



U.S. Small Business
Administration

SUCCESS STORY

New Hampshire DISTRICT

Release Date: January 14, 2021

Release Number: NH-21-007

Contact: Cheryl Croto, Cheryl.Croto@sba.gov

Follow us on [Twitter](#), [Facebook](#), [Blogs](#) & [Instagram](#)

Your One stop Shop for all Your Commercial Cleaning Needs!

Truly, Truly Clean is a commercial cleaning company with a large portfolio of clients in New Hampshire from Plaistow to Rochester north. Owner George Jackman, a U.S. Marine veteran, has been in this business for over 10 years. His previous work experience includes serving as the former Vice President and Director of Operations of Cincom, a national cleaning company, which specialized in cleaning, temporary staffing and facility maintenance of megaplex movie theaters. Today, George oversees the day-to-day operations of his top performance quality cleaning company providing services for a large customer base of commercial companies as well as a few of his original residential accounts from the company's early days. The company services include high profile cleaning and staffing of client facilities daily, weekly, or monthly and other services like window cleaning, carpet cleaning and floor stripping when his existing clientele have those requests. Like most entrepreneurs, George was handling everything on his own but did not know he needed to change in order to grow his business until his son mentioned that he heard about the Streetwise MBA program on the radio. George investigated it and decided to register. The resources, relationships, mentors, help and teaching he learned throughout the program resulted in a complete paradigm shift in how he ran his business.

In November, George met former District Director of SBA Greta Johansson at the SBA's Veteran Entrepreneurial Training & Resource Network (VETRN) program where she invited him to attend the annual Small Business Matchmaker event. This is where he found out about government contracting and other valuable resources. George is a recent graduate of the 2020 in-class program hosted by Service Credit Union. At the start of this program, he met an Army Colonel Hunt W. Kerrigan and his wife Lt Col Stephanie Kerrigan who volunteered to help George by welcoming him to the New Hampshire Military Coaching Alliance (NHMCA). Here he was assigned a mentor for his business which has proven to be one of Georges greatest resources to date. Colonel Hunt has also become a mentor and a friend. All these programs connected him with the resources, peer-to-peer mentoring, and the camaraderie that has been most valuable in growing his business.

Truly Clean's success is because of its incredible employees and leaders. The company goal is to continue to scale over the next few years and eventually franchise. During the Covid-19 the company took advantage of the Paycheck Protection Program (PPP) to pay all his employees and to keep his essential business going. When George started his business, he went from wearing all the hats and doing everything to expanding his team to include a vice president, operations manager, an accountant, answering service and various other outsourcing. The company now has a fleet of company cars equipped with marketing wraps to spread the word as the team travels from location to location. Plans to expand are underway for the launching of his next company, Holiday Resorts Property Management LLC with a focus on real estate rentals for short term stays in vacation areas. The first property is already extremely successful, and they are already in search of the next one. George credits his success to hard work, perseverance and living by his motto "Quitting isn't an option." This is something ingrained in him as a Reconnaissance Marine and as a search and rescue swimmer in the Marine Corps. "George Jackman has demonstrated an amazing ability to pivot and become successful in the face of the pandemic," stated "Lee" Leland B. Goldberg, president of VETRN. For more information

<https://trulytrulyclean.com/>



U.S. Small Business
Administration

SUCCESS STORY

New Hampshire DISTRICT

Release Date: January 14, 2021

Release Number: NH-21-007

Contact: Cheryl Croto, Cheryl.Croto@sba.gov

Follow us on [Twitter](#), [Facebook](#), [Blogs](#) & [Instagram](#)



Jackman Family, (L) Owner, President George, Sherry, Bianca, and Joshua Jackman, Vice President (R)



President George Jackman, with his 'Truly Clean Team'

###