

# OWNERS, DEVELOPERS & MANAGERS

Company provides multifamily-focused commercial laundry solutions

## Spin Cycle Laundry Services names Arbus to role of vice president of sales

**E**AST HANOVER, NJ — Spin Cycle Laundry Services, a

provider of multifamily-focused commercial laundry solutions and end-user lifestyle experiences, has named



*Michael Arbus*

industry veteran **Michael Arbus** to the position of vice president of sales. In this role, the Bergen County, N.J. resident will spearhead Spin Cy-

cle's expansion strategy within New Jersey and throughout the Greater New York Metro.

Established in 1995 and headquartered in East Hanover, Spin Cycle is an innovative provider of next-generation laundry equipment and services specially designed to serve multifamily property owners and their tenants. Founded on the premise that laundry is not a chore but an experience, Spin Cycle continues to retain and build its diverse customer base of apartment-rental, co-op, condominium and townhome

community property owners and managers by delivering a superior customer experience and increasing resident satisfaction.

"Spin Cycle is pleased to welcome Mike, a well-respected commercial laundry services visionary who has demonstrated the ability to anticipate future trends and help property owners address them with innovative technologies and best practices," said **Eric Gebroe**, vice president. "Mike's strong industry ties will allow us to advance Spin Cycle's current and future growth initiatives

while retaining the highest standards for the customer satisfaction – among property owners and end users – for which we've become known."

In an industry where the acquisition of well-established commercial laundry companies by large conglomerates has become commonplace, Spin Cycle is leveraging its customer-first philosophy and emphasis on innovation.

"This is what brought me to Spin Cycle – the company's long-term relationships with customers that extend well beyond state-of-the-art machines

with reporting and usage technology," said Arbus. "Spin Cycle serves people, from the building owners and managers who incorporate laundry facilities and services as a lifestyle amenity that yields additional revenue, to those residing at the property who seek dependable, clean machines with user-friendly payment options and a well-lit, freshly painted safe environment with amenities like comfortable seating, folding tables and laundry carts. We ensure doing one's laundry can be satisfying, not an inconvenience."

Each on-site Spin Cycle laundry center features modern Speed Queen commercial equipment with app-based and MoneyCard-based payment options. The specially designed centers are created in collaboration with the property owner and management team. In addition to conducting regular on-premises site visits, the centers are monitored in real time by Spin Cycle's proprietary remote technology platform that monitors usage, payments and overall performance.

"Spin Cycle is extremely proactive in their preventive machine maintenance practices as well as the deployment of its own service supervisors and technicians within 24 hours of a reported equipment malfunction," added Arbus, who noted more than 95 percent of the company's service calls are addressed in a single visit. "Spin Cycle can supply this level of service because we are a regional provider whose entire employee base – from maintenance specialists to management – lives and works within the multifamily submarkets we serve."

The company also recognizes commercial laundry services cannot be effectively implemented through a one-size-fits-all approach. "A 19-unit property has entirely different requirements than a 500-unit property," added Arbus. "Our approach is always agile and we 'right size' everything, from the washers and dryers to the amenities and room renovations provided. We also utilize simple contract structures that do not include auto renewals, right-of-first refusal clauses or hidden fees that we feel are not in the best long-term interests of the customer." ■