

TM Janitors clean up the valley
By Steve Lathrop
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LEBANON — TM Janitors has built its reputation steadily. Now owner Lisa Tur thinks it's time to become a more visible force.

That's the approach the company has worked toward over the 14 years it has been in business in the mid-valley.

"I don't think we needed to be as visible when we started out. We were growing by word of mouth and proving to ourselves that we could do what we set out to do," said Tur from her home office in Lebanon.

TM Janitorial provides environmental and bio-friendly cleaning services to residential and business customers throughout Linn and Benton counties. From Sweet Home to Philomath, TM crews are on the road six days a week.

"It's a big area so we rely on good scheduling to be efficient," Tur said.

The company got started when Tur and Mirna Marine, now a team supervisor with TM, decided they could fill a niche. After some training, a few classes and a workshop they took the leap, and opened the business in 1995, serving just residential customers.

"We found out the best training is experience," Tur said. "We relied on hard work and referrals for a long time."

The referrals began coming in, and with them growth. Now there are 12 full-time employees divided into four teams. The expanded customer base is about 25 percent commercial.

Three-person teams, each including a supervisor, provide service. Commercial work is handled by an all-male team working mostly evenings. A fleet of three minivans and one utility truck are on the road daily throughout the mid-valley.

"Scheduling has really become important. It was essential in the summer when gas prices were so high," Tur said. "We hit one area one day and another the next."

Tur attributes TM's success to the way it approaches each job.

"We want to show them we genuinely care about their home. It's not just dusting and cleaning, it's taking pride in the job," she said.

Tur realizes the current economic conditions mean making people aware of TM's presence will be important.

She said her customers are loyal and TM Janitors responds in kind.

"We know people are struggling right now. It's important that we show support, save people time and make things affordable. We want to be a good local option," said Tur.

That's where becoming a more visible business comes in. Tur said TM is getting more involved in the community, recently joining the Lebanon Area Chamber of Commerce.

"We know things are slow for everyone. We're working harder to let people know that we're here," she said.

TM Janitors operates Monday through Saturday from its home base at 300 S. 10th St., Lebanon. It can be reached at (541) 570-9711 or online at www.tmjanitors.com.