and that 'tagging' as the kids call it, is not a defacement of property but a social manifesto. To be truthful, one might think some of it is very colorful and artistic... until it's sprayed across your building or panel vans! Unknown to many, graffiti is costing property owners and city governments hundreds of millions of dollars every year in Canada to clean up. Many regional governments have had to download the cost of cleanup to the property

owners and homeowners in higher taxes as more municipal services are pulled over to fight what many seems to be a losing battle. Costs are becoming more and more prohibitive as the vandalism increases and property values are reduced. Until a few years ago, there were few effective ways of removing the urban eyesores from our public and private buildings apart from painting over the problem and waiting for the next attack. This reactive approach is sometimes all a city can do because of the widespread problem, but what is needed is a

proactive and innovative approach to stop it before it happens... and this is where Goodbye Graffiti™ enters the story.

With the mission to 'clean the world one wall at a time' Goodbye Graffiti™ Inc. was started by Perri Domm in Vancouver, Canada in 1997 as a community minded company whose task was to return B.C.s architecture back to its original condition. Perri Domm realized quickly that there were no companies that specialized in this service and so he began to fill the market on his own with an old truck, a power washer and a lot of

elbow grease!

While getting the business off the ground and graffiti off the walls, Domm quickly saw that there was a need for a more proactive approach to the problem. So, in addition to providing graffiti removal services, the company soon developed its own product line of products to assist consumers and victims of 'tagging' an aggressive set of features to combat the problem. First off the line was the proprietary graffiti maintenance system called the Ever-Clean Program, that changes the customer's graffiti problem into Goodbye Graffiti's™ problem.

This all turns into a win-win business model, as Jeff Smith was to find out and tells others to this day.

Purchasing his Surrey B.C. franchise in 1999 Jeff Smith found he became so successful that he has since opened businesses in Ottawa and recently

in the Okanagan Valley. As the business grew, Jeff's wife, Sharon Tyler soon left her line of work and turned Jeff's Goodbye Graffiti™ franchise into a family business. Their team now includes sales and marketing professionals, chemists, and Certified Graffiti Technicians™ in all their office locations. Jeff and Sharon have enjoyed tremendous achievements and expanded at a fantastic pace utilizing the

proprietary model of the Ever-Clean Program serving as the mainstay of day-to-day operations in all their markets. Jeff says, "Once the property managers and owners see the advantage of having someone else deal with this headache that won't seem to go away they quickly embrace the concept, and it now means that we service over 1500 buildings every week in our Surrey operation alone, plus the emergency calls all for one low monthly rate." An added feature to this innovative program are the weekly photographs sent to the business of every piece of Graffiti removed, giving their

"I am very happy to have found this Graffiti removal company. I've been a property manager for over 15 years and operate quite a few buildings. I continually have problems with people defacing my properties. It has been in the past a headache to clean and remove the markings. Now, it is anything but a hassle. I call, they come, they clean ... job finished. The quality of removals is fantastic as is the response time. In addition, their pricing is reasonable and makes the entire effort worthwhile.

"I would recommend Goodbye Graffiti™ to any organization, which may need the service."

Successful, experienced property managers that enjoyed the Ever-Clean Program in Vancouver very quickly jumped on with the Surrey franchise opening already aware of the quality of service and the cost-reducing advantage of the service and are now happy to have this

valuable program also available in the Okanagan Valley to maintain the pristine beauty of their properties and the surrounding environment. As Sharon also adds, "In addition to property managers, there are a large number of city business associations that sing the praises of our valuable service."

As Jeff will tell you about their success, "We're experts in removing





graffiti from any surface anywhere with zero damage to the substrate. Goodbye Graffiti™ have developed not only a proprietary graffiti maintenance program called the Ever-Clean Program, but also a full line of graffiti removal products, and are currently expanding franchises across Canada and the United States. They've pioneered Scratchiti™ Stop Security Film that protects glass surfaces from the latest 'craze'; scratching graffiti into commercial glass with sharp tools and cutters, and, through extensive research and development, produced 'War Wagon' graffiti removal vehicles and Clickoff™ estimate software to assist the Ever-Clean corporate community."

As part of the largest graffiti removal company in North America you have probably not seen Goodbye Graffiti's™ work... and that means

they've been very successful! Through their patented techniques, surfaces are returned to their spotless condition so the offending vandalism is completely removed without damaging the surface. Where you will see, and certainly hear about them is from the thousands of satisfied property managers across Canada and the United States, who use the highly cost effective service to keep property values high and tenant complaints low.

As further proof that their service sells itself, Jeff and Sharon find that 75% of their business comes from repeat clients and referrals. They now have the time and money to help out in the community while promoting their company, and as a way of truly making a difference, Goodbye Graffiti™ offers free removal of all racial and hate graffiti in their community. As final

testimony to this remarkable service we'll let Robert Newton, Head of Park Maintenance for the City of Port Coquitlam have the last play on words; "When it comes to Goodbye Graffiti™ and vandalism, it's here today, gone tomorrow."

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