

• CASE STUDY •

From constant craziness to business stability and inner peace

Discover how Cleaning Business Fundamentals (CBF) helped Aaron Coleman transform his business model, increase his annual revenue from \$400,000 to \$1.3 million, and start a personal growth journey that's included sobriety and greater self-love.



“Joining CBF has been one of the best decisions of my life, and showed me that it is possible to make my business less chaotic. If you make the investment in yourself and follow the system, you’ll see changes — financially, emotionally, and spiritually.”

AARON COLEMAN

FOUNDER | PLATINUM STAR CLEANING

When Aaron Coleman launched Platinum Star Cleaning in 2018, thrilled to finally be his own boss.

As a former food and beverage director, Aaron excelled at providing five-star customer service, and that strength — along with his knack for marketing — got his cleaning business off to a great start.

But without solid systems and processes in place, it quickly opened the door to craziness.

“As my cleaning business started growing and growing, so did the chaos,” Aaron said. “I was actively cleaning and when I started adding technicians, there was a lot of fighting and cattiness between them. I also went through several managers, and I was constantly having issues with vacuums and cars that always needed repairs, in addition to always doing laundry.”



Then COVID hit.

Aaron had just secured his first office space on March 1 of 2020 and less than three weeks later the world shut down.

Scared he was going to lose everything he'd built to date, he stumbled on a live video of Debbie Sardone that helped to calm his fears and provide some much needed direction.

“She was telling cleaning business owners what they needed to do to get through the shut down,” Aaron said. “I didn’t even know about CBF then — Debbie was just someone I had been following online. But everything she was saying made so much sense and I immediately started following her advice. It helped me stay afloat during that uncertain time.”

Fast forward to 2021 — when Aaron took notice of a two-day event Debbie was hosting in Dallas and decided to go.

At that point, his annual revenue was at \$400,000 and the chaos in his business was at an all-time high.

“I had residential and commercial clients, I was buying more vehicles to add to the fleet, I had teams and was hiring more cleaners, and I was also still cleaning as well,” Aaron said. “It was totally insane.”

But on the first day of the event, Aaron quickly dismissed the strategies Debbie was sharing because it was the exact opposite to how he was running his business.

“I remember that first day thinking, ‘Oh, this is not for me,’” Aaron said. “I had teams and cars and we were doing laundry — everything that Debbie said we shouldn’t be doing.”

He almost left the event early but instead showed up for the second day — and that’s when everything clicked.

“All of these people started getting up and telling their stories, and they all used to be in the same position that I was currently in,” Aaron said. “By the end of that day I was throwing my credit card at them to sign up for CBF. I was so in — and so ready to get rid of the chaos.

“I came home from that event a different person, and started changing everything in my business.”

Aaron got rid of the vacuums, sold the cars, switched from teams to solo cleaners, upped his employees’ pay, and stopped offering laundry service.

He said the changes were massive, but the results were quick.

“The whole culture of the company changed. Switching to solo cleaners took away all of the cattiness and made everyone accountable for their own actions. And getting rid of the cars and the vacuums and the laundry service made a big difference because that was a huge expense for us.”

Business changes weren’t the only results Aaron started seeing, though.



There was also a big transformation taking place inside himself.

“I’d been a heavy drinker for a long time,” Aaron said. “I was about four weeks into CBF and we were having one of our first calls and I’d had way too much to drink that day. The next morning when I woke up, I heard this voice as clear as day that said, ‘You can run a million dollar company or you can run with the booze.’ That was May 20th of 2021 and I haven’t had a drink since.

“It’s been one of the most amazing things about CBF. It’s been a real spiritual awakening for me. Not only did I get sober, but I started listening to my intuition and my inner voice.”

As Aaron continued his participation in CBF and implementing its practices and business model, his personal and professional growth have skyrocketed.



Within three years in the program, Platinum Star Cleaning’s staff has grown from 7 to 23 employees and their annual revenue from \$400,000 to \$1.3 million, earning Aaron the coveted “green jacket” as a Mop-Free Millionaire.

He’s also learned how to hire based on the company’s core values; hold himself accountable as a leader; and improve his leadership skills overall.

Yet of all the wonderful growth that has happened because of CBF, Aaron said the most meaningful has been the life-changing personal growth.

“CBF awakened the best me. I’ve developed more self love, I’ve forgiven myself for past mistakes, and I’ve started to live my life with so much more integrity. It’s shifted the entire foundation of my life and my marriage.”

Aaron noted that changes of this magnitude are possible for anyone participating in CBF, as long as they're committed to the program and themselves.

"If you want inner peace in your life, you should join CBF. It's not going to be easy, and there will be some people who aren't going to like what you're doing. But at the end of the day, it's not about them. It's about you, your company, and

the success of your family, as well as no longer being tied to your business.

"You already have a broken system, so what do you have to lose? You've got no where to go but up. It is possible to make your business less chaotic, and CBF is designed to help you do it.

"Joining the program has been one of the best decisions of my life." ✨

CBF can fix — and transform — your business and life, too.

Learn more at
explorecbf.com.

