



Robert Kravitz

I help my clients explain the value of their products or services by writing articles in major trade publications that are read by their customers. This way, customers better understand the product or service and how it can help them. Ongoing messaging like this is far more powerful than advertising.

An introduction

I have had several businesses over the years. During that time, my goals with these businesses changed. I started thinking less about the amount of money these companies made and more about how happy my customers were with the services I provided. The unintended side effect was that the businesses soon became more profitable.

My journey

University of New Mexico. I performed custodial work every night for two years while going to college. This is where I learned how to be a janitor.

Altura Building Maintenance. Against the advice of others, I started a contract cleaning business in California's wine country. This turned out to be the fastest-growing company of them all.

Books and ISSA. In the late 1990s, I wrote two books on the professional cleaning industry. The books soon started selling and eventually led to a job in Chicago with ISSA, the worldwide cleaning association.

Deluxe Building Maintenance. We started with one customer. By the time the company was sold in 1988, we cleaned more than 80 facilities in the San Francisco Bay Area.

Corporate Building Maintenance. This business operated as a franchise. My job was to win new customers. This was also a successful and profitable business.

AlturaSolutions Communications. Of all my businesses, this has certainly been the most gratifying. I enjoy helping clients earn reputations as leaders in their field.

Core Business Beliefs

- 🔍 **Don't listen to others** Everyone will say why you should not start a business. Don't listen. You decide.
- 🔍 **Discipline** Discipline is key to all accomplishments in business and life.
- 🔍 **80/20** Forget work at least 20 percent of the time.
- 🔍 **Spirituality** Spirituality helps people be more optimistic, grateful, compassionate, and understanding. It also builds self-esteem and gives meaning to life.
- 🔍 **Underpromise** Always overproduce. Go the extra mile for clients and do so regularly.
- 🔍 **Fear helps** A little fear can go a long way. It pushes people to work harder, work smarter, and learn more.
- 🔍 **Fit matters** An outside vendor must remain independent but still find a way to fit in with a company's team. This is essential for the relationship to succeed.
- 🔍 **Character and integrity** Essentially intertwined, these traits encompass a person's honesty, ethics, accountability, and principles. I live these traits to the best of my ability and I prefer to work with others who do the same.