



# The Snow Enemies

The threats that shut commercial facilities down — and what a real winter operations partner does about each one.

## 01 Unsafe Conditions

- ✗ Slippery surfaces
- ✗ Dangerous, ungritted entrances
- ✗ Slip-and-fall incidents
- ✗ Overnight refreeze with no de-icing follow-up
- ✗ Sites left operationally dangerous

✓ PRO SNO: Pro Sno keeps every surface safe — not just plowed.

## 02 Blocked & Shut Down

- ✗ Unplowed lots
- ✗ Facilities that can't open — operationally closed
- ✗ Blocked loading docks, fire lanes & ADA access
- ✗ Nowhere to put the snow — no hauling plan
- ✗ Slow, inefficient, incomplete clearing

✓ PRO SNO: We keep facilities open, accessible, and running through the storm.

## 03 No Communication

- ✗ Can't reach anyone at the snow service
- ✗ Late return phone calls
- ✗ Late to the party — slow storm response
- ✗ No proof of service — no photos, no timestamps

✓ PRO SNO: Reach a real person before, during, and after every event.

## 04 No Plan, No Backup

- ✗ No operational plan
- ✗ No emergency or strategic plan
- ✗ No emergency response team
- ✗ "Chuck in the truck" — one guy, no backup
- ✗ Uninsured contractor — their risk becomes your liability

✓ PRO SNO: A documented plan, a real crew, and full insurance behind every site.

## 05 Can't Adapt

- ✗ No adjustments when the forecast changes
- ✗ Can't make on-the-fly executional adjustments
- ✗ Can't handle severe-weather conditions
- ✗ Unpredictable billing & budget surprises
- ✗ Property damage — curbs, landscaping, pavement

✓ PRO SNO: We adjust execution in real time as the storm changes.

**Pro Sno defeats every enemy on this page.** Hands-on ownership, technology-driven communication, and scope & budget control — so your site stays safe, open, and running all winter.