



## Traci Cox

### *Traci's Classy Cleaning*

*At Traci's Classy Cleaning we thrive on giving people back their time. Time is precious and how we spend it matters. Our mission here is to be of service to our community. When someone comes home to a clean space, they get to focus more on what matters. We love supporting busy families, working professionals, seniors, business owners and many others by creating clean and peaceful spaces for them to grow, make memories, rest or just enjoy the freedom to do other things. It also provides emotional relief, clarity and dignity to those going through different seasons of life. Giving back is a core part of our mission. We donate free cleanings to community fundraisers and charitable causes in our area. We enjoy contributing our time to these great causes that make a difference in Springfield. In doing this it also teaches my employees how to be of service and be apart of something bigger.*

*The joy and pride and purpose they feel afterwards is so fulfilling for me to watch. It inspires them as well that they are not just cleaning a floor, that they are apart of something much bigger for the greater good!*

*I am so grateful for every opportunity to discuss what needs a potential client has! By the time someone reaches out they are worn out or going half crazy! They receive a full detailed checklist of what we offer and we usually will set up a walk through to discuss their needs and address their pain points. I hear them, I understand them and I give them security that we will deliver a transformational service. We pride ourselves on our checklist! I have spent time and money on coaches, systems, product knowledge and training to become the best service we can be. There is always something to learn and new ways to grow and improve.*

*My team is an amazing group of women who are passionate about what they do. They care for each client and their needs. We keep notes on every client and what their biggest needs are, what they like and how they like things done. It is the small things that make the biggest difference in someone's life. We also make sure that every clean was up to their standards and we love any kind of feedback so we can continue to grow. Our clients aren't just paychecks; they are people who we have come to know and care about. It is such an honor to be trusted in the most vulnerable places in someone's life.*

*Leadership is one of the things that I cherish the most. Being able to lead an amazing team, generate income for them and take amazing care of the people we serve is my heart purpose. As a leader I prioritize building a respectful and empowering work culture. I invest in training, clear expectations and leadership development so team members take pride in what they do and see the value in the service that we provide. What an honor it is to be someone's boss. Something I was terrified of turned out to be one of my greatest strengths. I get to invest my time into helping someone else become the best they can be and create income doing it! Does it get any better.*

*My girls get messages every morning thanking them for what they do, how hard they work and caring reminders we serve the community and are making an impact in the world. I love reminding them what they do makes a difference and that they are incredible people! As we grow we learn new ways to improve, whether that be adjusting the checklist, finding new ways to improve cleaning techniques, new ways to improve customer communication as well as customer satisfaction. We use a great system to keep track of notes and communicate regarding each job and client. Each client we get to learn something new to add and talk about and come together as a team with recommendations on how to approach things.*

*The top core value is time. It is essential to our days! From the time we start a job to the time we give back the clients is one of our best qualities. We have taken time and systems to create a training program that is high quality; efficient and effective to get the best job done for each home. We work in a system that starts from left to right and top to bottom in an order so as not to miss a thing.*

*Another core value is sophistication. At Traci's Classy Cleaning we deliver a quality service. We are consistent as well as professional and it shows up in everything that we do. From communication to punctuality to respect for our clients' homes, privacy and standards. Our goal is for our clients to feel peace and confidence knowing their home is being cared for at a high level without needing to ask twice.*

*My favorite core value is service. From the time they make contact to getting them on the schedule I get to be of service. I enjoy meeting new people and discussing their needs to find out how I can help them enjoy more of life and take the chore of a clean home off their to do list. Doing the walk through with them allows me to shake hands and step into their home and discuss their pain points (Floors, bathrooms dust etc) to make sure we double check that one each time! Our unbeatable checklist allows us to reset the entire home from top to bottom creating a brand-new space for the client to be free to do other things!*

*I started this business 4 years ago while working at a restaurant during the day then cleaning at night until about 2 am. Over time I have gotten one client at a time and was able to step out of the other jobs into cleaning full time, as my name and brand grew so did my clients and now, I have been able to hire employees. Proud is an understatement. I have put up hours of education and coaching and systems and learning through each experience over these last years how to improve who we are and what we do. How to create the best customer service, overcome obstacles, hire the right mindset, train each girl and lead and inspire her to greatness. Its so much about what we do, but also the mindset we have each day towards it makes the biggest difference. I have got to help women move on to nursing school, go back to college and find their dreams through my leadership style. As of January; I get to step out of the field and into the office so I can work on the business and continue to improve this cleaning business. It is an honor to help our community and to provide income for woman to live.*



My name is Traci Cox. I am the proud owner of Traci's Classy Cleaning here in Springfield and surrounding areas.

When I first started this business, it was about creating freedom for myself and a schedule that allowed me to choose the hours and days I wanted. LOL. That turned out to be full time but we'll get there! Along the way I got to step into people's homes, meet them, meet the family, get to know them, watch children come and go and many seasons change. My heart became way more into this than I could ever have dreamed. I was used to working for other people and doing my job passionately, but when it came to owning a business I could design with my whole heart that was a game changer.

We are not just a wipe down service looking for a payout. The cleaners that I have on the team are just as passionate about what we do always keeping the mission statement and core values in every job.

I wasn't always this person. I lived a life of addiction for 15 years with 4 years sober now. I live every day today with gratitude, humility and integrity, being an empowering motivating leader in every opportunity I get. Through this business, my coaching business and every client I get an opportunity to help people live their best lives! Thank you so much for your time! Just being nominated is such an honor for me and helps remind me why I do what I do.