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YOUR BUILDING'S BEST FRIEND'S SITE SHOWCASES CAPABILITIES

In an effort to successfully communicate the Budget Maintenance companies to current and potential customers, employees and other web surfers interested in learning about the multi-faceted company, Budget Maintenance has launched the enhanced and expanded budgetmaintenance.com.

The new site features compelling descriptions of the companies, Budget Maintenance, Inc., Budget Maintenance Concrete Services, Inc., Budget Maintenance Construction Services, Inc. and Budget Maintenance Emergency Services, Inc.

“Although we will continue to operate with four separately owned and operated companies,” said Budget Maintenance, Inc. president John Allen, “promoting the excellence and capabilities of each of them brings value to our customers and their buildings.” On the new website that value is immediately communicated with capability links between companies showcasing specialty services and the cross-marketing of specialty services.

“Budget Maintenance, Inc’s corporate cleaning customers may not even be aware that we offer emergency services that could benefit them during a critical time,” said Allen. “The site is educating building owners and property managers about each of the company’s core competencies but it’s also communicating all of the value-added services that the quartet of Budget Maintenance entities offers.”

The green cleaning program, infrared heat camera and specialty programs like light bulb replacement, parking lot cleaning and construction services are clearly explained alongside of the four companies’ main areas of service in clear, effective layouts. Two interactive demonstrations are featured on the state-of-the-art site. The first is a full-motion capabilities presentation that gives users “quick hit” information about the four companies. Another moving presentation guides users through Budget Maintenance, Inc.’s Communications Manager, an online portal where customers can track their portfolio and the tasks and projects associated with it.

Further features include rotating content, photo project archive, employment opportunities, site review forms, emergency contact forms and capability narration for each company as read by WXPn’s Gene Shay. The site, which launched June 12, 2006, was developed by Phoenixville, Pennsylvania’s award-winning marketing and multimedia firm, Virtual Farm Creative, Inc.

“VFC’s objective was to create a site for Budget Maintenance that would allow users to easily and quickly access all of the capabilities of Budget Maintenance,” said creative director, Todd Palmer. “We wanted to exceed what their regional competition had done but still deliver a simplified user experience because, in the end, business to business sites need to be easily navigable, professional and effective.”

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WWW.BUDGETMAINTENANCE.COM