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WINDOW WASHING BUSINESS GLEAMS DESPITE TOUGH ECONOMY by Debbie Hatch



Paul Pate puts the polish into a job as owner of Blue Ocean Window Cleaning. PHOTO BY DEBBIE HATCH I-
THE BEACON

The exceptional views from Point Loma and Ocean Beach give homeowners something to brag about — but not if they are looking through dirty windows.

With that in mind, Paul Pate, owner of Blue Ocean Window Cleaning, offers a service to help homeowners maximize their views.

“It’s amazing to me the psychological difference it makes for people when their windows are clean,” Pate said.

Dirt left on a window can eat away at the surface, causing damage over time, especially in San Diego where salt and moisture are environmental factors. Pate suggests homeowners have their windows cleaned at least once a year.

Most homeowners have no idea how dirty their windows are until they have them cleaned, Pate said.

“Everything gets dirty around a window or window frame, and it will get taken care of,” Pate said of his services.

His business includes the cleaning of windowsills, window frames and screens. He also offers the option of having solar panels cleaned.

“There’s nothing fancy about it,” Pate said. “It’s just something that people forget about.”

The effectiveness of the solar panels is increased as the result of cleaning, he added.

Pate and a business partner started a window-washing service in the early 1980s. Over time, the company branched out into landscaping. After six years, the duo amicably split the business into two separate entities. Pate took the landscaping portion and ran with it for 24 years.

In 2005, the economy forced Pate to close his landscaping business and he began working in sales.

Recently, Pate decided to revive his window-washing business as a side job, but word of mouth spread — and now, his side business is taking off.

He said his business ethics, conscientious behavior and dependability are the characteristics of his business; traits he believes are keeping him booked.

“They can expect me to show up on time and do the job at a competitive price,” Pate said.

Pate and his wife are both graduates of Point Loma Nazarene University and have lived in Point Loma for more than 25 years.