

East Valley Tribune

Sunday, November 21, 2010

Got a bunch of junk? Mesa business can help

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FOR THE TRIBUNE

Most people know what it is like to have that one place in their home in which the most random collection of belongings seems to accumulate. Bed frames, old televisions, broken refrigerators ... it all piles up.

Now, that pile can be easily cleared with just one phone call.

Junk King of Mesa is one of the newest businesses to open up in the East Valley to help residents and businesses clear away their junk without the hassle.

Providing a junk removal and hauling service, Junk King helps realtors, property managers and business- and home-owners clean up unwanted materials and possessions.

"We help with foreclosures, construction sites that have piles that need to be picked up, homes that

have been abandoned and all types of situations like that," owner Jeff Deitschel explained. "We are doing a service for the people. We work to try to keep it out of the landfills."

Junk King was founded in San Carlos, Calif. by Mike Andreaachi and Brian Reardon in 2005. The brand just started franchising in January 2010. Junk King of Mesa opened Sept. 13 and is the 15th location to open in the country.

"As we all know, being at the front end of things can be good or it can be risky," Deitschel said. "I am betting on it working out. It's just a matter of people being aware of us and knowing what we do."

To help get its name out there, Junk King recently joined the Scottsdale and Southeast Realtors Association. The company is also a member of the Better Business Bureau.

"It's a matter of patience and trying to figure out what works best with getting our brand awareness out there," Deitschel said.

Junk King's pricing depends on the time and amount of stuff that needs to be hauled. The company provides free estimates but does not handle hazardous material. When pickups are scheduled, the wait window is only two hours. Right now, Deitschel has eight employees who are trained, licensed and bonded.

"We have to make sure they know how to lift things properly, they know how to use the safety equipment and that they wear the proper gear," Deitschel said. "We do everything we can to make sure people don't get hurt and that we get it out of the resident homes without damaging anything."

Deitschel is familiar



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READY TO GO: Junk King of Mesa helps residents and businesses clear away their junk without the hassle.

with the regulations and procedures of the industry. He has a degree in construction management from Purdue University, and he spent 25 years in the construction business.

When asked why he wanted to own a franchise with Junk King, he said: "It fit with my construction background. I am from the Midwest, and I grew up in a farm community. I've always done hard work, and it was just a natural fit."

Deitschel spent the last 10 years working for large construction firms in the Valley. "That pretty much

gets you in the position of running a small business," Deitschel said. "I've helped build spring training stadiums, done construction for Intel, Motorola and hospitals. Every project you have 300 or 400 people working for you, and so, it is like running a business in a way."

And his skills have certainly transferred over to Junk King's operations.

The company checks competitors' prices. Deitschel makes a point to offer \$25 or \$50 coupons. There is even a \$30 discount for those who book

appointments online. It is all a part of Junk King's plan to be one of the most affordable and reliable hauling services in town.

"Our call center will call every 48 hours to see how we have done (on jobs)," Deitschel explained. "Typically, we never get anything less than five out of five stars."

In the six weeks since Junk King of Mesa has opened, the business has already started to see trends in the area.

"People usually think it (the junk load) is the size of a washer and dryer, and it is usually 10 times that amount," Deitschel explained. "It is amazing how big it can become."

Most of the loads that Junk King has picked up consist of recyclable materials. The average load is usually about 60 percent recyclable. However, Deitschel has said it is not uncommon to see a load that is near 100 percent. Usually, all that winds up in the landfill is furniture and carpet.