

Deck Rescue saves the day!

Litchfield entrepreneur restores life to wood decks, fences, docks

by JODY SPRENG – COUNTRY LIVING, MAY, 2007

If Ohio's snowy winters and baking hot summers have left your decks, docks and other wood surfaces looking dirty and drab - it's Deck Rescue to, well, to the rescue.

Deck Rescue is just a phone call away from making dingy wood look new again. According to Deck Rescue owner and President Dave Hydock of Litchfield, Deck Rescue offers a two-step process. The wood is first cleaned with a power washer and wood soap or stripper to safely remove dead wood and fibers, algae and stains. A UV-resistant sealant then is applied once the wood has dried. The process can be used on decks, docks, fences, wood-sided homes and any other exterior wood structure. The treatment lasts for two to three years on flat surfaces and up to five years on wood-sided homes and other vertical surfaces like fencing.

While Deck Rescue comes to the aid of 500 to 600 decks a year, the business venture also saved Hydock from a career of working indoors in a small cubicle.

Hydock grew up on the west side of Cleveland, graduated from John Carroll University in 1992 as a political science major and started a career in sales.

"I was working in a Cleveland office and decided I could no longer tolerate the office world. I wanted to be doing something outside. One Monday, I called a long-time client from Detroit and casually asked him what he did over the weekend," recalled Hydock. After learning that the customer cleaned decks, Hydock got to thinking ... and asked if he could copy the client's business idea. The young businessman then borrowed his mother's car and bought a power washer.

Hydock, who has been trained by Wolman Wood Care Products, the folks who invented the "Wolmanized" pressure-treated lumber, quickly gained a customer base for his new deck cleaning business but remained at his office job for three more years. "When I decided to quit my day job I jokingly told my boss -- who is also a friend -- that I couldn't afford to keep him anymore," Hydock said, laughing.

Today, Deck Rescue employs six workers, filling three crews in seven counties. Most recently, Hydock made the decision to franchise his business. Wolman agreed to endorse his franchise system -- a huge boost for the fledging enterprise.

Hydock finds the job fulfilling because customers see amazing results. The business world took notice, too.

Deck Rescue received the Better Business Bureau's "Torch Award" in 2003, an honor presented to only four area companies biennially. Deck Rescue also won Angie's List "Super Service Award" from 2001 through 2006. In recognition of these honors, Hydock has been appointed to Wolman Wood Care Products' seven-member National Contractor Advisory Board.

"I run my business the same way I ran my paper route as a teenager. I simply treat customers fairly and honestly. It comes down to two words: "Be nice."

In addition to his business goals, three years ago Hydock fulfilled another dream by moving to the country and taking up residence in an 1830's farmhouse in Litchfield. The home has been beautifully restored by Hydock and his fiancée, Jessica Eaken. Together the couple enjoys their horses, four-wheelers and leisurely lifestyle outdoors on the farm.

To bring Deck Rescue to your rescue, visit the company's website at www.deckrescue.net or call 330-764-3007. They work from April through November each year, and tend to book up rather quickly.