

Beloit family enterprise stays strong

Cleaning service has several family-run national branches



SUBMITTED

From left, Father and Sons Cleaning Service team members Henry King, owner Ron Whitley's mother, Helen Whitley, Amy Beck and Ron Whitley stand just outside the Hendricks Development Phoenix Building. Father and Sons recently completed the interior construction cleanup of the 40,000-square-foot building.

BUSINESS PROFILE

Business Name: Father and Sons Cleaning Service
Owner: Ron Whitley
Address: 1019 Eddy St. in Beloit

Hours: 8 a.m. to 6 p.m.
Available 24 hours
Phone: Office (608) 362-1125; Mobile (312) 493-3779

Email:
Beloit@fatherandsonscleaning.com

Type of business:
Professional commercial cleaning

When did the business open?

The business officially was opened by my parents Robert and Helen Whitley in 1968.

Why did you start this business?

The credit goes to my mom and dad who started the business. My dad was a custodian in the Beloit School District and decided he could provide cleaning services to the various businesses in Beloit and run his own shop. My mom played a huge role assisting with everything, from working on site when needed and complet-

ing all the required paperwork, including payroll.

I have two brothers, so my dad decided to name the company Father and Sons Cleaning.

How did you get in this line of work?

When my brothers and I were tall enough to clean a drinking fountain, we were hired. I started at the age of 12 and worked for my dad up until I left for college. I became familiar with a lot of buildings we cleaned in Beloit at a very young age. I jokingly tell people I've worked for my mom and dad for more than 40 years. After my Dad's death three years ago, I retired from a successful corporate career and relaunched our office in Beloit. My younger brother Ricky is the president of our Atlanta office and my older brother Robert Jr. is president of our Dallas office. Our sister Richelle also worked in the business, so it really has been a family affair.

What types of services does your business offer?

General cleaning of all facilities, construction site cleanup, carpet and floor care maintenance and apartment move ins/move outs.

What has been the biggest challenge in your business?

Convincing potential clients that not all cleaning services are created equal. We take a great deal of time to determine specific cleaning needs for the client and then execute a plan that creates accountability and standards for me and my team.

What aspect of the business do you enjoy the most?

In our business, you receive immediate feedback from the client upon completing an assignment. Father and Sons is able to evaluate our performance right away and share that sense of pride for a job well done.

From what cities do your customers come?

Our current clients are located in the Beloit Stateline area.

What are your plans for the business?

We are looking to establish a larger footprint in the Janesville, Madison and Rockford markets. We would like to expand our commitment to veterans' causes beyond just hiring, possibly offering tuition reimbursement for vets looking to obtain a two- or four-year degree to enhance career prospects in the Stateline area.