

# Family Ties and Growth Assistance Fuel Success for Never LATE Property Cleaning in Pinellas



Ask Ada McFarley about how she got the idea of forming [Never LATE Property Cleaning, LLC](#) and she'll tell you of the pivotal moment when she took her future into her own hands.

"I was sitting in a job where I had just gotten passed over for a promotion and I was just tired," she explains. "I wanted to make my own business model where you could make it through the glass ceiling if you were persistent and determined." McFarley grew up helping her single mother clean to supplement the household income and used that experience to launch her business. The word "LATE" in her business name represents the initials of her mother's, sister's, and daughters' first names, and it serves as a daily reminder of sorts.

"I have some really powerful names in my company and that makes me show up every day wanting to give it all I've got," she says.

That commitment to success is also what brought McFarley to the [Florida Small Business Assistance Center \(FSBDC\) at Pinellas County Economic Development \(PCED\)](#). When she needed someone to review the basic business plan she'd put together, she reached out to the FSBDC and Certified Business Consultant Wayne Brass. Brass worked with McFarley to polish and refine her plan for Never LATE in order to get the small business started on a solid foundation.

"A business plan gets entrepreneurs focused and it's a requirement for any loan that you're going to get," explains Brass.

Continuing to work with the FSBDC at PCED, McFarley has received additional business plan assistance, attended a Business Growth Conference, and learned about QuickBooks and pricing strategy through **workshops** and **one-on-one consulting**. Never LATE has grown to include six full-time employees, varying numbers of contract employees depending on the season, and approximately \$390,000 in revenues for 2013.

"I'd be a mom and pop cleaner if I hadn't come to them," McFarley says of her experiences with the FSBDC.

She says that even with all of the growth the company has experienced, she will continue to work with the FSBDC at PCED, focusing now on the financial aspects of her business.

"This is exactly why we exist," asserts Dr. Cynthia Johnson, Center Director of the FSBDC at PCED. "Our job isn't just to help new businesses get off the ground, but to guide them through each level of growth with tools and advice to help them minimize risk and fuel success."

Brass's next step with McFarley will focus on financial analysis, to help her obtain a deeper understanding of the numbers. And she is happy for the help.

"They take the curve off of learning," she says of the FSBDC staff. "They are remarkable personal coaches. I would say as a business owner, because they are in my corner, there is no problem that I'm going to encounter in my business that they're not going to be able to turn around and get me where I should be. I can't fail."

Contact Never LATE Property Cleaning, LLC at <http://neverlatecleaning.com> or (727) 851-1817.

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