

• CASE STUDY •

## From burned out and broke to \$2 million in annual revenue

Discover how Angel Derstler and Lynnette Malone leveraged Cleaning Business Fundamentals (CBF) to calm the chaos in their cleaning business, quadruple its annual revenue, and create the work-life balance they'd been craving for 24 years!

---



“When we found CBF, our revenue had been stuck around the \$500,000 mark for a long time, and we were deeply in debt. We’d been in business for 24 years, but we just weren’t making any progress on our goals and dreams. After joining CBF and following Debbie’s advice, we went from \$547,000 in revenue to \$1,279,000 in a year. And now, we’re very close to hitting \$2 million.”

**ANGEL DERSTLER**

CO-FOUNDER | TWO GALS AND A BROOM



“Our business was in constant chaos,” Angel said. “We had a revolving door with employees. We were always getting pulled back into the field, and we could never take a vacation. The minute we would go home at night the phone would be ringing with a client griping or a technician quitting. People would be calling at all hours of the night with all kinds of ridiculous stuff. There were so many times Lynnette and I looked at each other and said, ‘This is insane.’”

The “insanity” lasted for years — and got even worse — after Angel and Lynnette invested in coaching that advised them to implement a business model that ended up driving them into deep debt.

“We were coached to build teams and get cars,” Angel said. “So we bought six cars and all of a sudden we had all of this debt and liability we hadn’t had. Our revenue was stuck around the \$500k mark, but that was not enough to cover everything we needed to cover.

**W**hen Angel Derstler and Lynnette Malone finally scheduled a call to talk with Debbie Sardone about Cleaning Business Fundamentals (CBF), they were broke, burned out, and ready to walk away from their business.

They’d started Two Gals and a Broom in 1996 and for the first few years, Angel and Lynnette did all of the cleaning themselves.

As their client roster continued to grow, they began to add technicians, and for the next 20 years they had an average of 14 technicians on staff.

And while Angel and Lynnette welcomed the business growth they were seeing — growth that eventually brought them to more than \$500,000 in annual revenue — they were frustrated that what was growing right alongside it was chaos.

**“We always had bills we couldn’t pay. We were constantly juggling money. By this point we’d been in business for 24 years and when we did the math, Lynnette and I made as much money cleaning in the ‘90s as we were making as owners in 2019.”**

Totally frustrated and ready to call it quits, they had started talking to someone about purchasing their business, even though they knew that the sale would barely bring in enough to pay off their debt.

But when the stark realization hit that they'd have to start new jobs or careers from scratch, they started reconsidering whether they should take one more shot to fix the business.

**"I remember a The Maids franchise was right across the street from us, and many days I would be outside of our office pacing back and forth thinking, 'If they can do \$2.5 million out of one building, so can we,' Angel said. "It's not like we were hoping to do something impossible. We were just clearly missing the mark, and we needed to figure out how to make this work."**

Lynnette and Angel had been watching Debbie's free videos for a while, and consistently heard her telling home cleaning business owners that they could fix their broken businesses.



The pair was intrigued by the unique tips and strategies that Debbie shared and believed that CBF could help them, but couldn't see how they'd ever be able to join the program because of their debt and cash flow problems.

Desperate for help, Lynnette and Angel scheduled a call with Debbie anyways. Not only were they immediately impressed — they also became completely determined to find the money to join CBF.

"Debbie very quickly honed in on what was wrong with our business, and after that one phone call we knew we'd found the right guide for us," Angel said. "The problem was we were broke. We weren't



## Two Gals & A Broom



making our payroll, all of our lines of credit were maxed out, and our personal credit cards were, too. So when we joined we had to use several different credit cards, but we really believed CBF could be life-changing and we were in, wholeheartedly.”

Lynnette and Debbie joined CBF in late February 2020 and immediately started watching the program content and implementing the CBF business system.

When COVID shut the world down two weeks later, they hung on Debbie’s every word as she coached them and hundreds of other home cleaning business owners about how to stay alive — and even thrive — throughout the pandemic.

And thrive is exactly what Two Gals & a Broom began to do.

“Following Debbie’s advice we more than doubled our revenue in the pandemic,”

Angel said. “We went from \$547,000 in 2019 to \$1,279,000 in 2020. Lynnette and I were at the point where it was ‘go big or go home’, and so we both agreed to do whatever Debbie said to do — and it worked.”

Angel noted that a few key things they implemented were strategic and consistent marketing; moving to a solo cleaning model; transitioning to merit-based pay for their technicians; and really understanding the financial landscape of their business.

It was these changes — and many more — that not only resulted in such quick and significant revenue growth that first year but has helped them sustain and continue growing their revenue in the years since, which now is set to hit the \$2 million mark.

They’ve also seen complete transformation in the people, processes, structure, and culture of their business.

**“In the last three-plus years, we’ve bought a building and remodeled it, completely overhauled our staff, and grown a lot as leaders,” Angel said.**

“We realized that what got us to \$1 million wasn’t going to get us to \$2 million, so we really dialed in our systems and processes to make sure we were following the CBF

model in every aspect. We also put new people in some key seats and that's when the growth to \$2 million just shot up.

"Now our culture is great. We have team players. We have continued education for them, and we take what we learn at CBF retreats and events and take it back home to teach our team."

Angel said of all of the wonderful changes they've seen in their business, perhaps the biggest one is the way she and Lynnette feel about running it.

"Lynnette is 11 years older than me, so before we found CBF she was ready to retire. But now, Lynnette wants to be involved in everything because she's so excited about our growth and goals.

**"We used to spend all of our time talking about our problems, but now we talk about our next steps. I used to think the pinnacle would be having a \$2.5 million business, but now we'd like to have a \$20 million portfolio."**

"That's the interesting thing about CBF. We've been in the program for 4.5 years, but every single time we go to an event we learn something invaluable that



will move our business forward — and we're so excited about the impact we're making for our clients and our staff."

Angel said that any home cleaning business owner can benefit from CBF no matter how badly their current business is struggling, as long as they're willing to find a way to join the program and implement what they learn.

"It's always interesting to me when people say, 'I can't afford to join CBF,' because it's clear they don't understand how much it's going to change their life. Lynnette and I used to be totally broke, too, but we found a way and CBF has completely changed our business and our lives.

"If you are broke, chances are if you don't make a change you're going to stay broke. But if you can piece together the money and follow the program the way it's laid out, we know first-hand that it works." ✨





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

Learn more at  
[explorecbf.com](https://explorecbf.com).

