



Perfecting That Cleaning Service

Pictured, left to right, Gregory Owens, Tamarian James, Johnnita Williams, Keaneacha Dockery (owner), Preston Dale, Carolyn Fletcher and Tami Corey.

Keaneacha Dockery believes the value of a cleaning service isn't just a clean house – it's the time you saved yourself by hiring someone else to clean it.

That's the idea and mission of Perfecting That Cleaning Service, the business she started by herself in 2002. Its name comes from the Bible in Psalms 138:8, which reads in part: "The Lord will perfect that which concerneth me."

"It is supposed to help them to be able to do other things they need to be doing," Dockery said of her business. "If they're getting services to help with their home, that should free their time to be able to do other things that will complete their life."

Perfecting That Cleaning Service is the Mobile Area Chamber of Commerce's Small Business of the Month.

Dockery, who began cleaning homes on the side while working at Mobile Infirmary, said she started her business by taking advantage of free networking opportunities, doing all residential work in the beginning.

Since then, Perfecting That Cleaning Service has grown through word of mouth and more networking through Chamber events, and now includes nine employees with offices on Azalea Road and in Clarke County. About 60 percent of its business is now commercial, with clients in

Mobile, Baldwin and Clarke counties and across the state line in Florida.

The company offers one-time or regularly scheduled cleaning appointments, construction clean-up and a wedding concierge service. Dockery said what sets it apart is an emphasis on deep cleaning.

"People love that we do thorough deep cleaning," she says adding that new clients often have gone six months or more without a cleaning.

The business was featured on the cover of a previous issue of *The Business View*, which Dockery said provided invaluable exposure. "That gave me a lot of credibility in the community,"

she said.

While the company has grown steadily since its one-woman beginnings, Dockery has bigger plans for the future.

"My next goal is the Montgomery area, to place an office there," she said, "and definitely more expansion into the construction cleaning industry."

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