

## A Sound Decision

### Molly Maid's Todd Borom stays in tune with his marketing roots

By Steven Pease

**T**odd Borom doesn't need an iPod.

"Once I hear a song, I don't need to hear it again," says the former music producer.

Which is why it took just a few notes for him to like what he was hearing from Molly Maid.

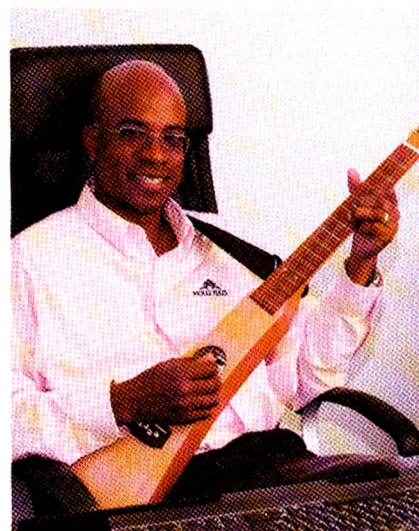
"I was led to Molly Maid primarily because of its sound corporate structure and mature leadership (with many people who came up through the ranks, including President Kristi Mailloux, still working there), clarity of vision, and marketing acumen," he said. "Also, they are very aware of the power of the Internet, and are staying on top of this constantly evolving advertising medium."

He decided to purchase his own franchise in July 2010. Before that, Borom learned various crafts, and went down multiple career paths.

**When he's not** cleaning, Borom strums a Backpacker guitar in his Long Island office.

After earning a trumpet scholarship to DePauw University in Indiana, he says he soon "realized I couldn't play like I envisioned in my head," and transferred to Kent State University, graduating with a degree in journalism. After college, Borom embarked for New York City, where he landed a product management internship at Epic Records.

He chose not to pursue a day job in the music industry, but went on to learn guitar at the New School, rededicating himself to music as an avocation, rather than a vocation. After dabbling in real estate, Borom found he had a penchant for marketing, eventually spending 15



*Todd Borom continued on 46*

#### *Todd Borom continued from 45*

years as a specialist at Pfizer Pharmaceuticals.

Today, the marketer/musician/producer/painter/Wii Yoga enthusiast has reinvented himself yet again—this time as a franchisee.

"I felt like I was connecting the dots throughout my life, and they led me to this decision," Borom says of his new career. "Before I just wasn't landing on the right one."

All of those years following his dreams, and pursuing his interests, has unwittingly turned him into a bit of a raconteur. In one chapter of his story he found himself mentoring and recording a young Alicia Keys.

"My brother (Lee) and I were writing tracks, way back when, and we needed a demo singer," he says. While not immediately impressed with her vocals, the recording duo (known as Lock-N-Load Productions), saw raw talent. After recording Keys, they managed to get the future star's "If U Want Me 2" its first radio play.

Borom's picture has even appeared in *Billboard Magazine* after he and Lee were voted "Most Promising R&B Writers."

Today, he doesn't rely on music to pay the bills, but the multi-talented musician never

finds himself out of the reach of an instrument for too long. He quickly lists guitar, trumpet, drums and piano as his favorites, and he continues to sing and play his personal brand of "Roots Music," a combination of funk, hip-hop and folk, at local clubs around Long Island.

While the cleaning franchise's pitch-perfect Internet marketing first caught his ear, he quickly realized owning a franchise is much different than working in a cube.

"When life events happen (as an employee) you just take time off," he said. "Here it's like you gotta keep goin'—you're the linchpin."

The new business owner is also a family man—he lists a very patient wife, Nansi, and two sons—Brandon, 6, and Cody Moon Ray, 6 weeks.

He says he would cast either Billy Dee Williams or Robert Downey, Jr. for the lead role in his biopic. However, we're thinking neither could tell his story quite as well as him. So we'll let him.

#### **Behind the music**

**Hometown:** Canton, but reared in Akron, Ohio. Now in Glen Cove, Long Island, N.Y.

**Tell us about working with Alicia Keys:**

...My brother and I heard a track of hers and thought "meh." (In other words, he wasn't impressed.) Well, we brought her into the studio, kind of coached her, and she morphed into this dynamic singer right before our eyes. She was interested in signing a production deal, (but) we sort of drifted apart. Ironically, her studio is like a block away (from his office). Who knows, maybe someday I'll clean her house; she's in my territory.

**Do you clean at home?** Actually I'm a better cleaner in someone else's house than in my own. Ticks my wife off to no end.

**What are your first impressions of being a franchise owner?** There's more freedom than people imagine. My impression of franchises was it's very militaristic, very lockstep. Really it's running your own business with a lot of guidance and support, and success is based totally on what you do.

**How involved in the franchise are you?** I wish I could say I just have my feet up on the desk, and tell everyone to go to work. I get here at 5-6 a.m. to wash towels, to get growing you have to be here to train people, and I clean. As an owner you can't be above it. Eventually as I grow more, I'll delegate. **FT**