

Fish Window Cleaning in South Charleston

By Ben Calwell

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For Mother's Day, Joe Kelly could have opted to clean his mother's windows, but such a gift might have seemed a bit ordinary, given their line of work.

Kelly and his mother, Debbie Kelly, are the owners of Fish Window Cleaning in South Charleston.

"I got her a new office chair," Joe said.

The mother-and-son entrepreneurs opened Fish Window Cleaning in March 2010. They started out on D Street, but just recently moved into a new headquarters at 112 E St. in South Charleston.

They are local franchisees for St. Louis-based Fish Window Cleaning, which has been in business for more than 30 years.

"It's the largest window cleaning company in the United States, with 250 locations," Debbie said.

The independently owned and operated Fish Window Cleaning handles commercial and residential customers, with the bulk of their work coming from commercial clients. They handle structures no higher than three stories.

"It's 80 percent commercial, 20 percent residential," she said.

Fish Window Cleaning offers a no-contract "frequency cleaning" service, whereby customers are under no contractual obligation for long-term window cleaning



Metro photos by BEN CALWELL
Fish Window Cleaning recently moved into a new headquarters at 112 E St. in South Charleston. From left are Angela Adkins, Debbie Kelly, Mike Nantell, co-owner and president and Joe Kelly, co-owner.

say, "thank you" and move on. "It's the old-fashioned way" of doing business, she said.

But customers usually stay with Fish Window Cleaning because of the quality of the work. And clients can request how often they would like their windows cleaned. Frequency cleaning is available

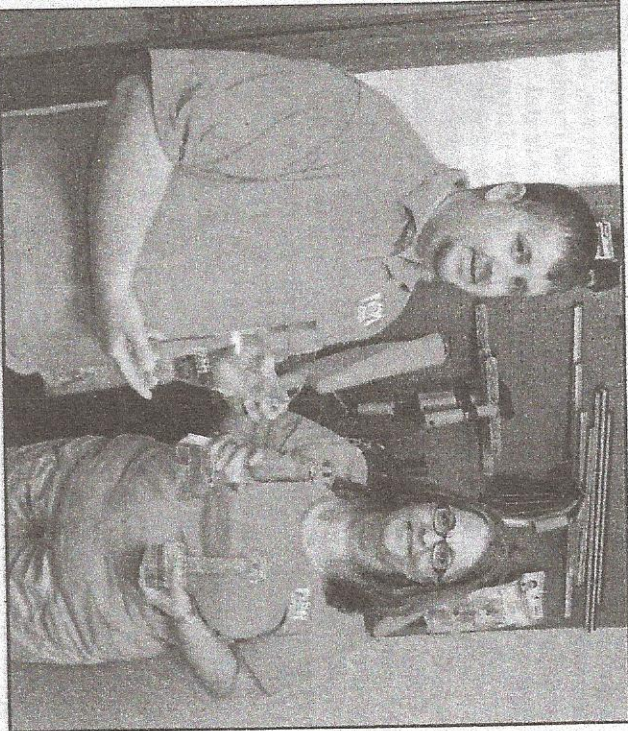
Quincy to Huntington. They use the latest techniques in window cleaning, including "water-fed poles" that can reach 50feet. The poles use pure, "de-ionized" water. "You get better cleaning with de-ionized water," Joe said.

"The water itself cleans. It

leave behind residue on the windows.

Clean windows are important for homeowners and businesses. People are generally aware when windows are dirty. Debbie said studies have shown that employees are more productive in work-places that have clean win-

Brightens your world'



Mother-and-son business owners Joe Kelly and Debbie Kelly are local franchisees for Fish Window Cleaning. They're holding several awards the company has won, including the 2011 Fish Window Cleaning Rookie of the Year Award.

important selling point. "Spring and fall are big for residential" customers, she said.

Fish Window Cleaning offers its services year round. "We work in rain, snow, hot and cold — 365 days a year."

When they became Fish Window Cleaning franchisees, the Kellys traveled to St.

Louis for extensive training at the company's headquarters.

"During the training, we went on window cleaning routes and cleaned windows," Debbie said.

Fish Window Cleaning offers more than just window

cleaners wear uniforms and are licensed, bonded and insured. "We offer free estimates,"

she said.

Before starting Fish Window Cleaning, Debbie worked in human resources for a local hotel, and Joe worked in the mining industry.

"I'd always wanted to own a business; I did some research and liked (Fish Window Cleaning's) philosophy."

Her son decided to join her in the business.

"It's been fantastic," Debbie said.

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