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CASCADE FRESH CLEANING COMPANY RECEIVES ARCSI RESIDENTIAL CLEANING SEAL OF EXCELLENCE Cleaning Service Meets Rigorous Business and Industry Standards to Qualify

October 12, 2010, - Grand Rapids, MI- Local cleaning service **Cascade Fresh Cleaning Company** has been awarded the prestigious ARCSI Residential Cleaning Seal of Excellence by the Association of Residential Cleaning Services, International (ARCSI). In addition to adhering to a strict code of ethics, maid services that receive the Residential Seal of Excellence must also provide documentation that they are insured and bonded, conduct background checks for employees as part of their hiring process, participate in ongoing industry continuing education programs, and proof the company has been in business for at least two (2) years.

“As the not-for-profit international trade association representing the residential cleaning industry, ARCSI believes that in documenting and verifying information before awarding our prestigious seal,” said ARCSI Executive Director Ernest J. Hartong. “We are providing consumers a level of expectation and confidence regarding the professionalism, ethical business practices, and commitment to continuing education from company they are considering giving access to their homes.”

Cascade Fresh Cleaning Company’s owner, Chris McKinney, is thrilled to be among the elite residential cleaning businesses that have been admitted to the program. “The Residential Cleaning Seal of Excellence is a program that allows us to demonstrate that we are committed to excellence in our operation and the services we provide to consumers. The Residential Seal of Excellence provides consumers with a higher level of confidence, and we are proud to be held to those standards.”

If you’d more like more information on The Residential Cleaning Seal of Excellence, or to interview ARCSI Executive Director Ernie Hartong, call 614-547-0887 or e-mail ernie@arcsi.org. **For more information on Cascade Fresh Cleaning Company, contact Chris McKinney at 616-451-4424.**

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The Association of Residential Cleaning Services, International (ARCSI) was established to assist residential cleaning service owners and professionals in starting, promoting, building and expanding their businesses. With members in the US, Canada, the Philippines, Australia and throughout Europe, ARCSI is committed to providing valuable information to ensure the growth and development of our members' businesses. For more information, visit www.arcsi.org or call 614-547-0887.