Squeegee Squad sees sparkling future

by Kelly Johnson
Staff writer

Hard work and dedicated customer service helped turn a two-man window cleaning operation into a growing business looking to expand throughout Minnesota and the United States.

The Squeegee Squad began in 1999 as a way for brothers Jack and Joe Ruegsegger to earn some money.

Both had worked for window cleaning company that did mostly commercial work. The Ruegsegger brothers were part of the crew that would tackle the occasional residential job.

"We saw the fact that there was a different industry in residential (window cleaning)," Joe said. "We basically realized the potential in residential window cleaning."

With an eye on meeting the demands of residential customers and new home builders, Jack and Joe's Window Cleaning, Inc. was born.

That first summer, the brothers worked side by side cleaning windows at homes throughout the metropolitan area. After Joe returned to college in the fall, Jack continued building the business by providing snow plowing and other services during the winter months.

Word-of-mouth referrals proved to be the new business' best advertising.

By the following summer, business had grown so much that Jack and Joe hired five people to help them clean windows.

That number grew to more than 30 employees in the spring of 2003.

Business continued to grow so much that by the fall of 2004, the Ruegsegger brothers had decided to franchise their window cleaning business.

"Our goal was to sell of part of the southern metro area," Jack said. "Franchising is a good way to do this."

So the brothers began the process of franchising Jack and Joe's Window Cleaning, Inc.

One of the first steps was to come up with a unique and memorable company name.

We were walking through Best Buy one day and saw the Geek Squad and thought Squeegee Squad had good alliteration, Jack said.

Once the name was decided, the brothers worked to design a custom software package and create marketing material for the business.

The business owners also secured a location for the company headquarters in Blaine.

There the Ruegseggers set up a training facility and other office space necessary for the growing business.

Franchising documents were official earlier this year for many states and recently became official in Minnesota.

"We've been hearing a lot of positive feedback," Jack said.

Jack and Joe are hoping to build the Squeegee Squad franchise in the Twin Cities metro, Milwaukee and Chicago areas, eventually establishing franchises across the country.

"We want to start out close by so we can service those franchises adequately," Jack said.

The Ruegseggers credit their business success to their own work ethic and dedication to pleasing the customer.

"We just know how to work hard," Joe said.

"Our brand is really customer service," Jack said.

Being both brothers and business partners has proven to be a good experience for Jack and Joe, who both love working outside cleaning windows.

The pair know how each other thinks and can build on the strengths of one another.

Joe came up with the idea to franchise the growing business, but he needed Jack's help in turning the idea into reality.

"I needed his push in saying let's actually make it happen," Joe said.

The Squeegee Squad donates all window cleaning services for Habitat for Humanity projects in the Twin Cities area. (Photo coutesy of Squeegee Squad)

Besides working to build their business, the business partners are also concerned with giving back to the community by providing free window cleaning services to Habitat for Humanity building projects in the Twin Cities.

"We started the company from the ground up. It's a great business," Jack said. "The good Lord blessed the whole company."

For more information about the Squeegee Squad, call 763-780-0492 or visit the website www.SqueegeeSquad.com.

Kelly Johnson is at kelly.johnson@ecm-inc.com

> "The good Lord blessed the whole company."
>
> **— Jack Ruegseggers,** Squeegee Squad co-owner

*2 award winning floor plans. End units have 3 bdrm, 2 baths with a fireplace & patio. The interior units have 2 bdrm, 2 baths with a loft & soaring living room window.

• *Low Fees* • *Qualify regardless of credit situation.*

•Ramsey town center gardens is offering a unique opportunity for customers in any credit situation. With our rent to own program, you have an opportunity to: build equity & experience ownership •like leasing your new home.

[redacted] GenerationRealty

[redacted]

[redacted]

at The What-Not Store

[redacted]

Notice of Proposed Total Budget and Property Taxes

The Blaine City Council will hold a public hearing to discuss the budget and to vote on the amount of property taxes to collect for services the City will provide in 2006.

SPENDING: The total budget amounts below compare the City's 2005 total actual budget with the amount the City proposes to spend in 2006.

2005 Total Actual Budget	Proposed 2006 Budget	Change From 2005 – 2006
$19,729,446	$21,336,889	8.15%

TAXES: The property tax amounts below compare that portion of the current budget levied in property taxes in the City of Blaine for 2005 with the property taxes the City proposes to collect in 2006.

2005 Property Taxes	Proposed 2006 Property Taxes	Change From 2005 – 2006
$14,685,632	$17,034,356	15.99%

LOCAL TAX RATE COMPARISON: The current local tax rate, the local tax rate if no tax levy increase is adopted, and the proposed local tax rate if the proposed levy is adopted.

2005 Tax Rate	2006 Tax Rate if NO Levy Increase	2006 Proposed Tax Rate
31.334%	27.299%	32.388%

Attend The Public Hearing

All Blaine residents are invited to attend the public hearing of the City Council to express their opinions on the budget and on the proposed amount of 2006 property taxes. The hearing will be held:

Thursday, December 8, 2005, at 7:00 p.m.
Blaine City Hall
10801 Town Square Drive
Blaine, MN

If the discussion of the budget cannot be completed, a time and place for continuing the discussion will be announced at the hearing. You are also invited to send your written comments to:
City of Blaine, Finance Director
10801 Town Square Drive, Blaine, MN 55449

60088 12/2/dc

[redacted]

60133 12/2/hc

A Great Family Tradition

Acres and acres of beautifully sheared
Christmas Trees
• Fraser Fir • Balsam Fir • Colorado Spruce • White Spruce
• White Pine • Norway Pine • Scotch Pine

Choose & Cut *OR* Fresh Precut Trees
Enjoy Our Gift Shop
Campfire • Snacks
Hayrides • Animals

Plus... **Fresh** (made as you watch) **Wreaths**

Free shaking, baling, and tying!
Select in the evening an enjoy 1000s of lights!
NEW – Tree drilling machine and stands!
NEW – Local crafts & art in gift shop!
KIDS – See Santa's model train set!
The Alpacas are returning! 11:00am - 3:00pm, Sat. Nov. 26 & Dec. 3

Comments from last year...
"Great trees! Our third year & we love coming here! Thank you." J.M., Isanti
"The very best trees & service in the whole area. Seventh year coming here. Keep up the good work." T.N., Rush City
"This is amazing!! This is my first time but not the last. See you next year!" M.C., St. Paul

SANTA: 11:00 a.m. - 2:00 p.m. Weekends thu Dec. 11
HOURS: Weekdays 11:00 a.m. - 8 p.m.
Weekends 9:00 a.m. - 6 p.m.
Thanksgiving Friday thru Fri., Dec. 23

PINESTEAD TREE FARMS
Isanti Pinestead Location, Hwy. 65 & 285th Ave. NE
1/3 mile S. of Isanti, 1/3 mile E. on 285th Ave. (Co. Rd. 55)
763-444-8206 • www.pinesteadtreefarms.com
Creating Wholesome Fun Family Experiences & Memories

60084 11/25/hc12/2