



**BROOKE**  
*Entrepreneur, Simply Spotless Cleaning  
Perth County*

## A Fresh Start

Growing up in the heart of Perth County, Brooke always dreamed of being her own boss. After exploring different job options, she discovered a genuine enjoyment for cleaning and saw an opportunity to turn it into a flexible, in-demand business. With support from the Summer Company grant, she launched her own cleaning service, Simply Spotless Cleaning, using the funding to purchase professional equipment and get her business off the ground.

Starting in a rural community worked to her advantage. "I began with people I already knew, and word spread quickly," Brooke shares. "In an area like this, people are well connected, so word-of-mouth advertising really helped." She believes her easy-going personality and strong attention to detail have helped her stand out, building trust with clients and ensuring their homes are cleaned to a high standard.

Like any new business owner, Brooke faced a learning curve. Her biggest challenge has been managing a schedule that works for everyone's busy lives. To stay organized, she plans her week every Sunday and keeps on top of emails to accommodate client needs. "I was surprised by how fast things picked up and by how many helpful resources and supportive people are out there," she says.

Brooke plans to continue her business beyond the summer and grow her client base. For her, it's not just about cleaning - it's about helping people when they need it most. Her advice for other young entrepreneurs is simple: "Go for it and follow your dreams. You never know until you try, and there are so many people out there willing to help you get started."

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