

# TM MANN REPORT

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## REBRANDING THROUGH MODERN MEDIA GUARDIAN SERVICE

JEREMY BRESSLER, CHRISTINA MCGILLEN, SAMUEL "SANDY" HERZFELD,  
ALAN BRESSLER, LYN BRESSLER, KRISTOPHER PATTERSON, JONATHAN KESSLER, MATTHEW BRESSLER

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# REBRANDING THROUGH MODERN MEDIA

## GUARDIAN SERVICE

"We've been a success in our business since 1918, serving commercial buildings, government buildings, residential communities, commercial facilities, schools, industrial facilities, transportation hubs, and retail outlets. Today we have over 1,000 clients and maintain over 110 million square feet throughout the Northeast. But no one has known about it! It was time to get us greater exposure."

The speaker: Sandy Herzfeld, Chief Executive Officer and Principal of Guardian Service Industries, and a member of the third generation to manage the company. The solution, he comments: "We are in the midst of rebranding ourselves, using today's media to raise our profile."

"Not everyone is aware that we offer a full line of services," says Alan Bressler, Chief Operating Officer and Principal. "We started off with window cleaning and janitorial services -- and many of our customers have known us for only that. But we have expanded through the years, and today we offer a complete facility solution including Janitorial Services, Security Services, Engineering & Operations, Pest Control, Lighting and Electric, Window Cleaning, Concierge/Front Desk Ambassador, and Marble, Metal and Wood Restoration. Guardian has been constantly evolving and expanding -- and we felt that it was time to also expand in the way we tell our story and vision. We saw that we needed more outlets for the purpose." Adds Alan: "Sandy's contacts, my contacts, they are part of a generation that grew up with traditional media, particularly print. The world has moved on: there's a new generation throughout the industry now and we want to be where they digest their media."

"When I joined Guardian in July, 2014," says Kristopher Patterson, Director, Marketing & Digital, "all I saw was a firm that provided janitorial services. When I went on their web site, that's all I saw as well. Yes, that's an important part of what we do and who we are -- but what goes into it? How do we incorporate the many underlying issues, such as green cleaning, conservation, smart engineering? How do we take the concept of 'janitorial' and communicate its many aspects? How do we make the subject bigger, more relevant, than most people are aware of?"

"It's like thinking of Google," he says. "It's essentially a search engine, but when you think of Google, you think of an innovative product, a leader in its field. We want to do that with

Guardian. We want people to think of Guardian as a thought leader in cleaning, in engineering, in making sure your lighting is energy-efficient. It's marketing not just a service, but the intelligence around it. It's having conversations with today's younger, media-savvy generation, the generation that today is running our client companies and paying the bills."

"There are outlets today that enable us to brand our business in a better way than in the old days," says Jonathan Kessler, Senior Vice President, Sales. "Formerly, you'd just put an ad in the Yellow Pages and Blue Book. Now we use an array of social media platforms: LinkedIn, Google+, Facebook, Twitter, Instagram and Blogger. We can speak out and say what's on our minds, talk about what we believe to be the industry's best practices. We have the opportunity to show that we are the experts in our industry."

"Today we have more than five hundred Google+, Instagram and LinkedIn followers as well as more than a thousand Facebook and Twitter followers," adds Kristopher. "And it's not just one-way communication. We're having intelligent conversations, interactions. It's positioning ourselves in a manner we've never used before, as a thought leader concerned about the environment as well as about cleaning and securing facilities."

### New client relations

There has been an upgrade, as well, in Guardian's direct approach to its customers. Says Christina McGillen, Vice President, Client Relations: "When I joined Guardian, I started reviewing every single role in the company -- accounting, payables, collections, and more. I began exploring Alan's and Sandy's accounts, answering their phone calls, seeing clients -- all to make sure that these clients were happy, that their questions were being answered. Then I started going out to meet new clients and bring in new business. Today I have become Guardian's customer advocate. Every single customer is important to us, and we want them to feel that."

Christina, too, has adapted social media -- within Guardian. "We select our Employees of the Month and our Supervisors of the Month, and broadcast it through these media," she says. "Many of our employees, of course, already are familiar with these sites -- and when they see their fellow employees recognized through them, they say, 'I can do that too! I can try harder! Let that be me!' They are giving us amazing feedback!"



From Left to Right:  
Samuel "Sandy" Herzfeld, Alan Bressler, Lyn Bressler, Matthew Bressler, Jonathan Kessler, Kristopher Patterson, Christina McGillen, Jeremy Bressler

What's more, we're also getting really positive feedback from our clients, who see the sites -- and from our competitors."

"The question arises as to what this does for the company," she says. "If I were a client and I was scrolling through the various web feeds, and I saw, through these media, that this was a company that values its employees, that recognizes and rewards its talents, whether these talents are involved with marketing or changing light bulbs, I would want to be associated with that positivity."

A new thrust in expanding Guardian's talents took place earlier this year with the addition of Lyn Bressler, Human Resources Manager, to the company's staff. With her brothers, Matthew and Jeremy, Lyn represents the fourth generation of the Bressler family in the company. "I am working on developing our new personnel system, where people can apply for jobs on-line, and information goes directly into a computerized database." Lyn, in addition, has become part of Guardian's "people response" to inquiries from clients. "When they call with a question or problem," she says, "we don't want them to have to go through a variety of automated systems and be placed on hold. When they call, they get Alan, they get Sandy, they get me. They get the owners or the family of the owners. It's

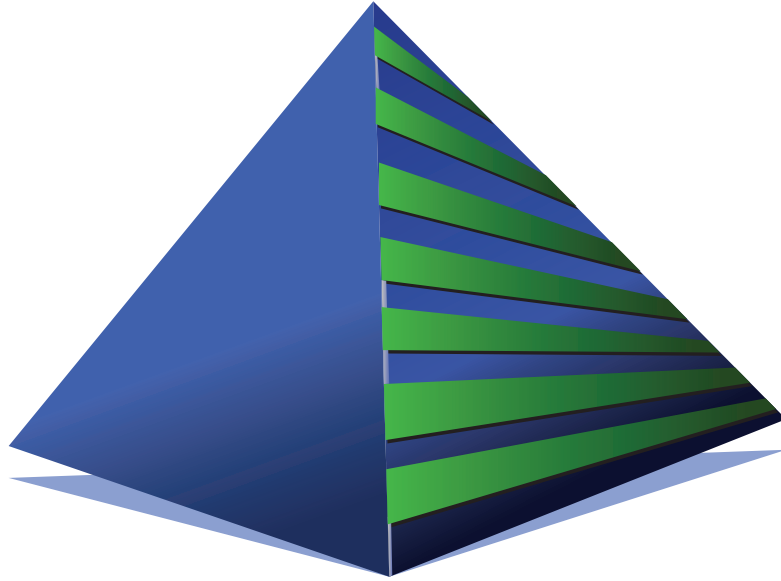
part of the Guardian culture."

"Part of what we do in our social media is to identify trends in our industry and talk about them," says Matthew Bressler, Vice President, Lighting & Window Maintenance. "We feel that many clients want to be associated with a forward-thinking approach, with a company that not only provides superior service, but also values its human assets," says Jeremy Bressler, Vice President, Operations.

Alan Bressler sums up: "Every single blog, every single posting on social media -- they all come back to who we are and what we do. They come back, too, to what we hope to continue doing -- serving our clients with superior service -- for a long time to come."

*By Peter Haas*

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