

# Getting to Know Fenix

2022



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## OBJECTIVE

The purpose of this paper is to provide a general overview of all aspects of Fenix for the enlightenment of interested parties new to Fenix. The document discusses, among other things, the Fenix philosophy and what makes up the standards associated with doing business.



## BACKGROUND

### Beginnings

Back in 2017, the business began in a Melbourne suburban kitchen as MC Cleaning where MC stood for Master Cleaners. The business was conceived when the owners jointly identified a need for a high-quality, one-stop-shop cleaning service to the real estate industry. The name changed to Fenix Property Solutions in mid-2018.

Since its inception, the management team have been constantly evolving and improving the delivery of services and expanding beyond the real estate industry to the broader market. Despite the ravages of COVID throughout 2020 and 2021, Fenix has continued its growth with almost all new clients coming from word of mouth. What make us stand out is our service guarantee which means we won't rest until each customer is 100% satisfied with the result. These are not just words; it really is what we stand for.

Our police-checked people are trained to deliver services to our high standards consistently using an inventory of approved equipment and cleaning products designed for efficiency, cost effectiveness and sustainability. It would be a pleasure to work with you. Why not contact us via the Contact Page right now and experience the Fenix way.

### The Fenix Philosophy

The Fenix philosophy is a simple one, check it out:

- In relation to our staff - when they're happy, we succeed.
- In relation to our contract cleaners - when they succeed, we succeed.
- In relation to our customers - when they're delighted, we succeed.
- In relation to our finances - when they're on target, we succeed.
- In relation to our lives – when business runs itself, we succeed.

### The Fenix Vision

Our clients know that we are the number one in the industry for service standards and customer service and will be the first port of call.

### The Fenix Mission

Our mission for the coming two years is to establish a trusted company delivering residential and commercial cleaning services, especially to real estate agencies. We will provide our clients with unrivalled customer service and exceed all expectations with a high quality, personalised service. We will deliver our mission at a fair and reasonable cost to our customers.



## The Fenix Values

- Customer satisfaction and safety are our highest priorities
- Execute commitments in a timely and flawless manner
- Create an environment for sustainable business growth
- Build open and honest, win-win relationships
- Be innovative, creative, and courageous
- Be open-minded to feedback and improved methods
- Pursue growth and learning
- Maintain life balance
- Make business decisions with environmental sustainability in mind

## Non-negotiable Rules

- Fenix is a smoke-free zone
- Fenix is an alcohol-free zone during working hours
- Fenix has zero tolerance for bullying or abusive behaviour
- Fenix has zero tolerance for discriminatory behaviour
- Fenix welcomes honesty, diligence, politeness, and punctuality
- Fenix embraces freedom to speak one's mind on work-related matters
- Fenix cares about animal welfare and the environment

## Customer Focus

As a business, we have our eye squarely on the customer. No matter what, our customers are treated with respect and dignity. We want the experience with Fenix to be so acutely positive that they not only want to use us again when they need a cleaner, but they trumpet our praises to their friends and colleagues.

Before the decision to purchase, their needs are taken fully into account, and their enquiries are treated promptly.

After the buying decision is made, they are kept fully informed and understand exactly what is required of them and what they can expect from Fenix.

The service is delivered fully and efficiently, at the time agreed and as defined in the quote with the quality that can be expected from Fenix staff.

Any dissatisfaction will be remedied at the earliest possible time in the spirit of good will.



## Fenix Team Spirit

The team at Fenix comprises a disparate group of people in the form of a combination of business owners, family members, friends, staff, independent contractor cleaners and various business partners. Regardless of the category into which an individual may assign themselves, they are all part of the Fenix Team.

Those charged with organising, recruiting, training, maintaining external quality standards and maintaining internal process and policy requirements are on the same team as those operational folk who face the customer and carry out the hard work every day in the field.

Without the former there would be no jobs and no logic to the operations and without the latter there is no business hence the two parts need each other. The closer the two parts work together as a single team the better the outcome for everyone.

Also, among those who make up the hard-working people in the field, often things can present challenges and difficulties. If we treat each other as teammates, with the same overall objective of making a successful business, we lend a hand wherever possible, which we in turn may ourselves need some day.

Easy, but important things, like:

- One person is finished their job but realises the other person has a long way to go and looks beaten – chip in and offer an hour or so of your time to help get them out of the job
- One person has just found out the customer wants three hours of walls, and they were already on a tight schedule – chip in and help them get out of the job
- When someone's *thing-a-me-jig* breaks down, lend them yours or offer to do the package of work for them

No team member should suffer a problem, challenge or difficulty alone while another leaves the scene – that's not teamwork.

## Redos

Nobody likes a redo; it means lost time and lost revenue for the cleaner. It is also a headache for management, with lost availability and lost revenue. However, redos are a part of doing this business. Some redos are deserving and some may not be. The following main points regarding redos should always be remembered:

- Fenix offer a Bond Back Guarantee (BBG) and you may be surprised to know how many private customers ask about this and choose Fenix because we offer 100% BBG
- Our agents all know we have a BBG which is also offered by many other cleaning companies. What we hear back from our agents though, is that the world is full of cleaning companies who offer a BBG but those who stand behind it and willingly attend a redo when requested, are much fewer in number – that's our brand at work



- Notwithstanding the above points, experience has shown us that most redos are deserved by degrees from “Wow! That was minor.” to “OMG! What a disgraceful job.’
- A redo, as disruptive as it can be, is a great opportunity to learn from your mistake, if you look at it as such
- Redos are like exams, it’s possible to learn techniques to minimise the chances of success, in this case, not getting a redo. The following points, in no particular order, are for your full consideration:
  - We charge on the high side hence our customers are entitled to expect a job on the high side
  - If you leave even one mistake that’s bad enough such that a redo is requested, the requester will generally go back and include the minor breaches that would have otherwise been overlooked
  - Most people don’t like to complain, but once that reluctance threshold is exceeded, they often get angry and let fly with both barrels – we must ensure they never get to that stage
  - Always do an extremely thorough final check to ensure something significant and obvious has not been missed
  - At least a ten- or fifteen-minutes final check will usually avoid a review – hence it’s place of importance in your Service Mate (SM8) jobs
  - One of the most important things you can do, which is often either not done or poorly done, is reporting back after the job
  - Always report back using SM8 notes<sup>1</sup>, it only takes a couple of minutes and almost always avoids a redo



#### Note

8:07 AM 4/07/2022 • by Colin

Was a crack in the bathr wind visible from o/s - see b4 photos  
Lounge wall had purple smudge marks from furniture that could not be removed  
Range hood rusty not dirty  
Spent extra 15 min on rubb remov from kitchen to trash

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<sup>1</sup> Unless a contractor doesn’t have an iPhone, in which case reporting can be done on the dedicated WhatsApp group entitled “Not On SM8”



## Issue Ownership

The independent contractor – Fenix split of the invoiced amount for a job is by industry standards quite in favour of the independent contractor. This was done deliberately because Fenix management wanted to grow from spending most of their time managing jobs to most of their time growing and evolving the business. It is expected there that independent contractors take a high degree of ownership. The following are a small selection of typical situations with acceptable and unacceptable responses.

Situation	Acceptable	Unacceptable
There's no power at the property	Knock on the neighbour's door Hire or borrow a generator Use your battery-operated vacuum Use your battery-operated spotlight system Call someone with a truck mount for the steam cleaning Just resolve it	Throw the job back to Fenix to deal with because it's all too hard Do nothing Do a substandard job
There's rubbish at the property	Alert Fenix to get approval for extra expenditure and if so: Take it to the tip Get a friend to take it to the tip Get a colleague to take it to the tip Just resolve it	Throw the rubbish issue back to Fenix to deal with because it's all too hard Don't mention the rubbish and hope the customer doesn't notice it Do a substandard job of rubbish removal
There's a requirement for high windows to be completed	Buy a high window cleaner Borrow a high window cleaner Just resolve it	Not alert Fenix to the situation Throw the high window cleaning issue back to Fenix to deal with because it's all too hard Say nothing and just don't do the high windows Do a substandard job



Situation	Acceptable	Unacceptable
		Call Fenix and ask them to bring the high window cleaner to your job
The walls are very dirty, but walls have not been quoted	Alert Fenix to get approval for extra expenditure and if so: Either: Replan your day and notify later customers of the likely delay so you can complete the walls Advise Fenix you will need to return another day to do the walls as no time is available that day Ask Fenix supervisor has someone to assist doing the walls Get a colleague to help you Just resolve it	Don't alert Fenix of the situation Throw the wall cleaning issue back to Fenix to deal with because it's all too hard Say nothing and just don't do the walls Do a substandard and rushed job

## MARKET SEGMENTS

### Introduction

There are a number of business domains (or market segments if you prefer) that have different requirements, advantages, and disadvantages. The key domains are listed below and detailed in Informational Document – Business Domains.

- Aged Care
- Child Care
- Commercial
- Construction
- Education
- Industrial
- Local Government



- Medical
- Real Estate
- Religious
- Residential
- Retail
- Sports and Events

## SEGMENTS OF OPERATION

### Real Estate

Over 90% of our current business comes either directly or indirectly through real estate agencies. Over the years, we have built a trusted relationship with a number of agencies in the city, the eastern and south-eastern suburbs.

Some of the best agencies include Ray White (Ferntree Gully, Forest Hill, Lilydale, Oakleigh, Rowville, Wantirna), Biggin and Scott (Glen Waverley), Jellis Craig (Mount Waverley, Blackburn) and many others including: Coronis, Barry Plant, Roger Davis, Professionals, Different, Coad, Fletchers, Harcourts, Weast, McGraths, Noble Knight, LJ Hooker, Together and Eleven North all of which are active.

Most of the work comes from the property managers (PM) on the rental side of the business but a significant amount comes through the sales agents (SA) on the sales side of the business.

We also have active clients who are builders or project managers, such as: Hall Group, Real Estate Mate, En Vogue Developments, NB Constructions & Engineering Pty Ltd, Perlim Constructions, Anthony Capa Constructions, and Springtime.

Many of the jobs come to us direct from the tenant or vendor but a vast majority of those are due to a recommendation from their PM or SA.

The jobs that come from a PM are predominately vacancies and from SA are predominately presales and settlements. The jobs that come from the builders and project managers are generally builders cleans. Any of the above are also likely to send us a work order.

For a full description of the various types of jobs, please refer to Informational Document – Service Definitions.

### Commercial

There is a good business to be had in office cleaning. Fenix currently cleans a number of offices after normal working hours and are always on the lookout for more. The benefits of offices are:

- Consistent and predictable work / revenue
- Reasonable expectations from the office manager





- Leads to other work
- Not overly price sensitive

As these jobs are well defined and virtually the same every time they are not as subjective as some other types of jobs. As long as the cleaner gives it their best effort and is prepared to put in the time, there are rarely problems.

Also, by dint of their repeatability, they are a job which, once set up, require no quoting and only a periodic invoicing which, in any case, is always the same. Hence management overheads are very low.

## Aged Care

We are only just beginning to take on work in this sector and there'll be more to say about it when we get a little more entrenched.

## Private Customer

Private customers are those that come to us through means other than a SA or PM, for example, through our website, from a private word of mouth (WOM), or, from a Google review. Private customers can be more challenging in that we don't know each other and as we have not worked together before, we need to find our path of mutual interest.

The jobs that come from private customers are predominately vacates.

For a full description of a vacate clean, please refer to Informational Document – Service Definitions.