

# Sean and Brian Cradock IFS Group, Inc.



SEAN CRADOCK



BRIAN CRADOCK

**What was your percentage of growth last year?**

Forty five percent.

**How did you two get started in the business?**

We moved from Charleston, SC in 2000 to peruse the fast-paced growing IT market. Sean moved to Washington DC to work for Sprint and Brian set course for Raleigh, NC to work for Cisco Systems. A year later, we realized the quality of life we missed from Charleston and moved back in 2001 and went into business together. We purchased a failing residential housekeeping company for the price of a used car. We went from working in a 200,000-square-foot high-tech facility to a shabby run-down leased space of only 750 square feet. It was so small that when the housekeepers came back at the end of the day, they would bang their cleaning equipment against our office manager's desk. Not to mention, our six-figure incomes plummeted to zero!

Our extensive experience was in staffing, in the IT business environment, and communication with multi-million dollar accounts and top government agencies. Now, we were faced with four

employees and about 25 residential house-cleaning accounts that were paying under \$100 a month. What were we thinking? Sean quickly took over the operations while Brian jumped in on the sales and marketing end. After five years of dealing with growing pains and stress, we are still in business and going strong. Each year we have recorded record growth numbers of over 40 to 50 percent.

**What is the smartest move and/or business decision you have made?**

We diversified our service offerings to include landscaping and design, HVAC preventative maintenance and repair, pest management service, painting service, light fixture cleaning and re-lamping, plant maintenance and leasing, electrical preventative and corrective maintenance, recycling program, window cleaning and pressure washing. As a legitimate player in the building service contract business, we currently offer up to a dozen facility services to our clients which has attributed to our client retention. We specialize in providing core janitorial solutions and integrated facilities services to a broad

market which includes manufacturing, corporate, government, medical, assisted living, retail, financial institutions, stadiums and hospitality.

**What business decision do you regret?**

Not joining BSCAI sooner.

**When did your company join the BSCAI and what is the main benefit you derive from membership.**

We joined in 2005. BSCAI gives us the knowledge we need to continue to expand our business by educating ourselves and bringing new solutions to our clients. It has also given us the opportunity to network with other company's and look at new and innovative ways of running our business. If you are going to survive or grow in this business, then BSCAI is where it's at. No other organization is more professional, helpful and friendly in my opinion. BSCAI truly wants its partners to excel and grow.

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