



# INTS FOR HOMEOWNERS

## Cost Effectively Increasing Your Home's Curb Appeal

(NAPSA)—Sick and tired of looking at that dirty deck? How about that dingy siding? Or are you hoping to cost effectively increase your home's curb appeal in a slow real estate market?

Whether they are readying their house to sell or just sprucing up the exterior in preparation for the outdoor home-entertaining season, Americans are continually looking for affordable ways to beautify and appreciate their home. This is especially true in today's tough economic times.

Those looking for a reasonable way to enhance the appearance of their outdoor surfaces should consider using an exterior stain remover.

Why break the bank and replace that deck or siding when you can use a product that will improve what you already have with minimal investment and work...and bring back its original beauty?

One option is Wet & Forget, an environmentally friendly product that safely and gently removes unsightly mold, mildew, moss and algae stains on virtually any outside surface.

From decks, siding and roofs to concrete, patio furniture and awnings, Wet & Forget gives consumers an affordable option to help remove those challenging, unwanted outdoor stains.

Wet & Forget can be used on virtually any surface because of its unique, noncaustic, nonacidic, bleach-free, biodegradable formula, with a pH level close to neutral. It is applied using a simple



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pump garden sprayer and requires no scrubbing.

This easy application eliminates the needs for rinsing and pressure washing, resulting in substantially less water usage compared to traditional cleaning methods.

Once applied, the wind and rain take care of the rest.

This product has long been popular in Australia and New Zealand and is quickly gaining widespread acceptance in the United States, with rave reviews from a number of consumers.

For instance, Ron Kitlas of Mendham, N.J., used Wet & Forget to help clean the algae stains from his pool deck's concrete pavers. "I tried everything to keep my concrete pavers around the pool deck cleaned, including bleach, but no matter what I tried, the stains always seemed to come

back by the end of the summer," stated Kitlas. "I heard about Wet & Forget and started using it in spring 2009. I simply sprayed the solution on the concrete pavers and within a few rains the stains were gone. Plus, the cleaning lasted the entire summer, meaning I only need to apply the solution once a year, which is a huge time-saver. In my opinion, Wet & Forget is an affordable, easy-to-use product that also produces significant results. I would highly recommend using it."

Loretta Hodgdon of Tampa Bay, Fla., was also pleasantly surprised when she tried using Wet & Forget to clean the algae and moss from her roof. "Our roof had significant moss and algae build-up and we used numerous products that just didn't work. Then we tried Wet & Forget in November 2008 and had great success with the product. We will definitely continue to use the product because it works well and it is safe to use around our surrounding foliage."

Significant results can be expected in as little as two weeks or up to six months. Once clean, surfaces only need an occasional refresher application, saving consumers time.

Wet & Forget is available at select Costco stores and participating Ace, Do It Best and True Value hardware stores, as well as a variety of national and independent home improvement, hardware, and lawn and garden retailers. It is also available for commercial use via Grainger.com.