

A noble calling

Junk King sows its version of the American Dream

By Jim Johnson

Brian Reardon figures it's been a great ride so far with Mike Andreacchi as they continue build out the Junk King business around the country.

And he expects more of the same in 2011.

With 23 franchise locations in place at the end of 2010,

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Rubbish removal franchiser Junk King continues to grow this year, with a goal of more than doubling its locations around the country.



King

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Junk King exceeded its goal for the year and has set even loftier expectations for this year.

Junk King plies its trade in the junk removal business, and its red-and-gold trucks can be seen in various parts of the country removing garbage and unwanted items for both residential and commercial customers.

"I think the main thing is people lead busy lives, and they don't want to take the time on weekends to go to the dump, you know, half a Saturday when you can go to maybe the kid's soccer game," Andreacchi said. "It's about convenience. It's about customer service and the way we represent ourselves as community players as well as with our customers."

The current business mix includes about 30% to 35% commercial work with the balance being residential. The men would like to see that eventually even out to a 50-50 split because commercial customers can more readily become repeat customers.

That's the case with the company's corporately owned franchise in San Carlos, Calif., where 45% to 50% of the work is return and referral work.

"It's been a great ride," said Reardon, CEO of the company. "It's been a lot of fun. It's been exciting. It's been a lot of hard work. We love what we do at the end of the day."

Andreacchi holds the chief operating officer title with Junk King, but he admitted that the men and co-founders of the company essentially drew straws to determine what titles they would hold. Both wear a lot of different hats with the firm.

"It's really been fun to watch the growth of the company," Andreacchi said. "It's great to help people create their own job and run their own business."

Junk King, in an effort to spur further growth and bring in some more expertise, also has struck what it calls master franchising deals covering a handful of states, including Arizona, Texas, Tennessee, Georgia, Ohio, Colorado and Minnesota.

Those in charge of these states help manage and support the overall company and work with franchisees within their territories, Reardon said.

The idea, he said, "is to make sure that we are supporting our franchisees to the best of our ability, to make sure their numbers at the end of the year are as strong as they can be," he said.

"We just have to make sure we stay on top of our operations and our franchisees and everybody is doing what they are supposed to be doing, following the plan, following the formula," Reardon said. "Not necessarily micro-managing them, but just monitoring and making sure that our support is there."

Franchisees also have to take control of their own businesses, the men said, and that includes networking in their territories to promote their business.



Mike Andreacchi, left, and Brian Reardon say they are having a blast as they continue to expand their Junk King business, which has franchise operations around the country.

"It is the American dream to start your own business, and I think we are in a good time for that," Andreacchi said. "Junk King is based on growth and networking. We put the business right back into our franchisees' hands and say, 'You're responsible for 35% of our growth or your revenue based on networking your company.'"

But, Reardon said, Junk King also provides a road map.

"When it's all said and done, people look at new franchising because they don't want to create

the wheel," he said. "They want support. They want something that's already created. That's something we bring to the table."

He said a key factor in the success of a Junk King operation is that "the customer service, the operations in the field, the marketing and the networking is being completed and done correctly."

Junk King said it would like to add another 36 to 48 franchises this year. While Reardon said "that sounds pretty crazy," he also said his company has lofty goals coming off the success ex-

perienced in 2010.

"The factor of making sure that we keep growing is making sure that we don't lack on the support side of these franchisees and making sure that we stay in front of new prospects, whether it's in PR or advertising or marketing," Reardon said. "We have to make sure the Junk King name is out there on a consistent basis. You have to stay in front of people." ■

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