

# Keith Smiley B2B Copywriting

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**Client:** Cris's Cleaning Services

**Project:** Website Services Page

**Objective:** To persuade owners of large luxury homes to use their cleaning services

## Portfolio

You have a beautiful, spacious home. You love to throw dinner parties, and have out of town friends and family stay for the weekend. Unfortunately, you don't have time to clean your luxurious home properly. You and your spouse work 40 plus hours a week, have social engagements, and children to raise. With everything you have going on, you just don't have time for house cleaning.

That's where our maid service can help.

We'll work with you to provide maid services that fit your schedule. Whether you need us once a week, the entire week, or once a month, we'll provide the house cleaning services you desire. You can also choose to develop a custom cleaning package that fits your unique needs.

### **Benefits Of Hiring A Professional Luxury House Cleaning Service**

Hiring a professional cleaning service to clean your luxury home offers the following benefits:

#### **Saves Time**

Your busy schedule prevents you from cleaning your house properly. Having a professional cleaning service can do this time-consuming task for you so you can concentrate on more important things.

#### **Can Clean More Thoroughly**

A luxury home requires special attention when it comes to cleaning. The kind of attention you probably don't have with your busy schedule. A professional cleaning service will take special care in properly cleaning your home. They'll take the time to thoroughly clean your expensive home furnishings and appliances.

#### **Cleaning Hard-To-Get-to Areas**

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A professional cleaning service will clean areas that usually don't get much attention. Those areas include chandeliers, light fixtures, air vents, the ceiling and ceiling fans.

## **Concierge Services**

Cris's Cleaning also offers concierge services to help you with your weekly tasks. We can run errands, schedule handyman services, do laundry, take clothes to the dry cleaners, and provide pre and post party cleaning.

We can also train your current staff to maintain the same level of services we provide.

While you may want to clean your luxury home yourself, it would take several weeks for you to finish. By then it would be time to start over again. Why don't you just focus on throwing dinner parties and let us help you with the cleaning. Our luxury home cleaning service will take the stress out of keeping your beautiful, spacious home clean so you can concentrate on entertaining your friends and family.