

As Seen in the Sunday Star Ledger

Spin Cycle Proves bigger isn't always best

Spin Cycle, a company that provides state-of-art laundry facilities for multi-family dwellings in the Tri-State area, is proof that a small, locally owned company can compete with bigger firms. According to Alan Gebroe, president of the Livingston-based firm, Spin Cycle has logged computerized laundry installations in multifamily properties throughout the Tri-State area since its inception only a few years ago.

The company's expansion plans continue and succeed, thanks to Gebroe's hands-on approach to each installation, combined with a veteran staff of professionals.

David Del Deo is an experienced software designer specializing in the commercial laundry field. With more than 15 years of experience in the laundry industry, Del Deo has helped to enhance Spin Cycle's reputation for fast and professional tenant service – a reputation that is helping to catapult the company to even greater heights.

Constant upgrading and improvement of Spin Cycle's facilities are major considerations. "The personal, hands-on service goes only so far," says

Gebroe. "Our computer capabilities have fully integrated programming that tracks every aspect of the business, including an unlimited number of properties, equipment, property owners and residents. This allows us to provide property owners with detailed reports, accurately track receipts and stay up-to-the-minute in the repair and maintenance of equipment. In addition to providing site information and analysis, the system keeps a history of resident calls and service needs, providing prompt refunds when required."

According to Gebroe, Spin Cycle's quality of service and response time are an industry model, with more than 95 percent of all calls being satisfactorily completed in one visit. One reason for this exemplary record is the constant evaluation of current and potential locations as to equipment requirements, location improvements, safety, appearance and revenue potential, by the company's veteran maintenance supervisor Patrick Muldowney, a 15 year veteran of the laundry industry.

An on-going preventive

maintenance program complements the service operation, further ensuring the reliability of Spin Cycle's state-of-the-art laundry equipment.

"The equipment that we use is the best available for commercial use," notes Gebroe, "however, repair calls are sometimes required, and when this occurs, our service personnel check on the appearance of the laundry facility, assuring that the rooms remain freshly painted, adequately lighted and provide users with a clean and safe environment. Our commitment is to continue to provide the finest and most advanced laundry equipment, conveniences such as specially designed folding tables and comfortable seating, accurate accountability to property owners, and an unparalleled level of service and reliability to the residents living in each property serviced by Spin Cycle."

An entrepreneur with more than 25 years of experience in the multifamily investment industry Gebroe has forged an important *niche* for Spin Cycle in the commercial laundry business in the Tri-State area.