Q & A with Board Member Tim Murch, CBSE:

*Provide What Your Customers Perceive as the Best and You Will Be Successful*

Tim Murch, CBSE, president of Mitch Murch’s Maintenance Management (MMMM), has been in the building service contracting industry formally for 33 years, yet it had been a major part of his life many years before then with his father’s previous business. Continue reading to see how his membership in BSCAI has impacted his company’s success, how MMMM handles employee retention and the most important lessons he’s learned in the business.

What would you say are some of the trends that you are noticing in the industry today?

Some of the major trends I am noticing are the desire for minority participation and also that larger national and international companies are offering a full range of facility services as facility management companies, they are competing head to head with the previous facility management companies who are our customers that manage large owner occupied portfolios. Green isn’t a trend anymore, it is an expectation.

What are some of the challenges?

One of the biggest current challenges is purchasing and procurments role in the bid process has gotten much more involved, along with their control and power in the overall bid process. It seems to be harder to get front in front of prospects and develop relationships. There seems to be more continuous vendor material and government legislation, such as Obamacare and continued extensions of unemployment benefits where the costs of the benefits continue to get thrust upon us and are challenging to pass along to customers.

What advice do you give BSCAI in accommodating to a changing economy and some of these new trends and challenges?

Don’t get discouraged. We have always been in a challenging, tough business. Different times bring different challenges. Focus on what you do best and service those customers as effectively as you can, reinforce the value you create and bring to them for their benefit. As long as you are providing what your customers perceive as the best, you will be successful through current and future challenges and trends.

What has been your greatest takeaway from your membership in BSCAI?

Without a question, the relationships and contacts I have made with friends and competitors throughout the country. There have been so many contractors through the years who have been so kind to share knowledge, help us visit their operations, and people who have the most significant impact on the growth and systems of our company. This is why my father Mitch Sr., as one of the founders of BSCAI in the mid-60s, was so committed—so contractors would have resources to learn from. I have always said BSCAI is by far the biggest reason for our company’s success, which is why I continue to give back to BSCAI in many ways.

How would you advise someone who is interested in moving up in BSCAI?

Get involved. Ask to speak at a convention and join one of the many BSCAI committees. You will contribute to the association and meet new lifelong friends and contacts. More and more I have given to BSCAI, the more have I gotten back out of it—while helping make a positive impact.

In terms of your business, describe your management style.

My management style is very goal and team-oriented. I have very high expectations for everyone in our company to achieve the goals we mutually develop. I will do everything I can to support everyone on our team to succeed. I am very passionate about what we do and am always striving for consistent, continuous improvement in everything we do, so we are always moving forward. I also recognize everyone personally for the outstanding jobs they do. I don’t hold on to this. I am much less hands on than I used to be, having a much stronger and capable executive leadership team, which is very gratifying.

What is the most important quality in an employee?

Teamwork. It is one of our corporate values and one of the most important and cherished parts of our culture. You can’t teach it. We are incredibly proud that most of our team members will do whatever it takes, whenever it takes, wherever it takes, to get the job done. I am incredibly proud of our team’s commitment and teamwork.

What tips do you have for employee retention?

This is one of our company’s biggest focuses and a huge part of our corporate culture in both salient management and hourly team members. Treat every team member with not only the Golden Rule, but also the Platinum Rule, which is to treat everyone like they would like to be treated. We can’t do enough for all of our team members at every level. Make it a habit to find and recognize team members doing things right, not wrong. We have been very successful with numerous recognition and incentive programs, in addition to providing world-class benefits. It is my goal to make MMMM the absolute best place to work. We track hourly service team member retention and are very proud of our results, which far exceed industry averages. We also back management turnover with an increasing score on our Customer Service Scorecard. The more we can do to identify “world-class” team members before we hire them that are an ideal fit for the position, the more successful we will be.

What would you say is the most important lesson you’ve learned in the business?

It is a pretty simple business that will always be competitive. I have tried many things that didn’t work, but I have always learned a great deal from them, which has made us better. The biggest lessons are to stay focused on what we do best and to not be all things to all customers and prospects, as well as taking care of our team members at every level, constantly reinforcing how important they are to our customers and (getting them) is part of achieving our corporate vision to be the absolute best facility services partner. Lastly, it would be hire the absolute best, world-class leaders in every position throughout the company, it took me much too long to figure this out.