

# The Silicon Review

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Danielle Vest | Founder | CEO

**Transitioning towards organic alternatives is a significant priority for us: Danielle Vest of Preferred Cleaning Service Inc**



## Transitioning towards organic alternatives is a significant priority for us: Danielle Vest of **Preferred Cleaning Service Inc**

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**P**referred Cleaning Service Inc is a leading commercial cleaning services company. It serves clients in the United States.

Danielle Vest founded Preferred Cleaning Service and currently serves as its Chief Executive Officer.

We, at The Silicon Review, contacted Danielle for an interview, and this is her response.

### **Interview Highlights**

***Please tell us about the circumstances or events that led to the founding of Preferred Cleaning Service.***

It is a long story, but I can summarize it for you. I grew up on a commercial property where my parents and I lived and worked together. I began at a young age, helping my father with property maintenance while my mother took on other relevant jobs for extra income. Although I wasn't always actively involved, my early experiences shaped my understanding of the industry. At the age of 30, I consolidated my endeavors under a single company, initiating residential cleaning services and handling construction claims for various properties. Due to my meticulous attention to detail and strong work ethic, I swiftly made significant strides, expanding my business across multiple states and employing around 220 individuals within a span of four years, primarily from 2013 to 2015.

*Danielle Vest, Founder & CEO*

***What are the professional values that guide Preferred Cleaning Service?***

Our primary focus is on empowering others. I provide guidance to individuals keen on entering the industry, drawing from my own 10 years of experience, encompassing both successful and unsuccessful experiences. Learning from my own mistakes has enabled me to educate others effectively on what not to do.

Throughout my journey, I have consistently sought guidance from several mentors, currently relying on three. Plus, actively participating in educational seminars, maintaining an avid reading habit, and fostering connections with other companies have been pivotal in shaping my career. I recognize that the ability to lead a company and inspire others is often accompanied by challenges. While my path has been marked by diverse accomplishments, it has also been shaped by a deep and comprehensive understanding of various disciplines, allowing me to offer significant value not just to my team but also to our clients, potential clients, and the community.

***What benefits do clients experience by choosing the***

***Preferred Cleaning Service over others in the market?***

Our philosophy remains deeply rooted in traditional values. We uphold the belief that our word is our bond, even though we also adhere to the terms outlined in contracts. We are not just a service provider but an extension of our clients' companies. For instance, recently, a very large company, Le May Specific Disposal, reached out, asking us to join a raffle. Even though they requested housekeeping services, which we no longer offer, I volunteered to personally clean someone's house for charity. Acts like these contribute a distinct value to our community and our clients, emphasizing that I am actively involved in the operations. I enthusiastically engage with the teams, willingly taking on tasks such as mopping floors simply because it's fun. I would never expect my team to undertake tasks that I wouldn't personally handle or that I lack the expertise for.

Importantly, we go beyond our professional duties by contributing to our community, supporting diverse global nonprofit organizations, and fostering partnerships with entities such as World Vision and a Costa Rican company. Additionally, we collaborate with a church to help individuals struggling with substance abuse, facilitating their

reunification with their families and securing housing for them. We also actively engage with the local homeless population, as exemplified by my recent donation of 50 pillows to the Salvation Army, a deed I prefer not to publicize.

Generosity is deeply ingrained in our team's principles, reflecting our core values that emphasize not only philanthropy but also mutual support within our internal team dynamics. When a team member identifies a need within the group, they are encouraged to offer their support and assistance. We also prioritize trustworthiness, relying on the assurance that individuals will fulfill their commitments and show up to work. Authenticity is another guiding principle for us; we value honesty and integrity, emphasizing the importance of genuine interactions and transparency among team members. While our core values serve as the foundation of our organization, we also extend these principles to our clients, ensuring that our partnerships are based on mutual understanding and alignment.

***What types of cleaning services does Preferred Cleaning Service offer?***

I have been increasingly interested in organic cleaning methods due

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**COVER STORY**

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*“Our decision to work closely with World Vision is largely rooted in the emotional connection we foster with the children we support.”*

to the harmful effects of chemical cleaners on both the environment and human health. Transitioning towards organic alternatives is a significant priority for us. Simultaneously, we are exploring the latest advancements in robotics and technology that could complement our services. For clients who don't require daily or weekly cleaning, we are considering implementing robotic systems to handle specific tasks like floor cleaning during off-days. Collaboration with our teams, suppliers, and clients remains pivotal as we strive to identify the most suitable solutions for their unique needs. Continuous learning is crucial to our approach, as we remain attentive to emerging technologies and trends that align with our goals. Attendance at global cleaning conventions further facilitates our access to cutting-edge developments in the industry.

***How does Preferred Cleaning Service ensure its team is well-trained to handle the challenges of cleaning commercial establishments, which are drastically different from each other?***

We tailor our systems to the

specific needs of various clients, ensuring a customized approach. For instance, when dealing with extensive facilities like large factories or expansive hotel resorts, we implement distinct managerial strategies, oversee different operations, and establish specific routines for the staff. Leveraging the services of KnowHow, a multilingual product available in 32 languages, we manage the entire scope of operations. This includes simple tasks such as staff parking, entry protocols, supply management, and specific daily job assignments. Additionally, we define the protocols for closing shifts, the expected appearance of cleaning carts, and the designated area for dirty towels. Throughout their shift, employees update the assigned scope, allowing managers to track their on-site activities, monitor task progression, and evaluate completed work on each floor.

In situations where the facility is particularly large, the supervisor's scope of work is shared with the facility manager, who oversees the comprehensive operations and ensures that all tasks are being attended to by the staff. Conversely, in smaller locations where only one person is responsible, we adjust our

approach accordingly. The assigned scope of work remains essential even in such cases, as it serves as evidence of the staff's presence. We meticulously track their time and location through GPS, enabling us to gauge their presence duration in each area.

To maintain transparency, we make sure that a copy of the 'Scope of Work' is available at every client location for both the staff and the clients to peruse. In instances where a new manager highlights any discrepancies in the team's performance, we refer to the 'Scope of Work' for clarification. If the issue is not covered in the existing program, we engage in discussions to assess the feasibility of incorporating the necessary changes. Our adaptive strategy hinges on the unique requirements of each location and the specific system that needs to be implemented. Upholding transparency remains a crucial aspect of our operational ethos.

***Does Preferred Cleaning Service provide its solutions on an ad-hoc basis or on a contractual basis?***

We focus on offering services on a

**COVER STORY**

contractual basis, as this approach aligns with our core strengths and operational efficiency. When clients request extra or specific services, we strive to offer competitive prices, often lower than the current market rates, to emphasize our dedication to satisfying and retaining our clients. For one-time tasks, we recognize the augmented workload and managerial needs, which may result in rates aligned with market norms.

Although we cater to both contractual and ad-hoc demands, our dedication lies in delivering exemplary results for regular, ongoing cleaning arrangements.

***Since Preferred Cleaning Service is a woman-owned enterprise, what are the unique challenges it has had to overcome? And what do you have to say to the budding entrepreneurs who want to become like you?***

Obtaining the necessary certificates posed a significant challenge. While I don't perceive many challenges specifically tied to my gender, it is undeniable that the cleaning industry is predominantly male-oriented. Consequently, some individuals may not take me seriously at first glance, assuming I lack the necessary expertise. I encounter such attitudes occasionally. Furthermore, operating

in this industry as a woman can be demanding, especially when dealing with clients under stress from their own work pressures and demanding supervisors. Their initial hesitation to work with me due to my gender is not uncommon.

However, I approach these challenges head-on, striving to create a welcoming and secure environment for my clients. I make a conscious effort to understand their concerns and assure them that I am capable of resolving their issues. Our strength lies in our ability to empathize with our clients and address their pain points effectively, ensuring that they feel heard and confident in our services.

***Can you talk a little about Preferred Cleaning Service's partnership with World Vision? How did this partnership come about, and what does the company aim to achieve with this partnership?***

I love World Vision, primarily because of its remarkable commitment to allocating the majority of its donations to the causes it supports. The company's impactful efforts to help impoverished children globally have deeply impressed me. Learning about the staggering daily toll of 500 lives lost due to a lack of access to clean drinking water was truly

heartbreaking. In response, our annual objective is to raise sufficient funds to finance well-drilling projects, enabling communities to access clean water.

World Vision's significant impact on the world resonates deeply with me. Its personalized approach, involving regular correspondence with the children we support, allows us to witness its aspirations and interests firsthand. Collaborating with various charitable organizations, we hold a special affiliation with World Vision, given its prominent role in our charitable endeavors. Another organization we partner with, Cleaning for a Reason, generously offers cleaning services to cancer patients without charge, further reflecting our commitment to collaborating with charities that prioritize giving back over profit retention.

Our decision to work closely with World Vision is largely rooted in the emotional connection we foster with the children we support.

***What are your future plans?***  
Looking ahead, we focus on empowering others, ensuring a consistent provision of quality employment opportunities, and maintaining stability for our staff and their families. Additionally, we aim to expand our collection of accolades, as we view these awards as a testament to our unwavering commitment to our clients' facilities.

***"While our core values serve as the foundation of our organization, we also extend these principles to our clients, ensuring that our partnerships are based on mutual understanding and alignment."***