



## Real Member Stories

### Cleaner



**We made £55k in 2017 just from BNI referrals....**

**Case Study: Lynn Gunston of Equazion Ltd**

A Berkshire cleaning firm who has had a bumper year, is busy recruiting new staff and firmly attributes the success to their membership of a BNI chapter. Lynn Gunston from Equazion, takes up the story:

“I’ve been in BNI since 2013. Equazion is a cleaning company and we handle small commercial and domestic cleaning. It is about 30 per cent small commercial and 70 per cent domestic. We have four cleaners and are so busy we are currently recruiting for two more and we made £55k in 2017 just from BNI referrals.

“We differ from many of the franchised cleaners and will find out what our clients want and deliver ‘personal service to the client’s requirements’ and that approach also makes it easier for members of my BNI chapter to find referrals.

“In BNI when we invoice a client we got through a referral, we ‘thank’ the member for the business and I track that with a spreadsheet and most of our 45 different clients come from referrals.

“I have a great referral partnership with our letting agent, Helen Church of HC Property Net. I do all of her end of tenancy cleans and she is great at recommending me on Facebook when someone asks for a cleaner. She’s put me on Facebook so many times now.”

“And, if a tenant appreciates what we’ve done with an end of tenancy clean, she says, “All mine, she does all mine. And she’s really good”. Which can lead to more business. In fact, I’m on my fifth level referral with Helen. That means someone she referred me to for a cleaning job, referred me to someone they knew and so on. All from a single referral.”



## **“Having BNI members recommending you and promoting your business really helps”**

“Jane Stokes from Emerald Massage is another great referrer, she too recommends me on Facebook when people are looking for a cleaner and that can be very powerful. It isn’t just the members in the room, an accountant who used to belong to BNI still refers to me.”

“Recommendations on Facebook do not always lead to business, but if I get to quote for the work that counts and if I get it, then I thank the person who recommended me for the business.”

“There are a lot of cleaners out there and a lot of competition, so having BNI members recommending you and promoting your business really helps.”

“BNI isn’t just about the money though, it is like family. I gave a thank you card as a testimonial the other day to Kate Thomas, from Funky Flowers. She had provided some amazing flower for someone I really care about. She understood, your BNI chapters really cares.”

“If a cleaner was thinking about coming into BNI, I would say ‘do it!’ It works, and I have the invoices to prove it and know the business I have thanked for because of BNI.”

**Contact Lynn Gunston**

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### **Find your local BNI meeting...**

To find your local BNI meeting please visit [www.bni.co.uk](http://www.bni.co.uk) and enter your postcode.

BNI is the most successful business networking referral organisation in the world. We have thousands of members in the UK and Ireland, passing hundreds of thousands of referrals worth over millions of pounds every year!

