

• CASE STUDY •

From disorganized and chaotic to efficient and thriving

Discover how Cleaning Business Fundamentals (CBF) has helped Suzi Virgilio implement systems and processes in her cleaning business that have freed up her time and increased her annual revenue from \$78,000 to \$460,000!



"CBF has taught me how to run an efficient business and how to hire people I can delegate to. It's been a major life-changer and the key that unlocked more revenue and freed up more of my time."

SUZI VIRGILIO

FOUNDER | HTD CLEANING SERVICES

When Suzi Virgilio reached out to speak with Debbie Sardone about Cleaning Business Fundamentals (CBF), her cleaning business had taken over her life.

She'd started HTD Cleaning Services in 2018 to supplement her retirement income — never intending for it to be a “real” business.

Suzi made \$12,000 that first year in business, and — excited to keep growing — she began advertising on Craigslist, taking on more and more clients, and eventually bringing on a few part-time employees.

But with no systems and processes in place to help manage the growth, it didn't take long for Suzi to feel like her business was running her.

“My business was really growing out of control,” Suzi said. “I was cleaning

during the day and doing admin work at night. I was spending my weekends watching YouTube videos to learn how to clean with certain techniques or searching on Google for information about various business things. That was how I spent all of my free time.

“I knew there were other cleaners out there making so much money, but despite spending all of my free time trying to learn how to grow my company, I couldn't figure it out.”

Suzi had looked into a few other coaching programs and was shocked at how expensive they were for what seemed to be too little value.

But then a fellow cleaner friend told her she'd joined CBF.

“I was surprised because I thought her business was going great,” Suzi said. “She told me that, yes, her business was growing but that she didn't have any organization and she hated how chaotic it felt.

“I could certainly relate to that — so I decided to set up a call with Debbie to see if CBF could help me, too.”



Suzi said it was on that call with Debbie that everything clicked and she could see how CBF could bring the organization she desperately wanted in her business.

Yet despite feeling confident that CBF was the right program for her, she still felt nervous about making the investment.

“I was definitely scared to join CBF,” Suzi said. “It’s not cheap and I was worried whether it would be worth it. But I also knew that I had that two-week money-back guarantee as a buffer, and I was also just so ready for change.

“The second I joined and started going through the modules, I got so excited. Everything I was learning was gold, and I knew it was exactly what I needed to fix my business.”

Suzi’s excitement only increased — because as soon as she started to implement CBF she started seeing results.

“When I joined CBF in April of 2021, I had two part-time employees and we were at \$48,000 for the year,” Suzi said. “My CBF coach said that based on my run rate I’d probably finish the year at \$78,000 if I didn’t change a single thing. I thought that was a lot of money.

“But the minute I started implementing CBF in my business things started changing rapidly and my revenue just

shot up. Instead of finishing the year at \$78,000, we finished at \$168,000.

“The following year, our revenue was around \$250,000 and in 2023 we closed at \$460,000.”

Suzi said implementing Empowered Pay; learning how to hire the right people; and learning how to release control were three key things she’s learned in CBF that have dramatically impacted her business — and her lifestyle.

“I was a full time cleaner for years and I loved it, so letting go of that



control was very hard for me because I wanted to be on every job to make sure everything went perfectly.

“But CBF taught me how to hire people I can actually delegate to, and that’s been a major life-changer. Now I can travel to see my kids whenever I want, and I can run my business from there. I’m still hands-on but I don’t have to be in the office all the time. If I need to take time off, I take off.”

Since joining CBF in 2021 Suzi has shared her love of the program with many of her cleaning colleagues and welcomed several of them into the community — and

firmly believes that CBF can help anyone who takes the program seriously.

“I truly believe that CBF can work for anybody, because if you follow the system you can’t fail,” Suzi said.

“I love sharing about CBF because I want to help people understand how life-changing it is — and I’m still just as excited about CBF today as I was 24 hours after I joined.

“CBF has taught me how to run an efficient business. It was the key that unlocked everything for me. It’s been such a great experience and such a great investment.” ✨

A woman in a white t-shirt and blue pants is cleaning a dark wooden coffee table in a living room. She is using a pink cloth and a spray bottle. The room is decorated with a large potted plant, a framed picture of a bird, and a large mirror on the wall. A man in a white t-shirt and black pants is standing in the background, looking at a bookshelf. The text "CBF can fix — and transform — your business and life, too." is overlaid on the image in a large, white, sans-serif font.

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

Learn more at
explorecbf.com.

