



2022 Emerging BUSINESS OF THE YEAR

Smart Restoration, LLC



**Kansas City, KS
Wyandotte County**



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Kansas SBDC at JCCC
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Owner: Marie Gronberg
Kansas SBDC Advisor: Jack Harwell
Business Started: 2020
Industry: Cleaning & Building Restoration

Experience and knowledge go a long way in instilling trust in a business. Established in 2020, Smart Restoration, LLC, is a Kansas City, Kansas-based business that specializes in commercial and residential building restoration such as mold remediation, water mitigation, sanitization cleaning, construction cleaning, and pressure washing. One hallmark Smart Restoration, LLC boasts is the expertise and experience of the nine staff members. With decades of experience, the staff stands out compared with Kansas City's more established competitors, which is unusual for a newer business.

Owner Marie Gronberg worked with Kansas SBDC advisor Jack Harwell to access CARES Act programs and funding and establish a business valuation for the future. Always looking ahead, Gronberg attended the Digital Marketing Day conference where she met Kansas SBDC Advisor John Addressi. She is a very "hands on" owner and wanted to understand the various options and best practices for marketing her service business. From there, Addressi helped Gronberg reach new business goals such as expanding finance and marketing knowledge. Marie immediately began to implement their plan. One of the most influential steps included hiring a search engine optimization (SEO) company to improve and revise the business website, a vital aspect to stay ahead of the 2020 coronavirus pandemic economic slowdown. The improved website traffic increased brand awareness and in turn created more organic leads and increased business.

Gronberg believes the success of her work with the Kansas SBDC comes from the work of her advisors. "The Kansas SBDC stands out because the advisors they have on staff truly care and are very genuine individuals. Their goal is to help your company succeed! The level of support they provide to all of the companies they assist is just phenomenal along with the classes that they provide, too." Marie is not at all afraid to do the hard work of managing her business and acts on the information and counsel provided. The Kansas SBDC looks forward to working with this smart, intentional, hardworking client through Smart Restoration, LLC's success and growth.



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