

## Overhead low for 'cleaning up'

By Jeff Adams  
(Herald staff writer)

A former diesel mechanic who grew tired of punching a clock, Nelson Cabral is moving into Canada's upper-income echelon by picking up litter in shopping-mall parking lots.

"I could hit \$100,000 this year," said Cabral, who started his business in late 1985. "If I do badly I'll make \$80,000."

That will be gross rather than net income, but Cabral has almost no expenses beyond gasoline, stationery, and the salaries paid to three part-time staffers who fill in so he never works more than 30 hours a week.

The 27-year-old Vancouver resident estimates his net income this year will hit \$50,000. He credits his success to Brian Winch, a Calgary litter-picker who has taught Cabral and other fledgling entrepreneurs how to earn a living by providing outdoor property maintenance.

Winch Enterprises services about 25 commercial buildings around town, mostly small shopping centres and office buildings. He concentrates on garbage

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clean-up but also arranges for grass-cutting and snow removal.

"It's a business anyone can start up anywhere," Winch said in an interview. "They can make it part-time or full-time — build it as big as they want."

Winch signed up his first client in 1981. He's since become convinced that thousands of people in cities all across North America could be earning a living the same way.

To help them do so and to supplement his own income, Winch has put together a business plan and operations manual. It explains everything from how to get a business licence and insurance to how to set prices in particular parts of the city, and from accounting methods to effective advertising.

"There's a lot of little things to help you get started," Cabral attested.

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### CLEANING UP \$100,000 A YEAR: SO SIMPLE YET LUCRATIVE

By Marcus P. Meleton, Jr.

People think of a light bulb, electron microscope, or a cure for cancer when they think of inventions, but in reality it's the simple things like Post-Its, Velcro, and sliced bread that are more likely to make businesses money. These are products that are both accessible to indi-



lip and an attached woven-poly collection bag. "The LitterCatch works as fast as you can walk, and it can do an entire job on a single run before being emptied," he says.

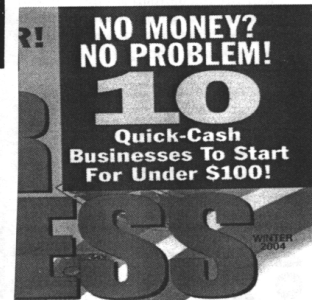
Brian has now developed a business manual and continues working the grounds with the help of relatives and

**\$100,000 A Year Sweeping Parking Lots? YES! ... See Page 30**

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All articles on file

