

# SMALL BUSINESS DEVELOPMENT CENTER SUCCESS STORY

## SERVICEMASTER RESTORATION & CLEANING BY INTEGRITY

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<http://local.servicemasterclean.com/California-Ventura-Shiah/site/home>

### BEFORE:

When Aaron Shiah purchased Pacific Building Maintenance in Ventura in 2013, PBM had been providing professional cleaning services to office buildings for 28 years.

Shiah grew the company 35% in his first year through improved processes and by adding customers. He realized he would need financing to acquire a ServiceMaster franchise license to expand into disaster restoration services. Traditional banks turned him down because they wanted to see three years of ownership before approving a loan.

### BEST ADVICE:

Shiah attended a SCORE conference for new business owners shortly after purchasing PBM. It was there that he attended a financial seminar by Marvin Boateng, loan officer for the Economic Development Collaborative-Ventura County.

EDC-VC and its Small Business Development Center helped Shiah secure \$50,000 in funding from the city of Ventura with the understanding that PBM would add at least one employee within a year.

### AFTER:

Since becoming a ServiceMaster Clean and ServiceMaster licensee in 2015, revenues have increased 88%. Shiah changed the name of the business to ServiceMaster Restoration & Cleaning by Integrity and added eight full-time and 15 part-time employees, while also increasing hours for existing employees.

Shiah received a second loan of \$250,000 from EDC-VC to purchase more equipment, supplies and vehicles to sustain growth from ServiceMaster.

ServiceMaster Restoration & Cleaning by Integrity has moved to a facility in Oxnard that is over five times larger than their original location, allowing the company to expand its fire/smoke damage restoration services and to consolidate storage of clients' contents onsite during restorations.

Shiah plans to add to his staff, which has already grown from 30 to over 50 since 2013.



Aaron Shiah

### LESSONS LEARNED:

#### • Seek Out Expertise

"There's a lot more to lending than I was aware of," said Shiah. "It's very complicated and you should work with a skilled advisor to navigate the hills and valleys. Without the help of the SBDC, my company's growth would have stalled when the traditional banks first said 'no' to my loan request."

#### • Streamline Processes

Getting rid of overlap can help reduce waste throughout the business. "The SBDC helped us consolidate our loans so we could benefit from financial efficiencies. And by moving to our larger facility, we have eliminated redundancies in our day-to-day operations."

#### • Building the Brand

"Becoming a licensee of ServiceMaster has expanded the services we offer under a nationally recognized and highly respected brand name. With the financial assistance we received through the SBDC, we have been able to significantly increase our customer base beyond commercial cleaning into disaster restoration services, and we will continue into the specialized cleaning required for high-tech firms, creating more jobs and creating stability through diversification."



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