

Market Klean focuses on providing professional, parent-friendly service

by **Samantha L. Mosley**

A parent-friendly work environment was just what Waterloo resident Martie Law wanted when she started a domestic cleaning service.

Law said before starting Market Klean in November 1996, she worked in the corporate world, but had to quit because she felt she was not spending enough time with her children.

"I needed to work, but I wanted to be with my kids," Law said.

She said being flexible for employees and customers is important.

If an employee's child is sick and an employee needs to be with him or her, Law said she tries to be accommodating.

The idea for Market Klean came when Law decided she wanted to get out of the corporate world. A friend suggested she'd be good in the cleaning business.

"I said 'I could do this' and within three months, I had hired my first employee," Law said.

Today, the domestic house cleaning service has 15 employees, who are referred to as domestic engineers. All work in the field cleaning, Law said.

Law's business has evolved by word of mouth. She said about 95 percent of her customers are referrals.

"We do very little advertising because I don't think people check the yellow pages," Law said. "If they are looking for something, they'll ask the people they know."

Law said Market Klean mainly cleans houses but also does some commercial cleaning and projects.

"(We do) basic general cleaning, deep cleaning, spring cleaning, special projects, like organizing kitchens or cleaning out closets, pretty much whatever the homeowner needs, within reason," Law said. "We also do some remodel cleanups."

Market Klean, located at 307 Third Street in Waterloo, is open

from 8:30 to 4:30 Monday through Friday. Law said Market Klean can clean an average of 8-15 houses a day, depending on the sizes and locations.

"It depends. Some places with a team of three we are in and out in an hour; sometimes larger jobs with a team of three can take three hours," Law said. "With remodel cleanups we'll be there all day with a team of four. It just depends on what the customers' needs are."

Law said aside from cleaning, Market Klean employees have also done other things to help their customers.

"We've gift-wrapped for customers, hosted wedding receptions. Our services come down to what our customers need and we try to do it within reason," Law said.

Market Klean was voted the best in Omaha for home cleaning. Not being in Omaha, Law said she takes that as a pat on the back.

Law considers it a great compliment that one of her former customers, who no longer lives in Nebraska, buys Market Klean gift cards for friends and relatives who live in the metro area.

Other compliments that Market Klean has received come from customers and staff.

"The fact that people want to work for us is a huge compliment," Law said. "Also, the fact that our customers totally trust us and ask us to house sit or pet sit. The compliments from customers and staff are really the best and most honest."

While Market Klean customers are important, Law said she tries to put employees first and in return, they perform better.

"They have the opportunity to be with their families when they need to be," Law said. "Some companies focus on the bottom line. We focus on employees and it fits into place."

Law said although being a small company prevents her from paying Market Klean employees top wages, other qualities seem to make it unique.

"We try to teach our staff that our customers like things done a certain way."

**- Martie Law, owner,
Market Klean**

"We treat our employees and customers as individuals and try to address them in a professional manner," Law said.

Unlike the corporate world where the hours are nine to five, Law said she tries to keep the work schedule flexible so an employee may schedule a doctor's or dentist's appointment.

She said Market Klean is as flexible with its customers as it is with its employees.

"If a customer's child is sick, then we come on a different day," Law said. "If we have a snow day, we're closed. I'm not going to send my crews out when they can stay home and be with their kids."

Law said hiring Market Klean seems to relieve a lot of her customers' stress and gives them back their weekends.

"As a mom, having the gift of getting quality time is worth it," Law said.

She said being very meticulous about cleaning is not the only thing that separates Market Klean from other companies.

"We try to teach our staff that our customers like things done a certain way, like having their pillows fluffed a certain way," Law said. "Our employees know our customers' names and their pets' names."

The bottom line is that Market Klean offers top quality service at competitive prices, according to Law.

"We're honest, reliable and consistent," Law said.

For more information contact Market Klean at 779-2706.