



STRATEGIC BUSINESS FRAMEWORK

Atkins Deck Treatment Service

Beautifying & Protecting Homes & Investments since 1990

Vision Statement

The Vision of Atkins Deck Treatment Service is to engage with individuals, families, and property managers to beautify, transform, and maintain their homes, properties, and investments with a focus on health and safety by providing the best cleaning, restoring, and protecting services, while creating an awesome company culture and sustaining the quality and feel of a small, family-owned business.

Core Values

Responsiveness ~ Listening to and understanding wants, needs, and concerns

Integrity ~ Developing respect and rapport through communication and customer service

Quality ~ Valuing the health and safety of clients, employees, and the community

Excellence ~ Beautifying, restoring, and protecting properties as a team

Mission Statement

The Mission of Atkins Deck Treatment Service is to listen to and understand the needs of individuals, families, and property managers to recommend the most effective and efficient process to remove dirt, mildew, and algae and protect homes, businesses, and commercial properties with services by a professional, qualified team delivering exceptional customer satisfaction.

Competitive Edge ~ The Atkins Deck Treatment Service Value

Individuals & Families

- Focusing on health, safety, and maintaining properties with 100% customer satisfaction
- Cleaning dirt, mildew, and algae to beautify, restore, and protect investments
- Choosing safe and environmentally-friendly procedures, materials, and equipment
- Transforming outdoor and home environments to increase enjoyment and relaxation
- Offering outstanding and guaranteed results by knowledgeable and experienced teams
- Working with customers year after year and developing long-term relationships

Business & Commercial

- Maintaining properties with a focus on health and safety
- Increasing safety, while reducing liability
- Reviving property appearance and enhancing curb appeal
- Contributing to the attraction and retention of renters, leasers, and buyers

Team

- Creating a team culture and work environment that is safe, challenging, and rewarding
- Providing formal training and continuing education based upon industry standards
- Valuing the needs and safety of employees
- Fostering work, life, and family balance

Community

- Beautifying and sustaining neighborhoods
- Providing services to create cleaner and healthier environments
- Creating jobs and boosting the local economy
- Supporting local volunteer services and organizations

**Choose to beautify, transform, and maintain
your home, property, and investments today!**