

Focus On Business

Excellent customer satisfaction is key to V Care's success

If a company measures its success by the number of satisfied customers they have, then V Care is a very successful company.

V Care — a residential and commercial duct and carpet cleaning company — has thousands of testimonials from people who not only would use the company again, but wouldn't hesitate to recommend them to their friends and family.

Owner Savio Vaz, started V Care in 1986 to provide customers excellent service by a team of highly-trained professionals.

V Care is a member of the Floor Covering Institute of Ontario — an association that only accepts companies who meet their strict standards.

Standards that V Care exceeds.

Customer satisfaction is something that staff takes to heart. Staff will take time to explain what they are going to do prior to doing it. They arrive on time and are efficient — in and out without much disruption. They are also accommodating, arriving for a job when it is convenient for the customer.

V Care uses the best cleaning materials on the

market.

The materials don't leave a soapy residue and the carpets remain cleaner much longer.

"People wonder how we are able to provide a high-quality cleaning service at such a reasonable price," said Vaz.

"We are an independently-owned company that doesn't have additional costs. Therefore, we are able to pass any savings on to the consumer."

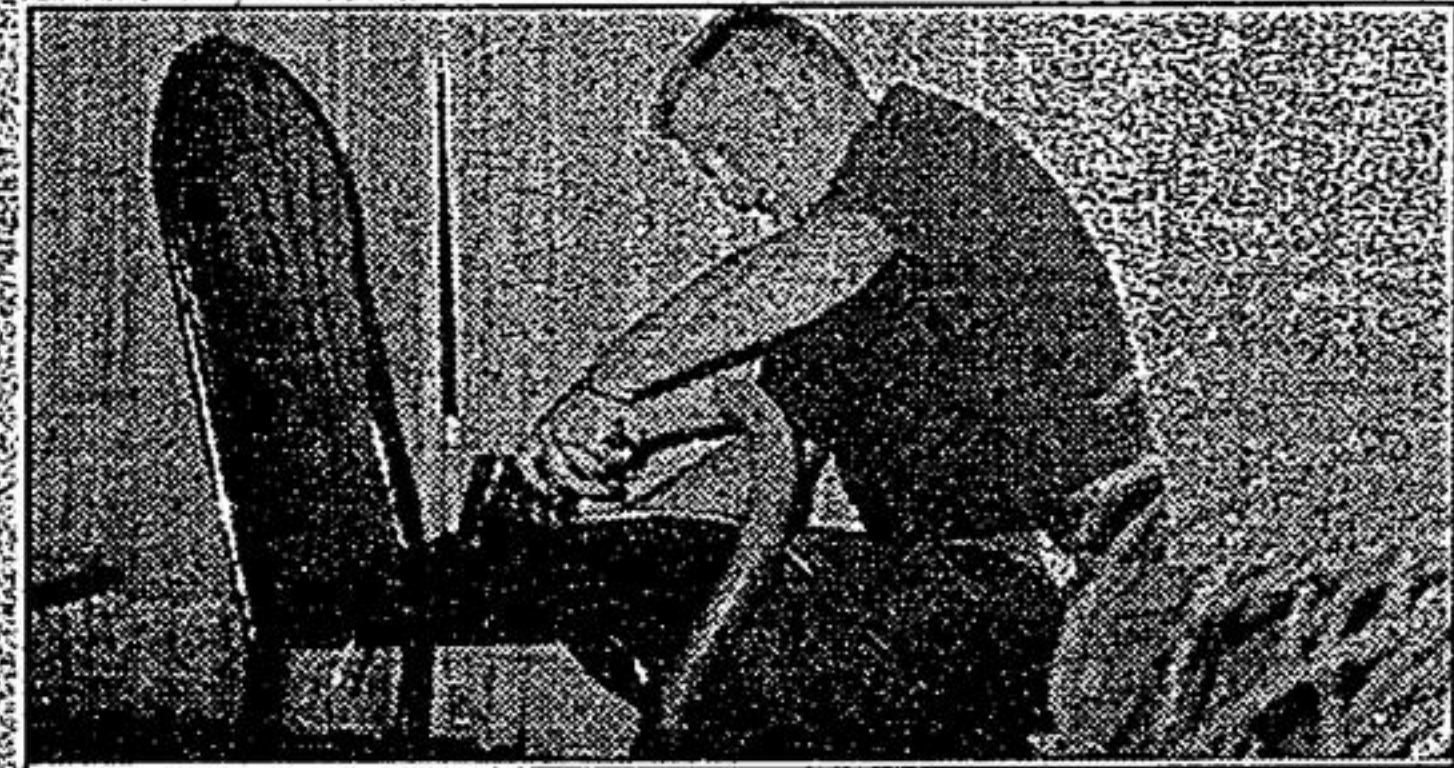
But cleaning carpets and upholstery isn't V Care's only speciality — the company also provides an exceptional duct cleaning service.

Having your ducts cleaned every three to five years prevents them from clogging with dust and debris. Clogged ducts causes eye and throat irritation, breathing problems as well as ruins furniture and drapery.

For details contact V Care at 416-321-1974 or visit their website at www.vcare.com.



People should clean their ducts every three to five years.



V Care has been cleaning carpets, upholstery and ducts for over 11 years.

People come first

RBC Dominion Securities puts client's goals ahead of products

Helping people achieve their goals and fulfill their dreams is Jim MacDonald's job.

But he's not a self-help guru. Jim is actually an investment advisor with RBC Dominion Securities, Canada's leading investment dealer.

Of course that means Jim is concerned with things like stocks and bonds. After all, clients depend on him for investment advice. But in order to make the best investment decisions, Jim needs to understand a client's personal situation.

"Only by understanding where a person is today can I help them get to where they want to be tomorrow," said Jim.

"Everybody has unique goals and dreams. So that means that every investment plan has to be unique. In fact, the first thing I do with a new client is sit down with them and get some background information."

With the help of each client's financial statements, as well as their income tax returns, Jim is able to develop a financial plan that details how each client will reach their goals.

The first draft of the plan is discussed and changes are made. Once the financial plan is approved, Jim advises his clients — based on their needs and tolerance for risk — what investments are best for them.

Jim is a full service broker and can purchase a full range of investment products including money market funds, bonds, stocks, mutual funds and more.

But Jim doesn't work alone.

Jim is supported by a team of highly skilled experts which includes analysts, economists, traders and investment tax lawyers and accountants who help him meet the needs of each client.

He is also able to use the vast resources available to him at Canada's leading full-service investment dealer. Full service means the full attention

of your personal investment advisor. Once the plan is implemented, Jim's service does not end.

"I'm interested in the long-term relationship."

He does this by keeping in contact with his clients on a regular basis.

"The needs of my clients change and the market can change. Regular communication with my clients is essential and is a service I offer to each and every client."

JIM MACDONALD, MBA, PROVIDES MORE THAN FINANCIAL HELP

Jim is also an active member of the community. He is the past president of the Markham Unionville Rotary Club and is on the board of CHATS. Jim is also offering a five-week course on the Fundamentals of Investing and will have a booth at the Markham Fair, October 1, 2, 3 and 4.

To arrange a complimentary investment session or to register for the Fundamentals of Investing course, please call

Jim MacDonald at 905-764-3826.



Jim MacDonald, MBA, an investment advisor for RBC Dominion Securities.

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