

SERVICEMASTER BY TWINS

It can't be easy knowing that your newest client may have just lost everything. That's why helping that client as quickly as possible is so important to **Larry and Barry Alford**, owners of **ServiceMaster by Twins**.

While some executives specialize in putting out fires, ServiceMaster by Twins specializes in cleaning up after a fire. Or a flood, a tornado or just about any other kind of natural disaster.

"We have to have people ready to go at a moment's notice," Larry Alford said. "Our goal is to be there in two hours on a mercy job, which is flooding or water damage, fire damage or tornado damage."

It's the kind of service nobody hopes they'll need, but when they do, they are glad to have people like the Alfords and their employees available. And there are plenty of people who have been glad to have ServiceMaster available to them. Larry estimated that his company handled between 700 and 800 water losses in 2006, and will handle close to 1,100 water losses in 2007. He also estimated ServiceMaster by Twins handled close to 150 losses caused by fire damage this year, and will help clean up between 180-200 fire damaged properties next year.

"Ninety eight percent of our business is cleaning fire or water damage," Larry said. "House or office floods or kitchen or attic fires are what we see the most."

ServiceMaster by Twins also handles residential and commercial carpet and upholstery cleaning.

Those calls certainly aren't limited to office hours, either. Emergencies can't be predicted, and neither can ServiceMaster by Twins' schedule.

"It's something we are very passionate about. It's not a Monday-through-Friday job. I've been out at 11:30 p.m. on New Year's Eve before. We've been out on Christmas Eve and Christmas Day."

The service is relative of the Christian-based objectives of the organization. Former minor league baseball player Marion E. Wade founded the parent organization in Chicago in 1929 as a moth-proofing company with the goal of honoring God. In fact, the ServiceMaster family of companies, which along with ServiceMaster Clean (the Alford's business) includes household names such as Terminix, Merry Maids and

TruGreen ChemLawn, among others, has four primary objectives: to honor God in all it does, to excel with customers, to help people develop, and to grow profitability.

"We have to keep those objectives in that order," Larry said. "If we focus on anything other than honoring God above everything else, then we're not doing what we are supposed to be doing."

Along with cleanup work, ServiceMaster by Twins also teaches insurance agents and adjustors in classes focusing on mold remediation, water damage mitigation, smoke and odor mitigation and restorative structural drying at its training center. Last year, close to 200 agents were taught at the center, and Larry expects close to 400 in 2007.

The company also works with insurance agencies on claims, sending documentation on damage claims to adjustors. And while many of its service calls come from home and business owners themselves, many others come from insurance companies.

"A lot of times, insurance agents will tell people to call us," Larry said. "We've had requests emailed to us before, where someone will email us and say, 'I need the carpet cleaned. Can you do that job?' and all communication was handled via email. We're willing to work with our customers in whichever way is best for them."

ServiceMaster has been in Rome for well over three decades, with **Ken Sledge** owning the business for 18 years before selling to the Alfords in 1991. Now, the brothers have six other ServiceMaster by Twins locations in addition to its Rome headquarters, with four of those in Georgia, including locations in Gainesville, Augusta, Douglasville and Hampton. They also own a branch in Merrillville, Tenn., and opened its newest office in Destin, Fla., this past December.

The Rome location alone employs 18 people, and the Alfords personally know all of them. "All our employees work for us," Larry said. "We don't use temporary laborers or sub-contractors. We do background and driving record checks on our employees."

Including all seven locations, ServiceMaster by Twins employs 39 ... and counting.

"We believe we will probably hire between 4-6 new employees before the middle of 2007," Larry said.

"We've grown by more than 13 percent every year since we've been in business," Barry added.

Despite the company's growth and success, everything still comes back to one thing for the Alfords and ServiceMaster by Twins:

"Our name means 'Service to the Master,'" Larry said. "As long as we are serving Him, then we are doing what we believe we are supposed to do."

ServiceMaster by Twins recently opened a new headquarters, located at 1 Hillindale Drive SE on Route 411. It can be reached by telephone at 706.232.0255. Information is also available at its official website, located at www.servicemastertwins.com. ■

FREE PICK UP



(Business Route)

**CORRUGATED BOXES
AND OFFICE PAPER**

Rome/Floyd Recycling

706.291.5266

www.romefloydrecycles.org

GeoSolve
CONSULTING INC

DATABASE AND WEB APPLICATIONS
Designed for Your Business

- MS Access
- ASP / HTML
- VB.NET
- InfoPath
- SQL Server
- Sharepoint Services

Serving NW Georgia since 1995
(770) 684-4810 www.GeoSolve.com