

# the last WORLD

## Three questions with: John Braun

### Tell us about yourself.

My cleaning company is Premium Carpet Care and our mold division is Healthy Home Restoration. We service the Pensacola, FL, area.

I have been married to my sweetheart, Sheryl, for 10 years.

We have the perfect family with Spencer, our 5-year-old boy, and Talia, our 2-year-old girl.

Spencer already has aspirations of doing "mold damage" with me and always asks when I can take him on the next cleaning job.

Our family takes several vacations to Disney World each year.

Being on vacation seems to be the best way to completely get my mind off the business.

### How did you get into this industry?

While majoring in advertising at the University of West Florida, I caught the entrepreneurial bug.

Reading book after book about how to advertise a business instilled a burning



desire to start my own. I didn't want to learn all about advertising just to earn someone else tons of money.

It didn't matter what type of business I started.

I had worked with a carpet cleaning company for a couple of months the year prior, so I figured I had some experience.

All the research I did revealed that a carpet cleaning company can be a wise investment. After all, I thought it couldn't be that hard.

Boy, was I naïve. So, I purchased a portable and took an IICRC carpet

cleaning class.

I had absolutely no management experience, so needless to say it was a slow start for the first few years.

Howard Partridge was one industry leader who really helped me out in the management area.

Finally, I am running a profitable carpet and tile cleaning company.

### What advice do you have for others?

Become a true professional. Educate yourself. Attend seminars and conferences on marketing and cleaning procedures.

Stop spending money on advertising that isn't making you money. Track your advertising results.

You need to spend time learning from those who have already climbed the mountain you're attempting to climb.

You can save yourself money and headaches by avoiding common pitfalls.

Learning to run your business smarter will make you more money at the end of the year. □

### The Great Debate™ final results

Nearly 65 percent of carpet cleaners voted in favor of merchant credit card accounts in The Great Debate™: "Are merchant credit card accounts necessary?" in the May issue of *CM/Cleanfax*® magazine.

Rick Gelinias wrote in favor of merchant credit card accounts, while Frank Nihei wrote in opposition.

Voting results on the [www.cfgreatdebate](http://www.cfgreatdebate) website showed that most cleaners agree with Gelinias — 65 percent said they believe carpet cleaners should utilize merchant credit card accounts, while 35 percent voted against them.

If you would like to participate in a future debate, please contact Jeff Cross, senior editor, at [jcross@ntpmedia.com](mailto:jcross@ntpmedia.com).