

Jody Kinzler

Thank you again for the opportunity to share my story. I'm happy to answer these questions and speak honestly about my journey.

ORIGIN STORY

Commercial cleaning was not something I planned on, but in 2009 I saw a major gap in the industry. There was little to no structured training, no clear standards, and quality was often inconsistent. People were hired and expected to figure it out on their own. That approach lowers morale and lowers the standard of the work.

In my previous roles, I rarely saw true industry standards applied. Leadership was reactive instead of intentional. I knew it could be done better.

My background in my past career showed me what strong leadership and structured training can accomplish. I decided to build a company where quality is non-negotiable and where employees are trained, supported, and developed.

The moment I realized I belonged here was when I saw team members gain confidence because we invested in them. That's when it became clear this isn't just about cleaning. It's about building people and raising the standard of the industry.

CRAFT & CONTRIBUTION

The part of my work that brings me the most energy is developing systems and training that elevate our team. I love seeing someone succeed because we gave them the tools to do it right. Quality is not optional, it is necessary. And we carry that standard through everything we do.

I'm most proud of building a company that values both performance and people. We don't just show up to clean a building. We show up to represent our name, our standards, and our community.

Women bring strong communication, attention to detail, and emotional intelligence into skilled trades and remodeling environments. We see the full picture: the people, the process, and the outcome. That perspective strengthens teams.

INDUSTRY PERSPECTIVE

Since I started, I've seen more openness to professionalism in this industry. There is more conversation about standards and training and that matters because this work deserves respect. Cleaning impacts health, safety, and first impressions. It's not "just cleaning."

People often misunderstand this industry. They think it's simple. It's not. It requires systems, leadership, accountability, and consistent execution. Done well, it takes skill and discipline.

To accelerate greater representation for women, we need visibility and mentorship. We need to show young women that leadership exists here. We also need companies willing to invest in structured training and career paths.

LEADERSHIP & CULTURE

I lead with accountability and respect. I believe in clear expectations, direct communication, and consistency. I also believe in listening. Collaboration starts with respect.

The best team environment is one built on clarity and standards. When people know what excellence looks like and feel supported in reaching it, they thrive.

One thing companies can do today to better attract and retain women is invest in leadership development and training. Women don't just want a job. They want growth and stability.

MENTORSHIP & REPRESENTATION

I've been influenced by strong leaders in my industry both good and bad. The good ones showed me what's possible. The bad ones showed me what not to do.

Mentorship, whether formal or informal, is critical. This industry has historically been "figure it out yourself." That mindset has to change. Personally, mentorship means giving someone the roadmap I didn't always have.

FUTURE & LEGACY

I hope my legacy is that I raised the standard not just for cleaning quality, but for how employees are treated.

I'm optimistic because more women are stepping into ownership and leadership roles. Representation is growing. The conversation is changing.



If I were speaking to a 16-year-old girl considering this field, I would tell her this: Don't underestimate yourself. This industry needs leaders who care, who think strategically, and who are willing to work hard. You can build something meaningful here and you can do it your way.

Thank you again for the opportunity to share my story.
Jody Kunzler, CEO

