

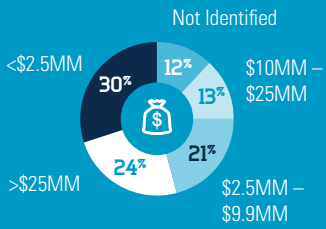
State of the BSC



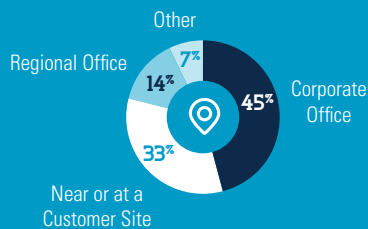
200 building service contractors (BSC) decision makers answered questions on their challenges and strategies for business growth. Here's who they are and what they told us!



Revenue

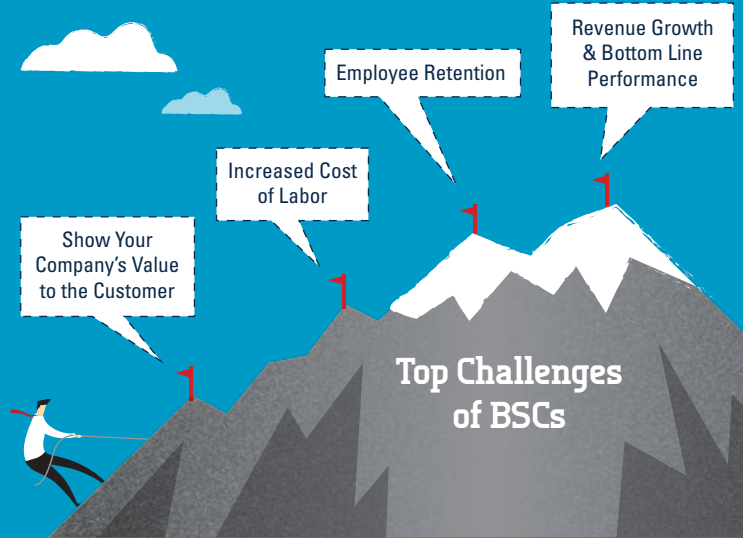
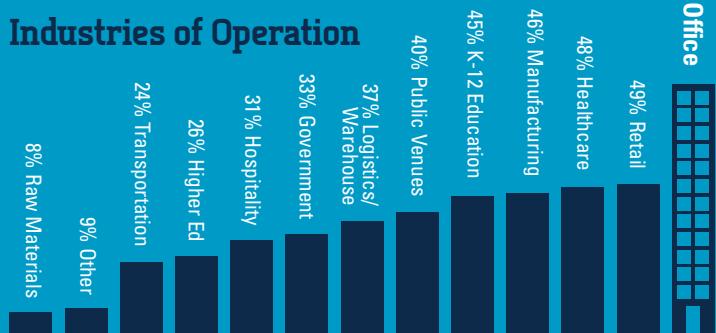


Job Location



Who did we survey?

Industries of Operation

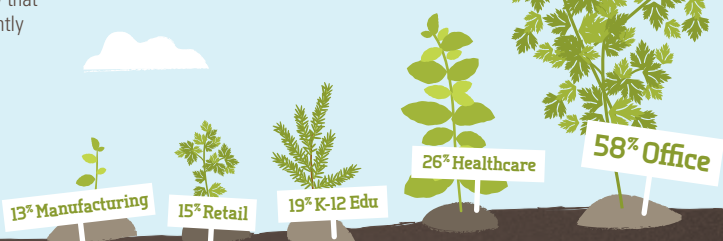


Solving for growth



58% of respondents identify that their company is currently in a **growth mode**

Industries Targeted for Growth

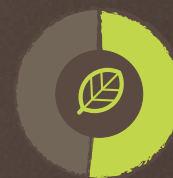


Cultivating BSC Customers

Grow your business by giving the customers what's important to them



rated having **zero to low machine downtime** is extremely important to their customers



rate having **environmentally friendly cleaning machines** as extremely important

What matters most?



Timely Delivery of Equipment



Long Operating Life



Excellent Customer Service



Understand Their Business



72% prefer **OEM Parts** vs. generic

61% said **total cost over machine operating life** is the most important aspect of price

57% identified **cleaning performance** as the most important characteristic when purchasing a machine