

Press Release
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Of interest for Editors and Journalists covering: local business, business to consumer success in a difficult economy, green business

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Celebrating 10 Years of Growing Success as a Luxury Service in Tough Times

DENVER, Colo. (05/05/09) – In this down economy, when many companies are struggling to retain business, it is a rare instance to hear of a company that is not only surviving but thriving as well. Denver Concierge is a green residential cleaning company celebrating 10 years of growing business success providing a service that some might consider a luxury. What is their secret?

“We really believe in making our clients lives easier and saying yes where many other companies say no,” states owner John Kitts. *“Having a cleaning service is a luxury for most folks in this economy. We ask ourselves every day how we can add more value to our clients’ lives and how we can become indispensable.”*

Kitts originally got into the cleaning business because he saw an opportunity to bring discipline and process to an industry that has traditionally been very loose in its standards and approach. Over the past ten years, Denver Concierge has set new standards of professionalism, quality, and service in the industry. With over 750 clients extending from Parker and the Denver Metro Area into Boulder County, the company continues to grow by utilizing the basic business principles of intensely focusing on clients and employees as their founding premise. One of their most effective internal principles is finding and retaining the right staff. For each of their 70 employees, they have reviewed at least 20 resumes. Rewarding quality work and providing a stable work environment has cemented their place in the marketplace because both their employees and customers feel appreciated and valued.

Kitts continues, *“We have identified and measure all the key metrics to be a great company and reward and recognize the people that perpetuate our values. That pays off in customers that are delighted and a workforce that is motivated to keep them that way.”*

These core business principles have helped Denver Concierge to thrive as people curb their spending and tighten their belts. They have truly become the luxury that their clients don’t want to cut because they feel better coming home to the comfort of clean and organized space.

“We’re trying to provide a breath of fresh air in tough times that people choose to keep while cutting back in other ways. That’s a good thing for all of us,” says Kitts. *“We use local earth friendly products, provide people with job security, and are active in our community. I truly believe that companies that live the right values will withstand any recession or downturn.”*

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Denver Concierge is a premier provider of home cleaning services in Colorado, and is Denver-based and independently operated. To find more information about Denver Concierge, contact John Kitts at 303-975-2808, fivestar@denverconciierge.com or visit their website www.denverconciierge.com