

# CELEBRATING SUCCESS



## Cleaned to Sell

Bernetta Bracamonte  
Ashley and Andrea Boswell

Salem, OR - (503) 551-7123

Started July 2005

Employees - 3

*We are in Business to Help Your Business*

**Cleaned to Sell** is the brainchild of Bernetta Bracamonte, a licensed realtor in Oregon since 1989. Over those years Bernie has shown hundreds of homes, and a good many were not yet ready to show prospective buyers. Others made it through the escrow process, but the new owners wanted a fresh clean start in their new home. She realized that no one was offering cleaning services in these specific circumstances, and knew this could be a great business opportunity. She invited her two daughters Ashley and Andrea to join her in starting Cleaned to Sell, which caters to realtors and brokers instead of the general public.

Cleaned to Sell provides a unique system to prepare homes for quick sale or occupancy with four “custom clean” packages to choose from. **“It’s a family owned and operated business—paying attention to details is our business!”**

### History

When Andrea recently bought her first home, with Bernie as her real estate agent, she noted that the house had lots of potential, but wasn’t in a

satisfactory position to move into at closing. It seemed logical that if her new house needed a good cleaning, so did others. Bernie suggested making a business out of it, and Ashley and her sister agreed. “It just seemed like a good idea.”

While Bernie has been in the real estate business for 16 years, her daughters Ashley and Andrea come from sales and office management backgrounds. Between the three of them they possess a great mix of skills to start up a profitable business and keep it going successfully. Recently they launched a new marketing campaign, and have started offering payment options to realtors.

### Partnership with MERIT

Bernie and Ashley participated in the Summer 2005 class of MERIT entrepreneurs. **“The class helped us to check the feasibility of our business concept and structure, and we received very valuable information that we have, and will continue to put to use.”** They enjoyed the interaction with other entrepreneurs and picked up a lot of useful marketing ideas that they will be putting into practice.



MicroEnterprise  
Resources, Initiatives & Training

### MERIT is a Collaboration of:

Catholic Community Services  
Polk Community Development Corporation  
Salem-Keizer Community Development Corporation  
West Valley Housing Authority

### In Partnership with

Chemeketa Small Business Development Center

TED Center  
365 Ferry Street, SE  
Salem, OR 97301  
(503) 399-5088/phone  
(503) 581-6017 / fax  
[www.merit-microenterprise.org](http://www.merit-microenterprise.org)