



Biz Jargon

Block insurance policy:

An insurance arrangement where multiple properties are covered under a single insurance policy. This makes it easier for landlords who own multiple properties, but do not wish to be burdened by managing individual policies for each property.

Bookmark



Jump Into Janitorial: How to build a cleaning business netting over six figures a year, stress free

Author: Ron Piscatelli

Publisher: AuthorHouse

Price: \$18.75

In a nutshell: This book provides a guide to marketing and organizing a janitorial business, training and recruiting workers, profiling perfect clients and making those sales, all with the goal of establishing a \$1 million business.

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What's there: The National Property Management

Association provides tips and information on seminars about the best practices of asset property management, network opportunities with other property managers, as well as a directory of vendors that provide services to property managers, such as asset services firms.

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Cleaning up

Local commercial janitorial firms know dirty jobs pay off

BY RICHARD BILBAO



Zerivitz

Don Zerivitz doesn't mind tackling dirty jobs.

After all, the owner of Altamonte Springs-based Pro Clean Building Maintenance, a commercial cleaner and janitorial services firm, has seen at least a 14 percent increase in business this year due to a growing number of businesses looking for cheaper service.

"We've seen a lot more movement in customers initiated by price," said Zerivitz, declining to reveal his firm's annual revenue.

In addition, the firm achieved the Cleaning Industry Management Standard (CIMS) Certification in 2009, an international certification supported by the U.S. Green Building Council. As a result, this has allowed Pro Clean Building Maintenance to target clients that are working to be more eco-friendly, said Zerivitz. "Our CIMS-Green Building certification has created demand for our services from companies who value cleaning for health first and appearance next."

His is one of several Central Florida commercial cleaning companies that have kept busy during the recession doing the simple, yet important, jobs of keeping construction sites clean and making sure the everyday workplace looks a bit shinier.

Some of Pro Clean Building Maintenance's clients include the RDV Sportsplex, McCoy Federal Credit Union and Avatar Development.

Due to growing demand, the firm added 50 employees during the past year, giving it a total of 300 workers.

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Angel Castillo of Mitch Murch's Maintenance Management Co.

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CLEANING

FROM PAGE 15

That made the firm the third-largest Central Florida janitorial services company, up from No. 4 last year, according to *Orlando Business Journal* data. (See List, Page 18.)

His firm isn't alone in its growth.

The region's second-largest janitorial services company, D&A Building Services in Longwood, added 50 new workers since January to its 500-employee base. And it's in the process of hiring for 10 new positions ranging from window washers to janitorial cleaners, landscapers and supervisors.

The company, which recorded \$16.5 million in revenue last year — the same revenue it had in 2008 — specializes in janitorial services, waterproofing and landscaping.

D&A Building Services attributed its recent staff growth to more demand for its waterproofing division, which provides repair and touch-up services for buildings, as well as the fact that it has gotten business in cities such as Jacksonville, Tampa and Dallas. In addition, D&A Building Services has adapted to the economy by offering more flexible pricing, increasing its marketing efforts and marketing personnel.

Its clients include Flagler Development Co., Orlando Utilities Commission and Health Central.

"People have cut back on janitorial

JIM CARCHIDI

Mitch Murch's Maintenance Management Co. employee Candelaria Cobain

services in certain areas, such as cutting down quarterly carpet cleaning to semi-annual carpet cleaning, but, overall, commercial space still needs to be cleaned five days a week," said Al Sarabasa Jr., president of D&A Building Services.

Meanwhile, Central Florida's largest commercial building cleaner is the Orlando division of Mitch Murch's Maintenance Management Co. (MMMM), a company based in St. Louis, Mo., which employs 561 employees locally.

Its local clients include the Orlando Science Center, Eola Capital, Universal City Walk and CSX.

The local division of Mitch Murch's



Sarabasa



Maintenance Management Co. earned \$14.9 million in revenue for 2009. The firm would not disclose its 2008 revenue.

"The innovative solutions we offer our clients and prospects make a difference" in the company's local growth, said Jill Loftis, regional sales director for MMMM in Orlando.

For example, the firm's proprietary programs, Cleanpath and Qualitypath, offer improved efficiency and real-time data management, deliver cost savings, and improve the appearance of a building, she said.

The bottom line: Despite a bad economy, commercial property owners still need cleaning crews, said Loftis. "Some clients are faced with shrinking budgets, but the size of the building remains the same and it still needs to be cleaned."

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Judge strikes down growth management bill

Leon County Circuit Court Chief Judge Charles Francis on Aug. 26 ruled that a growth management law passed last year was unconstitutional.

The Community Renewal Act would have ended the regional planning review process for major projects known as developments of regional impact, or DRIs.

The law would have removed the 37-year-old DRI process — a process that required approval on land-use changes from the state Department of Community Affairs — for areas of certain population sizes that already have necessary services, such as water and sewer.

It also would have ended requirements that developers pay to upgrade roads in designated areas. Plus, it extended the shelf life of a building permit for two years.

The Florida Chamber of Commerce was disappointed in the ruling and is evaluating the appropriate next steps to protect its members' interests, said Adam Babington, vice president of government affairs.

He said the legislation was intended to reduce excessive regulations, stimulate investment and create jobs.

The ruling was a result of a lawsuit filed in South Florida in July 2009 by nearly 20 governments, including the city of Fruitland Park. The suit alleged the Community Renewal Act violated the Florida Constitution's unfunded mandate provision — requiring municipalities to spend money without providing those funds.

— Anjali Fluker and Paul Brinkmann