



Millennial maven Wesley Bloeme graduates from college boy “Chuck-in-a-truck” to one of Atlanta’s premiere pressure washers

BY DREW RUBLE

Even Wesley Bloeme himself would admit that his foray in to the pressure wash business—an industry in which he is now a rising star—was inauspicious, to say the least.

It was the spring semester of his freshman year of college at Maryville College near Knoxville, Tennessee, when Bloeme started talking to his

friend, Ryan Francis, about starting some sort of summer business to help them make some money. They considered landscaping but quickly determined it wouldn’t work. After all, people were not going to hire a landscaper for a few months, only to have them abandon their lawns when fall semester came and school returned to session.

Bloeme suggested power washing, figuring it was a service their potential

customer base might not need again until the following summer.

“My friend liked the idea,” Bloeme recalled. “Then he said, ‘Have you done it before?’ And I said ‘No.’ Then I asked ‘Have you?’ And he said ‘No.’ So he said ‘Do you have a machine?’ And I said ‘No.’ I said ‘Do you?’ He said ‘No.’ Then there was a pause. Then I said ‘Let’s do it!’”

A month later, the partners found a friend with a machine that

actually worked. Using the company name College Student Pressure Washing, they secured their first client and got to the first job site.

That’s when the steep learning curve really began.

“It took me 45 minutes to figure out how to turn the machine on,” Bloeme said. “Once I finally got it turned on, 20 minutes into the job, I accidentally

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shot off the green tip into the neighbor’s