

# DIVERSIFY

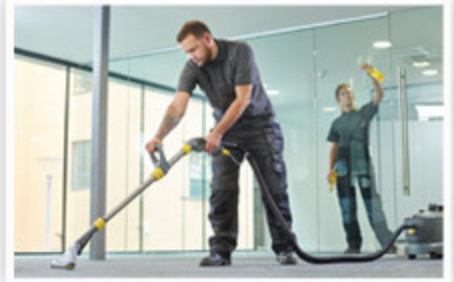
**12 Ideas** with Contact Information on  
How to Diversify Your Business.



**Mold Remediation**



**Handyman Services**



**Carpet Cleaning**



**High Dusting**



**Junk Removal**



**Maid Service**



**Sell Supplies**



**Pest Control**



**Window Cleaning**



**Vent Cleaning**



**Gym Floor Refinishing**



**Water Restoration**



**By Wayne Baxtrom**  
- The Janitorial Coach -  
52 Years in the Janitorial Business

# Diversification in the Janitorial Business

## Why? Three reasons:

1. Offer more services to your existing customers.
2. Out-service your competition.
3. Create new profit centers.

## Types of Services to Consider:

1. Carpet Cleaning
2. Water Restoration
3. Window Cleaning
4. Maid Service
5. Mold Remediation
6. Junk Removal
7. Sell Supplies
8. Handyman Services
9. Pest Control
10. High Dusting
11. Gym Floor Refinishing
12. Vent Cleaning

On the following pages, I'll show you lists of franchise options for providing these services. Also, you can always do it yourself!

# Carpet Cleaning

## Chem-Dry

Chem-Dry is the world's largest carpet cleaning franchise — and one of the most economical, multi-unit franchise opportunities you can own. Entrepreneur magazine has ranked Chem-Dry a top franchise system and the No. 1 carpet cleaning franchise for more than 40 years in a row.

[www.chemdry.com](http://www.chemdry.com)

## Oxi Fresh

Oxi Fresh is a revolutionary carpet cleaning company that is committed to being green. Our carpet cleaning technology creates powerful, oxygenated cleaning system that breaks down spots so that they can be effectively removed from the carpet pile. Plus, our green carpet cleaning is safe for children and pets, leaves no sticky residue, and has a fast one-hour dry time! With our standards of excellence, our carpet cleaners wouldn't accept anything less.

[www.oxifresh.com](http://www.oxifresh.com)

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**Or, do it on your own!**

# Water Restoration

## **SERVPRO**

With more than 1,700 franchises nationwide, SERVPRO is a leader in the restoration industry, and its professionals are faster to any size disaster. SERVPRO Professionals are available 24 hours a day/7 days a week and are ready to restore or clean your property. Residential Services Whether you need emergency flood damage restoration or top-to-bottom home cleaning, you can trust SERVPRO Professionals to make your house feel like home again. They have the training, experience, and equipment to quickly get your home looking its best.

[www.servpro.com](http://www.servpro.com)

## **More Floods**

More Floods provides non-franchised restoration companies unique business systems and exclusive training and education that unlock high growth. We are a member-based network of independent restoration companies.

Our members are the envy of their local competitors because they have exclusive rights use our proven formula – unique operational and marketing systems, experienced guidance, education and training not available anywhere else in the industry. We have a 15-year track record of proof – in any and every market and situation.

[www.morefloods.com](http://www.morefloods.com)

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**Or, do it on your own!**

# Window Cleaning

## Window Genie

Window Genie is America's leader in home services. We specialize in window cleaning, window tinting, pressure washing, gutter cleaning and more. Each Window Genie location is locally owned and operated by franchise partners who are dedicated to improving the look and value of homes and small businesses in their communities.

[www.windowgenie.com](http://www.windowgenie.com)

## Mr. Window Cleaning

Consumers currently have a vision of window cleaners as guys with a bucket and a squeegee working from their cars or riding bicycles, perhaps even taking the bus! And although many entrepreneurs may have started out this way few have taken it to the next level of professionalism which has put this negative image in consumers' minds.

With higher per-customer profits, you spend less time traveling and more time increasing your profits. By becoming a Mr Window® Franchise Partner you are able to reach that same level of professionalism immediately and increase the chances of your business being successful by almost 90%. Mr Window® Cleaning is an emerging franchise system set to become "America's Window Cleaner"! Would you like to be a part of history?

[www.mrwindow.com](http://www.mrwindow.com)

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**Or, do it on your own!**

# Maid Service

## Molly Maids

For over 35 years, customers have welcomed the trusted cleaning professionals from locally owned and operated Molly Maid businesses into their homes. We follow cleaning processes and procedures that are designed to help create a cleaner and healthier environment for you and your family.

For additional safety and protection for everyone, our teams are provided with masks and gloves to use while cleaning your home. We've provided cleaning services to over a million customers, and want you to know that you can continue to rely on us to go above and beyond to provide you with a worry-free, top-notch cleaning service every time. Taking care of homes and those in them is what we do best. We firmly believe a healthy home is a clean home!

[www.mollymaid.com](http://www.mollymaid.com)

## Maid Brigade

***It's About The Customer. Every Time.*** - We believe this motto and live it every day! The concept seems so simple, yet many house cleaning companies fail to deliver. From top leadership to front-line employees, we are committed to treating our customers fairly with the kind of dignity, respect, and appreciation we all value. We believe that if every interaction with our customers is governed by these ideals our company and our employees will earn your trust. Ensuring that our cleaning services are consistent, reliable, thorough, and affordable are all part of our business philosophy. It's important to us that we not only leave you with a cleaner, healthier home but also that our maids help alleviate the burden of housework from your schedule.

[www.maidbrigade.com](http://www.maidbrigade.com)

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**Or, do it on your own!**

# Mold Remediation

## The Mold Pros

If you think you have mold problems, you should consider having your home or office tested before hiring a company for mold remediation. If you have elevated mold levels in your home or office, you now have an all-natural option for mold remediation. We use The Mold Pros' proprietary formulas, which benefits you in two ways: It can be less expensive than the traditional mold remediation process and is non-toxic. The Mold Pro technicians are trained to use the most effective and safe process to make your home or business safe from mold and to repair cracks that allow mold-creating moisture into your home or business.

[www.themoldpros.com](http://www.themoldpros.com)

## Advanta Clean

When it comes to mold remediation, water damage restoration, moisture control, radon mitigation, and air duct cleaning, there is only one name you should trust – AdvantaClean. Our team of certified professionals deliver fast, reliable services backed by over 20 years of experience. We are the first responders when you face emergencies such as severe mold growth, burst water main, or more. We work quickly and efficiently to tackle the problem to prevent further, costlier damage.

[www.advantaclean.com](http://www.advantaclean.com)

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**Or, do it on your own!**

# Junk Removal

## Junk King

Junk King is an eco-friendly junk removal company headquartered in South San Francisco, CA. We focus first and foremost on you, the customer. We understand your time is valuable, so we call you 15-30 minutes ahead of every job to let you know we are coming. We are currently #1 rated nationally for our customer service, and that means a lot to us. Finally, we understand all of us share resources to make our communities, small and large, work more effectively. This is why we are the only national junk removal with sorting facilities in our locally owned locations. We sort, reuse, recycle, and donate as much as we possibly can to be a responsible waste removal partner for a better tomorrow.

[www.junk-king.com](http://www.junk-king.com)

## 1-800-Junk

When you call 1-800-GOT-JUNK for your junk removal needs, you know you'll get service you can rely on. We offer 24 hour customer service, so you know we'll be there whenever you need us. Choosing 1-800-GOT-JUNK as your junk removal company is simple.

[www.1800gotjunk.com](http://www.1800gotjunk.com)

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**Or, do it on your own!**



# Sell Supplies

## Agent Clean Solutions

Agent Clean Solutions was founded to provide optimal products to our Agent Clean franchisees by offering high-quality, affordable, and efficient detergents and degreasers. The same factors that make our products great for our franchisees makes them great for any contractor in the exterior cleaning industry.

Agent Clean Solutions provides high-quality cleaning products for professional contractors in the exterior cleaning industry. Featuring a full suite of degreasers and detergents, our products meet and exceed the needs of our clients. From degreasers to detergents, see why Agent Clean Solutions helps you wash with confidence.

[www.agentcleansolutions.com](http://www.agentcleansolutions.com)

## Pollock

Here at Pollock Orora, we love to solve. It's what we do for each of our customers, sourcing, supplying, and solving the biggest challenges for the people who manage the places, maintain the spaces and ship the things that make business work. Whether that's helping keep your workplace clean, stocking the essentials you need to run or working with you to pack and ship your products, we'll roll up our sleeves and design the right solution for you and your bottom line.

[www.pollock.com](http://www.pollock.com)

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**Or, do it on your own!**

# Handyman Services

## Mr. Handyman

Mr. Handyman is proud to be the name that nearly 1 million homeowners have trusted since 1996 for home improvement and repair, providing virtually any home repair, installation and maintenance service. You don't want to put your life on hold to fix the door that won't close, or patch the hole in your drywall, and we understand that. That's why our team respects your schedule and arrives with all the tools and equipment necessary to provide an efficient, reliable handyman service. It is our goal to keep your home in tip top shape so you can stay on track.

[www.mrhandyman.com](http://www.mrhandyman.com)

## Handyman Pro

HOME IMPROVEMENT & MAINTENANCE OF THE HIGHEST QUALITY. Whether you want to change your landscape or update one of the rooms in your home, Handyman Pro has you covered. Our team specializes in countless handyman services, from miscellaneous home repairs and maintenance to carpentry, remodels, and more. We can maintain your home so you can maintain the more important aspects of your life.

[www.handymanpro.com](http://www.handymanpro.com)

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**Or, do it on your own!**

# Pest Control

## Black Diamond Pest Control

Black Diamond Pest Control has been serving communities for over 80 years! We are a FULL-SERVICE pest control company, which means that whatever your pest problem may be: from bed bugs, cockroaches or termites to raccoons, birds, bats and more... we can custom tailor a solution for you.

[www.blackdiamondpestcontrol.com](http://www.blackdiamondpestcontrol.com)

## 360 Pest Control

We strive to provide safe and effective pest management services while educating our customers on factors which make your structure conducive to pest damage. It's no secret in the pest industry – pests are developing resistance to our chemicals yet industry practices have been reluctant to change. Spraying chemicals is all many pest operators know to do.

Our technicians know better because they are trained to inspect your home or commercial building and they are trained to recognize conducive conditions which promote pest infestation. Our technicians receive at least twice the training other firms offer. Most carry additional licensure – as a home inspector and they receive extensive training in mold/fungi/moisture. Why settle for the same old pest technician when you can have a dual licensed professional who will not only control insects but alert you to potential issues with your residence or business? Our service includes a free annual maintenance check as well. Try getting that from the local bug man!

[www.360pestpro.com](http://www.360pestpro.com)

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**Or, do it on your own!**

# High Dusting

## Easy Ceiling Solutions

This is NOT like the traditional ceiling cleaning and maintenance service you've heard of and researched on your way to finding me. I started in that business and developed a better way. I discovered unique and proprietary ways to do things, along with added value services. Your Business Opportunity

These methods and services produce better results and a higher degree of customer satisfaction. This is a very low cost business that allows you to earn your entire investment back in 4 hours or less on your first job. I have been performing these services in commercial settings since 1989 This is NOT another janitorial business either.

Once you have studied my training material and purchased the equipment needed there is nothing further to buy. I take no percentage of your revenue like the franchisors do. This work is very easy to perform and enables you to earn \$2000 a week working part time hours.

[www.easyceilingsolutions.com](http://www.easyceilingsolutions.com)

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**Or, do it on your own!**

# Gym Floor Refinishing

## N-Hance

N-Hance® floor refinishing services give you a quick, easy, and affordable way to restore the original beauty of your home's wooden floors. Our Lightspeed® refinishing process offers a number of advantages over traditional methods for refinishing hardwood floors. Our process generates none of the dust, mess, or odors of traditional refinishing. It also takes a fraction of the time, with most floors refinished in a single day, instead of 3-4. In addition to hardwood floors, we can even handle non-sandable flooring like cork, bamboo, and hand-scraped floors. Explore our floor refinishing services below to find the right choice for your home!

[www.nhance.com](http://www.nhance.com)

## Bona Floor Care

Bona's Professional Series Floor Care Systems are designed for effective and easy care of floors. The #1 choice of professionals, these floor care products are safe for floors, families, and the environment. Available in Hardwood, Stone, Tile & Laminate, and Luxury Vinyl formulations.

Bona AB is a family-owned company founded in 1919. With its headquarters in Sweden, Bona is now present in more than 90 different countries all over the world through subsidiaries and distributors. We provide products for the installation, maintenance and renovation of hardwood floors.

[www.us.bona.com](http://www.us.bona.com)

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**Or, do it on your own!**

# Vent Cleaning

## Dry Master

DryMaster Systems, based in beautiful sunny Southern California, has been in the professional carpet, air duct and dryer vent cleaning business for over 15 years with great success. Over the years, we have helped hundreds of DryMaster Affiliates become successful business owners, by providing them with access to the superior DryMaster technology and equipment, the proven DryMaster marketing and advertising methods, and unlimited personalized technical support.

[www.drymastersystems.com](http://www.drymastersystems.com)

## Air Duct Clean

AIRDUCT CLEAN offers cleaning services for air ducts and dryer vents, air duct sealing, as well as other products and services designed to improve your indoor air quality. Our air duct cleaning service involves removing all the dust, dirt, debris, pet dander and mold spores from your air ducts, which improves the quality of your indoor air and extends the useful life of your air filters and HVAC system.

[www.airductclean.com](http://www.airductclean.com)

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**Or, do it on your own!**

# Diversification Done Right

BY KASSANDRA KANIA

Regardless of what a customer asks you to do, there's only one answer," says William R. Griffin, president of Cleaning Consultant Services Inc., Seattle, "and that's, 'No problem, we can take care of it.'"

In today's competitive marketplace, this response has become the building service contractor's mantra — and companies are backing it up with a can-do attitude and a willingness to provide any service their customer requests. Gone are the days when BSCs stop short at janitorial services. Many are branching out into areas such as pest control, security and landscaping to supplement their primary business and offer customers a one-stop shop.

Facility managers are outsourcing more nonessential operations and BSCs are finding that customers prefer the convenience of dealing with one vendor and one bill for multiple services. However, BSCs should proceed with caution.

"Diversification can be an excellent opportunity for additional income," says Griffin. "It can also be a disaster." Most companies just aren't ready, he says, and for those who are losing money, diversification could mean the death of their business.

As with any business venture, BSCs need to carefully research the industries they wish to expand into before developing a business strategy.

## Starting Out

BSCs diversify in three ways: by acquiring other companies, by subcontracting out to other companies, or by doing the work themselves. First and foremost, they must obtain domain expertise — and for BSCs that add services dissimilar to their core business, acquisitions may be one of the quickest methods to obtain that knowledge.

## Diversify Your Business • 12 Ideas

Kimco Corp., in Norridge, Ill., was exclusively a contract-cleaning company until 2001 when it branched into handyman and HVAC services. Since janitorial and handyman services shared similarities, company executives chose to hire employees with handyman expertise and run both services under the Kimco umbrella. For HVAC services, Kimco acquired an HVAC company.

“HVAC is wildly different [from janitorial],” says John Barrett, CEO, Kimco Corp. “There is no common ground, so it must be run with its own executive team. The biggest challenge was becoming familiar with the unique requirements of that industry.”

For BSCs that are not in acquisition mode, hiring subcontractors can be an attractive alternative. Richard Ollek retired from Mid-America Building Maintenance in Phoenix, where he subcontracted out pest control and landscaping services.

“I was not an expert in these areas,” admits Ollek, now senior consulting partner, Consultants in Cleaning, Camdenton, Mo. “We knew the janitorial business inside and out. Rather than try to become a professional in other areas, we decided to partner with other professionals so there wouldn’t be a learning curve, and if we made a mistake, we wouldn’t jeopardize our other business.”

While growing a business internally and finding qualified employees can involve greater risk — and take longer — the rewards are worth the effort. Joseph Obazee, owner of P&J Quality Maintenance & Housekeeping in San Diego, started his business in 1991, at which time he only offered janitorial services. Over the years, his business has expanded to also include landscaping and home improvement services. “Sometimes when I was cleaning, the painter, or plumber, or electrician would come, and I’d watch what they were doing,” says Obazee. “By observing, I learned how to do most of the basic work myself.”

Obazee also hired someone with maintenance experience to assist him and soon learned one of the dangers of diversifying: relying too heavily on one person.

“I was so dependent on this guy,” says Obazee, “and I thought, ‘What if he quit?’ I would have to do the work myself.”

Eventually, the employee resigned, and Obazee found himself in a difficult situation.



## Diversify Your Business • 12 Ideas

“I had no choice,” he says. “I had to do it myself, [but] the more I did it, the easier it got.”

Today, Obazee has found a healthy balance between doing the work himself and contracting out to other companies.

BSCs can also turn to industry associations and schools to find qualified candidates, says Dick Dotts, president of Diversified Maintenance Services, Los Angeles. When his company branched out into landscaping, he sought an employee who was knowledgeable about the business and had the right credentials.

“Landscaping is a fairly technical field,” he says. “There are more kinds of plants in the world than cleaning chemicals, and if something is wrong with a plant, you have to diagnose the problem or find an expert that can help you. You also have to consider the geography and climate of the area, and know what plant material is most suitable for that region.”

By attending industry trade shows and hiring qualified people, Dotts started to learn the landscaping business. Today, he has approximately 300 landscaping employees.

### **Mind Your Business**

While many of the services BSCs offer are similar in nature, there are often subtle — and not so subtle — differences that need to be addressed. BSCs expanding into security services, for example, must familiarize themselves with new contract, payroll and billing procedures that may contradict the cleaning side of the business.

“In the janitorial industry, if someone on the crew doesn’t show up, everyone pitches in to get the job done,” says Richard Dickinson, president, Dickinson & Associates, Houston. “If you have a security contract that calls for three people on the night shift, you have to have three people on the night shift. If someone doesn’t show up, you put your uniform on and you get out there. It’s a 24/7 business.”

For smaller companies, this can be a difficult adjustment to make. Also, security companies bill per hour while janitorial companies typically bill per month, using square footage in their cost calculation, along with other items such as number of offices, carpet vs. bare floor, etc.

## Diversify Your Business • 12 Ideas

In addition, BSCs must be familiar with the state regulations that govern security companies, says Gary Kutty, CEO, Kutty & Associates LLC, Dayton, Ohio.

“Each state has separate regulations,” he says. “[BSCs] need to be licensed as a security company, and they have to have a minimal amount of liability and workers compensation insurance. They have to apply to the state to be licensed for business in that state and register all the security personnel they bring on board.”

Other diversified services, such as pest control, also require compliance with state regulations.

“In most states, you have licensing requirements to handle hazardous materials,” says Griffin. “Also, if you spill chemicals in your truck or on the street, there are liability and cleanup issues.”

BSCs must take into consideration costs associated with insurance, security and disposal of dangerous chemicals when branching out into services beyond janitorial.

### Practice Patience

Despite the challenges, BSCs are continuing to bundle services to meet customer demand and turn a profit. And while many of them are successful at it, the consensus seems to be that slow and steady wins the race.

“Often diversification is not lucrative at first,” says Barrett. “These are businesses that require investment. If someone’s in a hurry to get return on investment, this is a lousy strategy.”

Companies often overlook services that require less time and money to get up and running.

“There are add-ons that people are missing out on, like spot removal, furniture and carpet repair, and graffiti removal,” says Griffin. “So many things are slipping through the cracks. There’s training out there to do these things, and they’re highly profitable.”

Perhaps once BSCs master these add-on services, they will be ready to try their hand at other diverse, and profitable, operations.

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## About the Author

*Wayne Baxtrom, The Janitorial Coach*, has over 52 years experience in the cleaning business. He has started 3 multi-million dollar Janitorial Businesses — the last being sold for over \$6,000,000. Recently retired, Wayne still feels the fire in his belly to stay active. He is motivated by his desire to help any and all folks making their living in the cleaning industry.

Wayne offers Janitorial Business Programs for startups and seasoned pros. To learn more about how Wayne can help your business grow, visit [www.TheJanitorialCoach.com](http://www.TheJanitorialCoach.com) and schedule your free Discovery Call.