

John Santaniello Finds Lady Luck With JAN-PRO

Leveraging a successful career in sales, John Santaniello chose the entrepreneurial route a number of years ago. He profitably operated and subsequently sold two businesses in Southern California before deciding that he needed a change in scenery and a new business as well. JAN-PRO offered the opportunity he sought, so he left the Golden State and today is the master franchisee for JAN-PRO of Las Vegas.

After graduating from the University of Massachusetts, John began his career selling medical equipment in the Northeast for Baxter Travenol Laboratories. After four years, he moved on to a Long Island, NY-based company that sold MRI equipment, and in 1987, he was transferred to California to cover a territory that included Southern California, Arizona, Hawaii and Las Vegas.

In 1991, John became managing general partner of the Downey MRI Center, successfully operating that business until selling it to a national company three years later. His next venture was as owner of Express Personnel Services, a staffing franchise that worked predominantly in the light industrial sector and had three offices in the LA/Orange County area.

“I ultimately got fed up with the business climate in California,” John said. “I decided to move to Las Vegas because this area is booming, and I chose to join the JAN-PRO team because I was impressed with the quality of people who operate the other master franchisees and I knew Las Vegas offered great potential for a professional commercial cleaning operation.”

John has not been proven wrong, as Las Vegas features both a great business climate – with new buildings going up everywhere you look – and a population with plenty of entrepreneurial spirit. That combination has meant good things for his business, since all those buildings need to be cleaned and the JAN-PRO system depends on having a steady stream of owner/operator unit franchisees.

“It is growing so fast here that plenty of opportunity exists to gain market share,” John said. “I believe if you provide responsive service, are easy to do business with and are fair, you cannot help but succeed.

“When you run a service business, it all comes down to who you are,” he added.

“Anyone can buy a system, but the difference between success and failure is going to depend on whether other people want to do business with you. Cleaning is an important job, and my unit franchisees have made a commitment to do it well, as I’ve made a commitment to help them be successful and improve their lives.”