

Unknown Speaker 0:00

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Shawn Hill 0:40

Welcome into another edition of the nice job podcast. I'm your host, Shawn Hill. If you're joining us for the very first time This episode is a little bit special. You still get something out of it. But I recommend going back and listening to one of our previous episodes to really get an idea what our podcast is about. As this one in particular, as a follow up with one of our winners from the nice job radio awards that happened on March 24. Brian Crowder from curb appeal solutions took home the best service award, one of about 35 winners in the evening. And I wanted to touch base with him to see what it meant to him to win. And how he felt that he was able to put himself in a position to be an award winner. I still have a small little recap at the end of the episode. But let's get right into it my conversation with the best of the Service Award winner, the Nice job. Brian Crowder. Welcome everybody in. It's another episode of The Nice Job Podcast. And this one, a little bit of a break of format. If I may say, because we are celebrating our nice job rated awards. And I actually was able to connect with one of our winners from curb appeal solutions. Brian Crowder, Brian, thank you so much for taking the time to join me here on the podcast. Thanks for having us on. So the nice job Brandon award is our recognition, our sort of nod to those that are out there that are making outstanding contributions to their community. And really serving, but doing it the right way. And it comes down to whether you qualify this award by getting great reviews. So I want to get in a little bit deeper of how you went about the process you did along with using Nice shot to gather those reviews. But first, just a little bit about you. When did the entrepreneurial bug hit yet? How'd you get into the business if I don't need the hospital you were born in but what's the origin story of you? Brian?

Brian Crowder 2:36

Well, I've actually never really worked for a company when I was 21 years old. I'd done some volunteer work in New York, needed to start something up and a friend of mine was moving head and repair business fixing leather and vinyl. So I started doing that and for a few years petered out, got into window cleaning in Southern California and built a nice little business. And I was in my mid 30s little kids housing prices were up. So we sold no job, no anything, just built a website, moved to Greenville, South Carolina, bought a house and started our current business where we focus on soft washing now. So we've been here for about eight years. And yeah, that's how it's gone. That's the 32nd elevator pitch in my entrepreneurial journey.

Shawn Hill 3:21

And how what, how big of a business, how large your team gives us some of the stats in the lowdown on curb appeal.

Brian Crowder 3:29

So Currently, we are a two truck operation with a territory manager. So we have three technicians, territory manager. I'm like the operations manager, I'm the everything guy, we'll probably be expanding to a third truck here in the next month. So I don't have ambitions to make it into an empire. But I like it nice and small, profitable, lean and mean. So we have freedom. We're Nice work-life balance, but a nice little business as well.

Shawn Hill 3:57

I love bringing the work life balance. But then additionally, being comfortable where you are. So many times I'll talk to people in different groups or on podcasts. And sometimes they're afraid of growing, other times they're trying to grow too quick, seem a little bit of a balance of you're not afraid to grow when it makes sense. But I just talked about you're not trying to make an empire and make it where the logos on the tombstone there when it's all said and done. But I also love the fact that that type that size of business, if a nice top rated awards, you were going against those smaller than you those bigger than you What does it mean to you to be nice job Raider and to have that decal coming your way that says that you give the best service around?

Brian Crowder 4:38

Well, first of all, I didn't know I was up for an award. I remember last year you guys did it. And I was bummed I didn't win because I thought I had a lot of reviews. And then someone texted me. This past one you just won an award. It was awesome. So that's cool. When you're not aware and you win makes you happy. I just know a few years ago I really realized I needed reviews like the name of the game. And so I just started personally pushing for reviews a lot. And then I discovered, I've been around the nice job thing for a long time even before it was called Nice job. And so I've actually even had the website from way back in the day in San Diego. And so we joined Nice job four years ago, along with quite some time. And it just became like our core, like, what is our thing going to be, we're going to be the highest rated, that's going to be our niche, like, we're not going to be scientists about bleach and all this stuff. Everyone knows how to do that. We're going to be focused, what are we our customer service company, reviews is the name of the game. And so it's even part of our core values we have, we play off the word star, on our core values, we talk about it every Monday, every day, get reviews, it's on their checklist, to ask for reviews, they get rewards for reviews. So it's just become part of our DNA, that we're going to provide a five star service to get reviews.

Shawn Hill 6:03

So anyone that's coming to the door, anyone that's going to put on that curb appeal solutions logo now, like the expectation is there, you've caught your shot at. This is our goal here: we're going to obviously do the task at hand when it comes to the physical work. But ultimately, there's so much that goes into that customer journey. You mentioned the star using it as an acronym there. We can break that down a bit further, because I'm very interested in what I saw on the award you posted on the Facebook comment. We actually have this on our wall, we actually do it, I'd love to be able to take a look. And for those in the audio only version I can describe through and Brian, if you're willing, I'd love to share.

Brian Crowder 6:38

Yeah, I'll send it to you. I'll share it now. So I don't know if it'll pop up for the video.

Shawn Hill 6:43

So if you're watching the video, it's up on the screen now on the audio only version, it'll be down in the show notes. So you can follow along with us there. So yeah, Brian, what is here.

Brian Crowder 6:52

This past year, my thing has been like company culture and having those core values and making it mean something, not just empty words. So I went to a lot of different acronyms. And I finally was like, we're about the five star, so we're going to be a five star guarantee. So this is gonna be front and center. So our first core value is safety, that's like the most important thing because we do some dangerous stuff. And so we list out what safety T stands for teamwork, we're about the team. A is about the attitude that we have towards each other and our clients, we're going to give a customer experience, that's second to none. And the hours were relentless, we don't have any excuses. And it says we'll be relentless in our pursuit of providing five star service. So whether or not someone wants to leave us a review, we're going to make it that they can, they can give us a five star review, because that's the whole experience that we're going to provide from the sales experience to the work and concluding it.

Shawn Hill 7:49

And to dive into that relentless, I love because you talked about how we will be relentless in our pursuit of providing five star service. So I love the phrasing of that, because it's not gathering a five star review, it's providing a five star service, and then you still ask the customer for review, but it's still on them. But you're not saying we're going to just try to get it, we're going to provide that service and let them fall where they may. And then you follow up and say, We will reliably continue to become better skilled in our positions and relentlessly strive to grow as people. And as an organization, the order there is fantastic, Brian, it's we're going to provide the service. But having people as the growth first before organization, that's got to be a comforting thing for your team to know. Because just based on what I'm seeing here, it shows that you're investing in them, because they're going to carry out these core values. But it sounds like you're getting everything they need to succeed.

Brian Crowder 8:43

Yeah, when I think about it, what we do is, I hire younger guys, it is a pass through job, maybe some will stay for a few years, hopefully they do, but I get it, they're younger, they have got other things. So I told them the other day, like viewed as coaching, like you're going to leave here better, you're going to have certain skills that are going to transition, whatever you end up doing if you're going to school or want to do something else. But you're going to be learning certain things here about life, business, customer service, how to handle problems, that is really a training ground. So, if I coach you up, it doesn't mean you're in trouble. It just means I'm getting you better. And so it really sets the bar for what we want to accomplish, because if that's our goal to provide five star service, it's going to reduce our callbacks, it's going to reduce a lot of problems. And then the ancillary benefit of it is people will leave us reviews and they leave us

nice reviews. It's just not that we just don't get stars. We get people mentioning the technician's name and what we did, which is all a real benefit. I love seeing that when someone really describes the sales process when they were sold, how that went, how the job went, how a billing went, and they really explained everything. You know, I see that as the whole progress of our five star guarantee from beginning to end.

Shawn Hill 10:00

So I appreciate you sharing that. If you're watching the video we have up on screen, but we're going to take it down now, but I will have it down in the show notes. If you get a chance to grab a screen grab or anything like that, don't worry, we'll provide that for you. And I love it, it almost sounds like you embrace the fact that sometimes these positions will be a little bit turnstile and you talk about young guys, I'm a pastor. So to be able to have a system and a culture in place that allows you to keep that level of standard. We talked before we started recording here that the best service award is not something that you can just like cheat your way into, it's a very competitive award, but we're trying to expand it to make sure that we're recognizing everybody, but we knew this one was always going to have to be elite. So the fact that you said that phrase of I know, science is a pass through job, but are still maintaining the quality to be eligible for an award like this. Really, I don't want to have to run the podcast off. And I'm glad I did, because I tip my cap there. That's really powerful. I appreciate spending time here for our longer episodes in season two. I've been asking this question to all of our guests, I'd love to ask it to you as well. Because in this situation in this interview, you're going to be the expert here, you're telling everybody, but I know experts are always working on the next thing. I know that they have their base knowledge always next. So what is something that you don't know now that you're either currently working on or you'd be willing to share? Or that you're excited to find the answer to? And if business related be great, but if it's personal, we'd love to hear that as well.

Brian Crowder 11:24

Oh, man, that's a loaded question. I wasn't expecting that. We're just for business, we're still trying to add value to our customers. And so I don't get caught up in who can wash the cleanest, who's the most technical because customers don't care about that. They just want the job done. We want to do it right, we're going to use good products, we're doing it right. But what is going to give us more value? And then Company B. So one thing is our core values, our five star guarantee our commitment to safety, people like that. But we're also working on different ways to provide a warranty for people like added value, like we're going to stand behind our work. So it's not just a fly by night situation. So I guess what we're always trying to do as a business is, what are we doing that's already providing value to people, but they're unaware of it. So we want to let people know the value of that because most people don't, you're doing it because you're doing the right thing. But they don't know what they don't know. So that's what we're always trying to work on.

Brian Crowder 12:37

So,

Shawn Hill 12:38

Yeah, educating the customer and passing on that knowledge that goes back to what you said, of getting more detailed reviews as well, because unless people are impressed, they may not know how to actually articulate it, but you took the time to teach them. They now know exactly what to say. Well, once again, Brian, congratulations, not just to you, but the entire team. I know this is a team effort to really win this award. Staff, it is headed your way. By the time we released this. I believe on Monday, it could already be in your mailbox, but if not, it'll be out soon after that. And please send us a photo of either your team with a certificate or something like that. We'd love to share it. And thank you so much for taking the time today to come on the podcast.

Brian Crowder 13:15

Hey, I really appreciate it. Sean, I just want to say that a nice job has been one of the biggest game changers in our business. We probably have the most reviews in our state, I know in our area, there are almost 400 for Google reviews, our goal is 500 this year. And so I appreciate all the hard work you guys are doing to make the platform easier and better. So just keep up the good work on your end to Oh, we appreciate it.

Shawn Hill 13:38

You know the tagline is to get the company's reputation they deserve. So you have to do the hard work, we just try to make it easy for you to reap the benefits for it. So, Brian, take care. I'm sure we'll be talking soon. And once again, thanks for coming on the show. Thank you. Before we get to that fun, here's a recap of the business. Once again, I invite you to go watch the entire nice Java rated award show. You know, it's a lot of fun putting it together. I think you will enjoy it. If you're interested in getting a Nice job rating yourself. You can find out more, get that nice job.co/Nice job mustache rated. You can also just drop us an email podcast at nice.job.co, write my three takeaways two quick episodes. So I have some quick takeaways. My first one, Brian talked about not being anything else. But customer service focused. I love how you put in perspective, they weren't going to sell themselves as the chemical geniuses or on technique or any other of those USPS. He really felt having it be you're going to be a five star company for you was enough. He's built his culture around it and identified that that was going to be better, long term success to have that you when he built his business around. The second takeaway is even with that high level or sort of that basic mantra His core values actually went a lot more in depth. Now if you're listening to the audio only version, we've included that in the show notes, so be sure to check out a full visual there. But even in the conversation, you could tell and I pointed out that there is depth to each one of the core values. I know coming up with core values can be a challenge and exercise all its own to find the best way to articulate it to your staff. But making sure that it goes beyond high level will help you build a structure that gets you to an award winning status. Finally, I was very intrigued when Brian talks about always looking to add more values, looking for new and creative ways. And sometimes if your business is a little bit of a stalling point, that should be the question you should ask yourself, how can we add more value to our customers? What can we offer? What can we do? What extra incentive can we provide to make us just that much more valuable? wish the best of luck to Brian and find out the answer for his business and to you as well. So that'll just about do it. If there's something you got from this episode that I didn't say please drop us an email podcast at Nicejob.co blueback with our

regular format, and again next Monday when we usually release these podcasts. Till then one should be healthy, one should be safe. Don't forget to have a little fun out there as well. Take care, everybody.