

## **Nashville Homeowners Embrace Health-Conscious, Green Cleaning Service**

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NASHVILLE, TN, Jan. 22 /Xpress Press/ – When Alison Adkins' daughter developed asthma, one of the first problems she attacked was ridding her home of excess dust, allergens, and any toxic chemicals that left residue. She switched her household over to non-bleach, non-chlorine "green" products and became so meticulous in her detox efforts that a friend suggested she offer a cleaning and greening tune-up to others in the Nashville area where she lives.

BrightHouse Luxury Green Home Cleaning (<http://www.nashvillebrighthouse.com>), debuted in September of this year. The service has been a hit with earth-minded and health-conscious consumers who don't like toxic chemicals entering the water and waste stream, or fear the dangers of accidental contact by their children and pets. Since launching in the fall, the company has tripled its bookings.

Detox housekeeping is part of a larger national trend as consumers learn more about what's actually in the products they use. Research by Planet Green showed that of 17,000 petrochemical cleaning products, only 30 percent have been tested for exposure to humans. Nutrition Business Journal reported this year that sales of natural and eco-friendly household cleaners rose 35% in 2008 to \$737 million.

BrightHouse uses only natural, biodegradable, non-toxic, child and animal friendly cleaning solutions. Instead of throwaway paper towels, surfaces are wiped using micro-fiber products, which can be recycled. Vacuums are equipped with 5-stage HEPA filtration which improves air-quality while in use.

"My switch to green cleaning was a medical necessity," said Adkins. "However, my desire to start an environmentally friendly business was inspired by friends and the initiatives Nashville has taken to become a greener municipality. Using green products keeps toxins from our lakes and rivers, thus eliminating substances that are dangerous to our health."

Adkins' husband, who previously worked as the manager of a 30,000 square foot Nashville estate, helped establish BrightHouse's cleaning routine and luxury amenity offerings.

In addition to its health-conscious, eco-friendly cleaning, BrightHouse includes five-star turn-down service with complimentary organic chocolates, tea, and the homeowner's choice of jasmine, lavender or lemongrass mist aromatherapy.

Besides the appeal of "going green," Adkins added that personal service and communication have been key elements in the company's success. "All our housekeepers are insured, bonded, uniformed full-time staffers. We take extra care to match the housekeeper to the home. Unlike other services, each housekeeper gets to know the client's home and cleaning routines, which can be customized on an as-needed basis. Once a month, a manager inspects the home (unannounced) to make sure the upkeep meets BrightHouse's quality control standards."

BrightHouse fees are comparable to conventional services. The company's most popular package is for a bi-weekly visit and costs \$135. The fee is based on a 3500 sq. ft. home and includes a complete "high to low" cleaning routine. BrightHouse



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doesn't charge for variables such as the number of bathrooms or pets.

For images to accompany this story visit:

<http://www.nashvillebrighthouse.com/media/logo.jpg>

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Contact: Jason Adkins

615-568-9339

[jason@nashvillebrighthouse.com](mailto:jason@nashvillebrighthouse.com)

<http://www.nashvillebrighthouse.com>

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