Bryan Lazorik’s entrepreneurial story began as many do — out of necessity. “I started my commercial cleaning company in June 2001, six months after I was laid off from my job,” he said. “I decided I didn’t want to work hard for someone else and then get laid off again, so the only way around that was to go into business for myself.” That was 14 years ago, and today, Bryan’s business, Bryco Services, is still going strong. Read on as he discusses the importance of certification in this industry, his advice for new BSCs and more.

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What are some trends that you see developing in the building service contracting industry?
One of the biggest trends in our industry right now is the increasing need for certification. Certification in the BSCAI RBSM and CBSE programs set you apart and could be the competitive advantage you’re looking for. Also, clients are looking for a reason to choose your company over a competitor. Companies that have BSCAI or even CIMS certifications will stand out above their competition.

Why did you obtain your CBSE certification?
I believe the advantage of achieving the CBSE designation is to let people know you are a professional and a leader in our industry. Competitors can pick up a mop and broom, but the CBSE designation says that you have high standards to maintain and that you are capable of doing so. It also says that you care enough about the industry and your clients and employees to set yourself apart.
How would you describe your leadership style?
I hire good people, provide direction and then let them do their job. I routinely check on the progress of certain projects, but mostly trust they know how to do their job. I think micro-managers waste a lot of precious time for no reason. Overall, remember the “reward the best and replace the rest” theory. There’s no room in a great company and on a great performing team for someone who is consistently underperforming.

What is one challenge you’ve experienced in your career, and how did you handle it?
[Realizing] that I cannot do it all. As the owner, you feel that you have to have all the answers, wear all the hats and do things you don’t like doing or things you aren’t particularly good at. One day, I finally came to terms with the fact that while I enjoyed closing a sale, I completely despised prospecting, which we all know is an essential part of growing your business. So, I decided to finally hire a dedicated salesperson — then I sat back and watched my business grow. I also gained precious time to dedicate to guiding the business.

Any advice for new BSCs coming into the industry?
Be honest, pay your taxes on time and uphold high industry standards. When I say be honest, I also mean treat your employees fairly and tell clients the truth. Sometimes it’s easier to take the lesser path, but following good ethics will always pay out in the long run. People have their own views of our industry, and I do my best to prove that we are hard workers, we are deserving of respect and we provide a much needed service to society. We are people, too — people with families, ambitions and goals, not just ghosts in the night that do the dirty work.

What is the best piece of advice you’ve received in your career?
To surround yourself with a winning team. If you have the right people in the right positions working with you, you’re bound to succeed. Most importantly, make sure everyone in the boat is rowing in the same direction.

How has your BSCAI membership helped you over the years?
When I started my company back in 2001, I met someone in our industry in an online industry forum. He recommended BSCAI, and I’ve been a member ever since. I can’t imagine what my level of success would have been without the education and peer connections I have experienced with the organization.