



Fulfilling a Dream Couple brings 25 plus years experience in the cleaning business from Munich, Germany, to Cape Coral

Clean



By JENN LUCAS

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Marcus Haritos and his wife, Sue, came to the United States in November with a three dreams.

"Number one was to come here to Florida and we did it," Marcus said. Number two, he said, is to watch his business, Masu's Cleaning Service, take off so he can attain dream number three, owning his own house. In the few months the Haritos have been here, it looks like they could be well on their way. The two offer house cleaning, inside and out, for all homes and will even do the windows, in addition to pressure washing, carpet cleaning and other services the owner may need. Another service offered is house sitting while owners are away, ensuring not only the house is safe, but tidy as well.

Marcus and Sue came from Munich, Germany, to Cape Coral because they enjoy water activities such as boating and scuba diving. After vacationing here a few times, they knew someday they wanted to move permanently to bask in the sun and "live the American dream," Marcus said.

"Five or so years ago we started working on our dream, which is to open up a big company in the United States," Marcus said. "We are still small but we promise we will make it big."

The duo plans on doing that through hard work and intense dedication to their job. Last week alone, they put in seven 12-hour days, and almost forgot to rest for Memorial Day.

"We don't see our job as a job, we really enjoy it," he said. "We also take time out every day to relax the mind after a hard-days work, that's also important."

The Haritos work ethics are simple: be honest, on time and professional. They pride themselves on being reliable and make sure the customer is satisfied.

"We found that some businesses in America just don't call you back," he said. "We don't want to disappoint anyone, we want people to know we're here, so we always call them back. If we're out at a job, the first thing we do when we get home is call them back."

It's their customer service, Marcus said, that separates them from the competition. He said recently, while working on getting a contract for one community, they showed up in person to prove they

About the business

What
Masu's Cleaning Service

What they do
Offers specialized cleaning to homes of all sizes

Owners
Marcus and Sue Haritos

Information
Call 772-4247

would be there. He said if you act professional, you will get more customers.

Though their customer base is growing quickly, it took a lot of hard work to get there. Marcus spent about 17 years in the cleaning business in Germany, working on mostly corporate accounts and office buildings. He said a family friend started the business more than 25 years ago, so he grew up in the cleaning business. He sold it to his brother when he decided to make the move to the U.S.

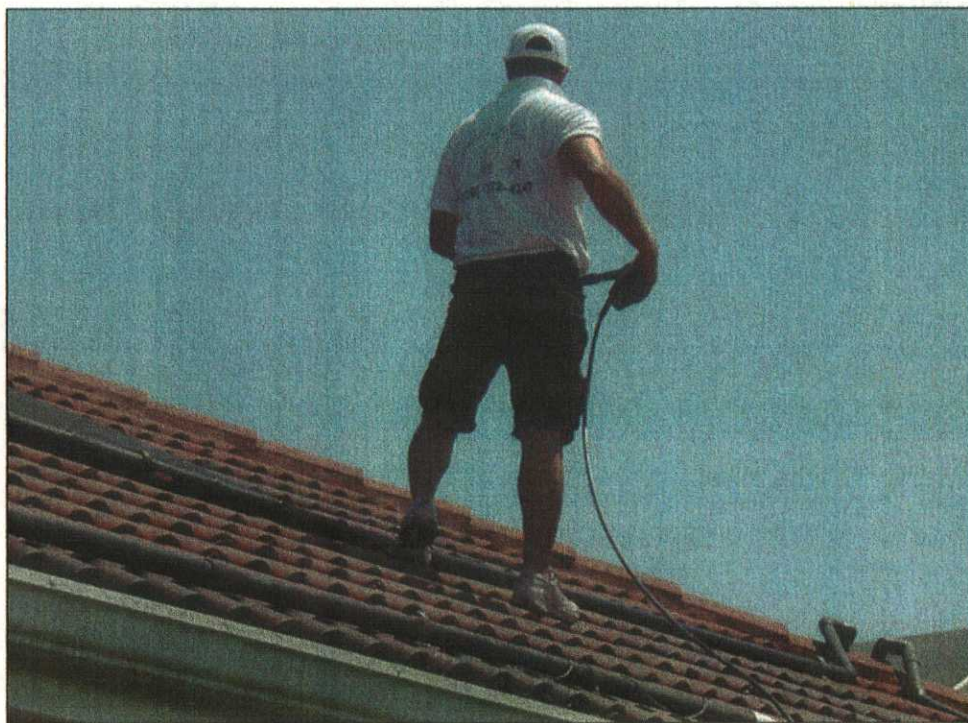
Sue was second in command for an accounting department in BMW, one of Germany's largest corporations. Even though she is missed by her bosses and co-workers — they still send her letters — she now uses her skills to help Masu's Cleaning Service.

"We make a great team. I have the cleaning experience and she does touch to books, which I'm not allow to touch," Marcus joked.

After coming up with the name, which is Marcus and Sue put together, the two began by printing up glossy postcards with their information. They did a lot of research on how to solicit in the United States, and came up with a unique idea. They took their cards and placed them in a shiny bag with blue glass stones and placed them nicely on people's walkways, not their doors, so people would see them even if they didn't use their front door.

After that, the calls began to come in. After a while, they began to compile a glowing list of references.

"Their personal touch and professionalism are a welcome change from some of the business that I've received," said J.P. Terrasi, a client. "I've looked to have my house pressure washed and cleaned ever



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Marcus Haritos power washes the roof of one of Masu's Cleaning Service's clients in Cape Coral. The couple do all kinds of household chores from windows to pressure washing, even housesitting.



SPECIAL TO THE BREEZE

The logo for Masu's Cleaning Service.

since I bought it a few months ago. I never thought it would look as good as it did."

The Haritos recently decided to come up with a logo people could begin to recognize the business easier, like they had seen on other small business owner's trucks. They began designing around the letter M with C and S, for Masu's Cleaning Service, and ended up with a memorable design incorporating the "CS" into a vacuum and placing the M in a bucket. They are hoping that some day their big "M" will become as well-known as another famous golden M.



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Marcus Haritos and his wife, Sue, show off the logo they created for their business, Masu's Cleaning Service, on the side of their truck. Originally from Germany, they have more than 25 years experience in the cleaning business, recently moving to Cape Coral and starting again from scratch.