



## Maurice Goin and Anthony Pinto

Host	Anthony
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### Transcription

Maurice Goin [0:00](#)

All right. Hey, can you.

Anthony Pinto [0:01](#)

Can you hear me all right?

Maurice Goin [0:04](#)

Yes. Okay.

Anthony Pinto [0:09](#)

You're going so far.

Maurice Goin [0:12](#)

Sorry, I lost you for a second. So how's the year going so far?

Anthony Pinto [0:15](#)

Yeah, yeah, been.

Maurice Goin [0:17](#)

Been a rough start to the year, but getting it figured out.

Anthony Pinto 0:22

Yeah.

All right. Did you switch jobs recently? Is that.

Maurice Goin 0:28

No, I. I've been. I've been back home for a bit, just dealing with some family death in a family.

Anthony Pinto 0:34

Oh, okay.

Maurice Goin 0:35

Yeah, so that's why I had to cancel. Past couple times, just thought I was gonna be.

Be back home, but stayed out there a little bit longer and expected.

Anthony Pinto 0:46

Gotcha. Gotcha. Okay. I'm sorry to hear that.

My. My wife is actually.

She actually left this morning kind of for a family emergency to go deal with. Her grandmother's basically dying, so she had to kind of emergency fly back to Michigan. Yeah, that. So I'm holding down the fort for this weekend with a couple little girls, including one here who's passed out right next to me, so.

But I'm sorry to hear that. Are you. Is everything all right now? Are you in, like, a place where you can, like, actually job. We can.

We can read. We can rediscuss this later if you're like, not.

Maurice Goin 1:25

Yeah, I'm good.

Anthony Pinto 1:27

Okay. Okay.

Maurice Goin [1:28](#)

Perfect. Yeah.

Anthony Pinto [1:30](#)

And so you're out of Boston normally?

Maurice Goin [1:33](#)

Yeah, I live in New Hampshire now.

Anthony Pinto [1:36](#)

Okay.

Maurice Goin [1:38](#)

How about yourself?

Anthony Pinto [1:41](#)

So my wife's selective duty, so we're kind of all over the place. But right now we're in Seattle.

Maurice Goin [1:46](#)

Okay.

Anthony Pinto [1:47](#)

We've been here since April, and we're gonna move to Chicago after this.

And let's see, in June. Yeah, June, July time frame. So we're only here for a year. And then prior to this, we're in D.C. for two years. I was where I got out.

And then we'll be in Chicago for about three years or so. But yeah, about to work. I don't know if you're. If you've ever been to Seattle area, but we're like on the western sound, like where Bangor is or like jblm.

Maurice Goin [2:18](#)

Yeah, I've been there, but I don't know it that well.

Anthony Pinto [2:21](#)

Okay, no worries. This is our first time being out here as well, so.

Maurice Goin [2:24](#)

Yeah, I can't even remember why I was even out there, truthfully, so.

Anthony Pinto [2:28](#)

Gotcha. Gotcha.

Okay. Yeah, no worries. So tell me a little bit about your. Your background. I'm curious.

You got a lot of. A lot of irons in the fire, it looks like.

Maurice Goin [2:39](#)

Yeah. So obviously prior Coast Guard did a little bit of property management once. I.

You know, separated from the service and then ended up buying a couple cleaning companies. And now starting to look to diversify. So under LOI right now for property management, you know, due diligence isn't going as smoothly as I would have. Would have hoped. So we'll see if we actually cross the finish line with that one.

And I was, you know, just exploring other opportunities out there. Want to keep growing the portfolio. It's kind of the. The play right now.

Anthony Pinto [3:20](#)

Gotcha.

Are you Jimmy? So are you. You're trying to privately find deals. Are you working through someone else?

Maurice Goin [3:29](#)

So my business partner, he's.

We spun up a business brokerage, so he's been finding deals off market.

Anthony Pinto [3:38](#)

Gotcha. Okay. Okay. Are you a part of 10x vets by chance?

Maurice Goin [3:44](#)

Yes and no. Mostly just on the acquisition circle. Acquisition and exit circle. So I haven't been in a while, but yeah, that's pretty much the main one I kind of participate in right now.

Anthony Pinto [3:58](#)

Okay, got it.

Yeah, there's another guy I know. His name's Jay. He does. He does, like, fractional COO consulting, but he's also in the search right now for a business to buy, but he's got a couple people backing him. But he's a.

He's a Naval Academy guy. Yeah, I was gonna say I. I was gonna connect you with Jake duly and. And Dave Lamb, if you haven't, but sounds like you have.

Maurice Goin [4:23](#)

Yeah, Dave and I are working on some stuff, and then the guy you just spoke, I think Dave may have introduced me to him.

I think. I can't remember.

Anthony Pinto [4:35](#)

Jake.

Maurice Goin [4:36](#)

Yeah, I know I had a. He's introduced me, like four or five people.

And when you said the fractional coo, that sounds like the guy, but did he have, like, another business previously?

Anthony Pinto [4:49](#)

Yeah. So Jake does. He does, like, business acquisition. Jeff.

Maurice Goin [4:53](#)

Jake.

Anthony Pinto [4:53](#)

Jake Duley does business acquisition. And like, similar to what. What Dave does, but like, Dave is like, kind of backed by capital, like large scale capital, and does it more, I guess, full time. I think Jake more helps with the sba.

SBA resources to, like, help veterans. Like, basically like what you're doing. Right. Like, he helps provide the resources and the help to help other veterans figure that out. Right.

More so. More. Less of like, figuring, like, trying to find businesses himself.

Maurice Goin [5:26](#)

Okay.

Anthony Pinto [5:27](#)

But the guy I was talking to is a fractional CEO.

His name's Jay. Jay Border. He's only been in for, I don't know, maybe like since September, October and 10x vets, but he's out of Naples, Florida.

Maurice Goin [5:40](#)

Okay. Yeah, I can't remember who the person asked.

So two was that he connected me with.

Anthony Pinto [5:47](#)

Got it. Okay. Yeah, all good. If you're interested in connecting with him again, he might have some kind of back and forth because he's constantly chatting with other.

He's got like a consortium of like fractional executives that he works with and from that he's been able to find some good businesses to potentially buy too.

Maurice Goin 6:04

So his last name is a D U L E Board.

Anthony Pinto 6:08

Oh, Jake is D U L L

Maurice Goin 6:10

E

Anthony Pinto 6:12

and the other guy is Jay Border.

Maurice Goin 6:14

J A Y order. Oh, hold on.

I do know Jake. Ah. So I know Jake from two different avenues. My business partner knows them and Dave knows them. And I didn't know Dave knew him until me and Jake got on the phone with my business partner.

He's like, oh yeah, like you should chat with this guy, Air Force guy Dave. And I was like, Dave Lamb? He's like, yeah. I was like, oh, we're actually working on. Well, we were working on a deal together previously.

So. Yeah. Small world.

Anthony Pinto 6:51

Super small world. Yeah, I actually, I went to the 10x vets event in Tampa like three weeks ago and both, both of them were there.

Okay, that's cool to meet them in person. I don't know if you're a paying member, but I, I recommend going to them at some point because they're pretty cool. Pretty cool events, but kind of Easter on, if you will.

Maurice Goin 7:12

Yeah. Yep.

So.

Anthony Pinto [7:16](#)

Well, cool. So I know that we initially got on the books a while ago now that we had to. Sorry. Sorry for rebooking you this morning as well.

My daughter is, is here today with me and, and we have to go to a doctor's appointment this afternoon because my, my wife is supposed to take, take her and we, she had to obviously leave. So are you on the acquisition side or the M and A side or. Or maybe more on the operational side? Are you looking to have automation sprout in to kind of streamline a lot of these processes within the businesses you already have? Like, is that that of interest to you?

Maurice Goin [7:57](#)

I think exploring it, yes. You know, because I think for the most part I'd say our business is pretty simple. You know, we, we try not to over complicate things, you know. Yes, there's a bunch of technology we can throw into the cleaning space, but it's like, is there besides like the basics of, you know, operations management type app? You know, a lot of the stuff is kind of extra, extra things and extra costs.

So it has to be something like truly beneficial to say, you know, hey, we're gonna roll additional tech in here. You know, we kind of have the company going through EOS right now. So that's kind of been, you know, primary focus too to, you know, make sure we're all on the same page to metrics, tracking and goal planning, things like that.

Anthony Pinto [8:55](#)

Gotcha. Yeah.

So to kind of give you a little background on what, what I do, I don't typically build out new tools unless that's kind of needed for that particular instance. So what I typically do is work within the existing framework and the existing tools and systems within, within that company. So for example, let's talk about like an onboarding system. Worked with a solo book, solo entrepreneur, bookkeeper, and he's using like Stripe, he has like, like DocuSign for his contract drive folders, all that stuff. But he was having to manually update all these things for each new client.

And so essentially what I did is just integrate all those together. And so we just had to collect the same information every single time and it just gets pushed out automatically to attempted contract Temped invoice makes the Google Drive folder all the accesses and stuff.



Maurice Goin [9:44](#)

Right.

Anthony Pinto [9:45](#)

So we're not making a new tool, a new technology per se. It's more of just trying to integrate what you already have so that the largest pain points that you have that take up the most time don't take up that much time anymore.

So yeah, that being said, if you could have one thing taken off of your plate or the company's plate that takes up the most time, what would that be for you guys right now?

Maurice Goin [10:15](#)

I mean, the top things that come to mind are hiring. That's always a pain because I've already been taking a lot of stuff off of my plate, so. But I see like the biggest things out there that are the company's pain point is hiring, building inspections and kind of the training aspect.

So yeah.

Anthony Pinto [10:49](#)

So in terms of hiring, is that because you have a lot of turnover or.

Maurice Goin [10:55](#)

Yeah, industry in general, you know, it's cleaning space, there's a lot of turnover, especially when you have a lot of, you know, majority of our commercial side is part time. So these people generally have full time jobs already. You know, they might be only working part time, you know, holiday season, maybe get some extra money.

I have one guy like couldn't work overtime hours at his company, so he just need some extra hours here for a bit and then his company started offering, he left. So there's a multitude of reasons. So it's, it's a constant like going after Hiring wise, who.

Anthony Pinto [11:38](#)

So, so how do you typically go about trying to hire people or find people right now?

Maurice Goin [11:44](#)

So I have a virtual assistant who like does all the screening on a D. So she has, you know, her set of questions, same questions we ask everyone, just kind of weed out some of the people who you think gonna be a problem to begin with.

And then once she has that, she'll coordinate with the director of operations on a date for in person interview. And then you know, that interview set up if they like the person background check to get ran.

You know, for us, cleaning is pretty straightforward. Like either you could clean, slash you want to clean or you don't. And then we have the initial paperwork go out on like a DocuSign type format. So enter a name in an email, it sends it out, they fill out all the paperwork and then VA will upload it into our payroll system, which is currently paychecks but probably going to be switching here in the next couple weeks.

Anthony Pinto [12:49](#)

Gotcha.

Okay, and how long does that process typically take from you find an initial person to getting them into your payroll system?

Maurice Goin [13:04](#)

I mean it can be within 24 hours. Are you talking about like after we, we say we want to go with them and then we send them the email?

Anthony Pinto [13:16](#)

24 hours. Okay. Okay, got it. And so is that a lot? Do you already have a lot of automations built into the templated emails you sent out to like the follow up email saying hey you're, you're approved or whatever, or the DocuSign emails, all that, or is it all like the VA remembering to do it?

Maurice Goin [13:38](#)

So it's more of conversations happening between. So if, if in person interview happens, they want to move forward with them, background check gets run, background contract gets approved and then director of operations will give the person a call.

Anthony Pinto [14:00](#)

Got it. Okay. Okay. But once you actually get finished up the interview and

like yes, they're good to go. Is that a very much a.

When the VA has time to send out the emails, send out the docusign, get them in the payroll and all that.

Maurice Goin [14:17](#)

It's more of as soon as the, I mean the VA's just sitting at the computer, you know, pretty much eight hours a day. So it's more of the time it takes for the director of ops to just send that message, you know, through her phone to the VA saying Joe Schmo's good to go. Or like she, she'll send a picture of the background check form just to say like go online and do the, the background check.

Anthony Pinto [14:47](#)

Got it. Okay, got it.

So I mean I think the onboarding process could probably be streamlined for you guys a bit. And I think in terms of the hiring problem, it. I built out actually another job assistant automation platform. And so essentially what it does is it pulls in jobs from people for, you know, that meet certain qualifications. And so if you want to just have a, a tracker of all the people who would meet certain job requirements and track like, hey, they're, you know, they responded to our questions, they didn't.

And so you could see that kind of real time instead of having to log into Indeed or into Monster or whatever else that could be, that could be possible. I think also you're probably, your biggest issue is a sentiment tracker of like, hey, we have, we have these 20 new hires, they work for us for a month, but like this guy has to go back to his job in like two months, right? So like if we know they're going to go back in two months, we're going to need to have someone to hire them because when do we need to start that? Maybe like a month out, right? That sort of thing.

Instead of like two months hits and you know, now you're kind of scrambling, right? So like that sort of tracking process can all be kind of wrapped up and I think into one tracker for you from basically from the time that you touch the lead to the time that they're potentially leaving, you know, can kind of understand where that lead is going to be in the process. But then also bring in the, the, the director of operations to go in and say yes, they're good to go. And one platform, right? Especially if they have like five or six people that they're trying to interview at once, which maybe they do, maybe they don't, I don't know.

But the idea is like it's one platform for everyone to go to, to track new hires, to track current hires, to track like where everybody is in this process. So it can get, you can get closed out from the initial lead and

questioning of the leads and qualification qualifying of your potential hires to actually getting into the payroll system. And then once they're actually in the payroll system, getting them like actually working and then tracking the sentiment of when, how, how well they're going to stay with the company or not. Right. It sounds like that's kind of a big, a big thing for you and making sure that you can kind of keep track almost beforehand of when you need to start advertising for that new job again, right?

Maurice Goin 17:05

Yeah. So the, I know the new payroll system we're looking to go to like has a little bit of that stuff built in. But we, we put kind of things in place where it's like, you know, talking about someone might only want to work two months, like, we don't even hire those people. So for us, the, the biggest as far as, like, when people are gonna leave, like in the cleaning space. Yeah, we'll get some people to give us a notification like, hey, I'm getting my two weeks.

Others to just say, like, hey, my last days today. It's like, okay, but what I want driving our hiring process is inspections. And like, our managers being on the field, you know, we should be. And this was something I've been trying to enforce. We should be dictating who's staying and going.

So if you're inspecting a place on a good, you know, frequency, and you see that this person is continually not performing, then that should be the trigger to say, hey, because we cover so many different locations, let our focus be this particular area for hiring right now because of A, B and C, and we'll start the transition plan for that person. To me, that's the best way that one we, you know, can maintain high quality for our clients, you know, being proactive to stay ahead of it. And also we're just not praying and spraying, but throwing up higher post. So which is, you know, historically, like, when we bought this company, they weren't doing inspections. You know, there was no rhyme or reason to where job postings were being put up.

So now we're a little bit better and controlling the spending of, like, if we have, you know, 20 different regions that we're hiring in, we can't really afford to put up 20 different posts. You know, 20 different regional posts. Like, that just gets so expensive. So, you know, now we're driving a little bit better. So like, we're kind of tweaking some stuff internally that kind of gets around some of that technology piece.

Because I, I see what you're saying, like, some of that will help a bit, but I think it won't drive what we need, which is like, you know, some of that out in the field stuff. And then for us, I think we need more benefits, things like that, at least when it comes to hiring. That's what's going to promote our retention there.

Anthony Pinto [19:45](#)

Yeah, so what is when people go and do the inspection, how is that scheduled for whoever goes and does inspection, how is that scheduled and how is it tracked? The result of that inspection and how is it assigned to worker A or B or C?

Maurice Goin [20:02](#)

So we're actually working. I've been going through a lot of companies right now doing demos for software for that. Right now it's been manually, so we, each location has a schedule for how many days a week it should be inspected. From there those reports are funneled to the director of operations and she's basically kind of dictating, you know, project based work that needs to be done. Whether it's like, you know, bathrooms need extra attention, dusting, so everything's funneling to her and then kind of going from there.

But I'm looking at software to where we'll have all the employees on there and they'll basically get those work orders. So if an inspection happens and it fails because of xyz, then employee is going to get XYZ as a work order for the next day they go in.

Anthony Pinto [20:58](#)

Okay, so that's what I, that's why I imagined you didn't, you weren't trying it. So I think that that is somewhat easy to build for you, like a custom build for you that encapsulates exactly what you're looking for on both the hiring side, but also on the operations side. Right.

So you can almost have a history of. Okay, we hired worker A. We hired, you know, Joe Schmo on April 1 and, and they started working on or, sorry, we started the interview process in April 1st. We hired them on April 15th. They've had, you know, these sort of jobs that they've worked on and you know, they've had this sort of track record so far.

Right. So everything is kind of there as like almost a performance record. Look at that individual person. Right. But then you can also have work orders go out from that as well.

Right. I mean, that's something you can easily build out. I. Something I can easily build you out in Google Sheets. If you want or if you want to flash your portal, we can do that as well.

But that, that, honestly that's easier to build. But then you can also have everything kind of in, like I said, in one platform that you can then build off of. If you want to have payroll involved with that, if you want to have HR involved with that, if you want to have like every kind of in one

platform for you. I've done that with, with other companies as well. It's.

It does not, it's not hard to do, I would say. One thing I would say though is that my race typically start at 2k for a project like this. So before we kind of get more into that, is that, is that within the realm of possibility for your guys's budget?

Maurice Goin [22:33](#)

Yeah, I think it would be too. Like is there any ongoing costs?

Anthony Pinto [22:41](#)

Yeah, so it depends on, I would say it depends on what systems you need to be brought in. Right. So you're using paychecks right now. So if you want to bring in payroll, how your other system for payroll would be able to tie in to that. Right.

How indeed would tie into that? Things like that. Right. So for example, if you want to tie in indeed. I know, I know exactly the path that this would go for this and that data scraping platform is like a minimum 40 bucks.

Right. But it also gets you, it also gets you a lot of other data scraping abilities like LinkedIn job scraping platforms, like kind sentiment tracking platform. There's a lot that goes into that data scraping platform. And then typically what I do is, is the, the 2000 for up front for just my cost and then the third party costs are kind of on you. So I would say, I don't know, it's probably off the top of my head for all the tools.

I'm thinking you probably need like 75 bucks a month for third party cost, kind of ongoing. And then there's kind of two scenarios for how I typically work. Either I do the build for you and do all the training and hand over everything and hand over all the keys and you guys kind of run everything from there in terms of like security updates if things end up breaking, kind of doing all the troubleshooting or you kind of keep me on as a retainer basis and I, I deal with all that for you.

Maurice Goin [24:04](#)

Right.

Anthony Pinto [24:05](#)

Inevitably, scope ends up needing to be built out and we can kind of go about that as needed, but it's kind of up to you.

And that retainer basis is typically 10%. So you know, if we want to go with 2000 as a project cost like \$200 monthly, but that doesn't start until after the project has already been turned over. And you have, you typically have a 60 day support period. So let's say we start today. It takes, you know, a month to build, let's say like March 7th, 19th or whatever.

The retainer would start until April 1st and then from there you'd have 60 days support period where we can adjust things, move things in and out as needed within the scope of the project and then anything that is outside the scope of that we can talk about as a another add on project from there. But it's really up to you, right? If you guys are tech savvy enough to kind of do a lot of the upgrades and the security updates and, and reassign things as needed.

Maurice Goin [25:04](#)

We aren't.

Anthony Pinto [25:06](#)

Yeah, yeah.

It's really up to you. And so I'm happy to, to, to work within your guys's budget and time and everything. I just, I want to be upfront with you about like, that's where my starting rates are.

Maurice Goin [25:17](#)

Okay. Yeah.

And I can, you know, if it is something we wanted to work with you, I could even send you like some of the platformers we're exploring right now just to see where we can like cherry pick some stuff here or there.

Anthony Pinto [25:32](#)

Okay. What I can do it. So this is how I typically go for, for a project like this. I just how we're talking about.

I don't think it's going to be more than 2k. But what I like to do is as an audit call where we like sit down and whoever the decision maker is or whoever the operator of that system is, sit down and we actually talk about in this case, like, okay, from the very beginning, what are we doing from hiring, like putting out this initial ad to doing all of the, like the performance reviews and all that to actually firing them. Right. And anything else you want to be involved in that. Right.

Like if that involves the director of operations, your va, whoever, whoever is actually point pushing buttons and like clicking on things. Like, I want to kind of deep dive that process. And so that audit call, based off of that, I'll be able to get a better understanding of like what the real cost and time would be for this. But just off of, based off my experience building these for other people, I think it'll be about two grand in about three weeks or so. And most of the time it's half, half up front.

So what, like 11000 up front? And then we talked about retainer from there and then let's see. Okay. And then what I can do based off of this conversation is kind of give you an initial proposal and just understand that there's a lot more that probably needs to go into that proposal. Once we kind of get into more of the nitty gritty details and I can get you kind of hours saved and thoughts on what ROI would be.

But most of the time I end up getting like a 90 savings for people on these process on these systems I end up building out and like a 10-20x ROI return on it. But most of the systems I end up building are also lead generation and like onboarding, which you're kind of tying both of those kind of things together. So all that to say if you're interested, kind of moving forward at least initially with this, I'm happy to get your proposal and we can kind of go from there.

Maurice Goin [27:25](#)

Okay, and what type of stuff have you built up for lead generation?

Anthony Pinto [27:30](#)

Yeah, so that again, that really depends on the company and like how they're actually finding their leads.

A lot of it has been a lot of LinkedIn outreach automations. Not just like outreach, but also like follow ups as well. LinkedIn content generation, Instagram content generation, email outreach, actually finding leads within this particular niche. So like for example, I worked with another 10x vet who's in the construction industry and he's trying to find decision makers for basically decision makers who are developers in certain markets, in certain industries, like in the Southeast. And so like trying to find those particular people that are also on tent and on like building within a certain market was hard and so I essentially had to go find them out the specific tools to find intent.

So like he wants to find developers who are either searching for contracts or they're trying to initially bid for development. Right. And so we can kind of get in with them and put a space in front of them.



Maurice Goin [28:35](#)

Right.

Anthony Pinto [28:35](#)

So that's a very niche sort of lead development solution.

And so we kind of combined an already existing third party platform with like this lead generation solution I built for him to kind of tailor this, tailor the outreach, if you will. But I mean again, it really depends on what the company's need is, who they're trying to reach out to, what their message is and their product and all that. But okay, that makes sense. Do you have a particular, like you have a particular question like do you wanna, what is, what does your lead generation look like right now?

Maurice Goin [29:08](#)

I guess it's a mix of NETWORKING, bidding on RFPs and we have like an outsource company that we work with third party.

So it's a pay per lead type of situation. They send me something, we pay, but I can also push back if it's not a quality lead and get refunded for it.

Anthony Pinto [29:31](#)

Gotcha. Okay. Okay.

Do you do any sort of like mark, like active marketing for the company outside of that?

Maurice Goin [29:40](#)

No.

Anthony Pinto [29:41](#)

Okay. Have you, you haven't done it because you haven't seen success for it or you just don't have time for it or it's just not the niche.

Maurice Goin [29:50](#)

It's, it's more of like four for the jobs we're trying to go for, people aren't necessarily searching like Googling.

So you know, if we, if we want the small like one off jobs, like maybe

we're cleaning a law office once A month. Like, yeah, they're probably out Googling, but you know, if we want to get, you know, 50 to 100 grand or more contracts, that's networking, outreach and getting your foot in the door, knowing that they only invite maybe four or five companies to participate in the bid. And it's a tight network, so like MT bank, they just bid out about 800 locations along the east coast. And that was because I knew the banker, he got me the invite in. I mean, I don't, I doubt we'll win, but it's, it's one of those things.

Like, it's, it's who you know, you know, your reputation. And I think that's, that's what we're going for in our references. So that's why we've kind of done more of the offensive with cold calling, emailing, networking to grow our business.

Anthony Pinto [31:07](#)

Got it. Okay.

Okay. Is that all manual for you guys right now though?

Maurice Goin [31:16](#)

And we mean, what aspects?

Anthony Pinto [31:18](#)

So when you go and find a lead, are you, are you going out and finding a list of leads that could potentially work for you or are you going out and like networking with people and then sending them a follow up message and be like, hey, like we can do this X, Y and Z service for you.

Maurice Goin [31:32](#)

Yeah. So it's networking or getting like an introduction to someone and then the outsource company is basically just sending me to lead and I'm coordinating a date and time for site visit, stuff like that.

Anthony Pinto [31:48](#)

Got it.

Okay. And this outsourced company, is this specifically for cleaning? Like they specifically set up. Got it. Okay.

Maurice Goin [31:54](#)

Yeah.

Anthony Pinto [31:55](#)

Does that sound like. I'm guessing, since you're asking me about lead generation, that it, it's kind of been successful for you?

Maurice Goin [32:03](#)

Yeah, I mean, we've definitely, I mean, over two years, I say we've probably driven in maybe 800 grand through the outsource company. So I mean, and we've tried a couple.

Like, not all of them are great. You know, we've also had. I've used Apollo. I've used instantly.

Yeah. I just recently was testing out a company called List Kit.

They produce, coming up on month three and they produce zero results. So I doubt I'm gonna continue with them. But most of the other ones I've been able to like because they focus in cleaning specifically producing like the first couple weeks.

Anthony Pinto [32:59](#)

Got it. Okay, let me see.

Hey, once. One second. I got some. Hey, hey.

All right, let me do this. Let me do a little bit of research for you and see if I can find some better solutions for you. Because it sounds like a lot of it is very.

Having to go either through this outreach company or, like, manually doing it yourself. And I think that you trying to showcase your services to people is. It's hard. Right? And I get it.

And I think there's probably a better way to get yourself in front of people, in front of businesses. But let me see if there's a more streamlined way that can try to figure that out for you. So I'll send you two proposals. I'll send you one for. Let's call it this.

This makeshift hiring pipeline CRM, and then the. The lead generation one as well. And then once you take a look at those, we can kind of discuss those. And then if you want to set up an auto call, we can kind of go from there. Does that work for you?

Maurice Goin 34:00

Okay. Okay. Yeah, that sounds perfect.

Anthony Pinto 34:03

Awesome. All right, man, well, I hope everything's good with your family.

I'm gonna go run to the door, but I hope you have a good weekend as well.

Maurice Goin 34:09

All right, you too.

Anthony Pinto 34:10

All right, take care, man. Bye.