



# SFM Janitorial Services, LLC., Proposal for City of Hollywood



**Submitted by:**

Pascale Lopez, General Manager  
SFM Janitorial Services, LLC.  
7500 NW 74 Avenue Medley, FL 33166  
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[plopez@sfmsservices.com](mailto:plopez@sfmsservices.com)

Submitted on Tuesday, April 7, 2026

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## 1. INTRODUCTION LETTER



Tuesday, April 7, 2026

Larry Bornstein  
The City of Hollywood  
3250 Hollywood Blvd  
Hollywood, FL 33021

Dear Mr. Bornstein,

SFM Janitorial Services, LLC., ("SFM"), is pleased to submit this proposal to the City of Hollywood for janitorial services. SFM is a local, minority-certified, family-owned business headquartered in Miami-Dade County. This advantage sets us apart from other firms allowing us to quickly mobilize our resources.

Presently, SFM cleans over 8 million square feet throughout South Florida. We offer government buildings, schools, medical facilities, and commercial businesses the necessary services to maintain a clean and safe environment for its business community. Our company has the vast experience, talent, and practices of a large firm, but the service and area knowledge of a local company dedicated to its client and client needs. Enclosed, you will find why SFM is the right choice for the City of Hollywood.

SFM has the experience, personnel, equipment, and resources to not only meet, but exceed target goals. Working together, we can deliver your objectives. We enforce a drug free policy, and all employees are bonded and go through a criminal background check. We suggest a discussion after your review of our proposal to explain our operation plan in detail and get your valuable feedback. If there are any questions regarding this proposal, please feel free to call me directly at 786.663.2248 or email me at [pamon@services.com](mailto:pamon@services.com).

Respectfully Submitted,

*Pascale Amon*

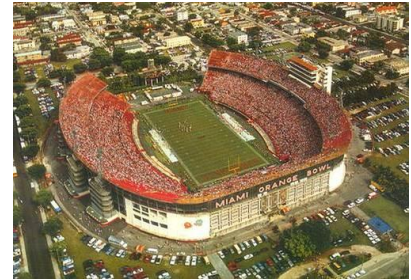
General Manager  
SFM Janitorial Services, LLC.

## 2. FIRM QUALIFICATIONS & EXPERIENCE

SFM is a trusted and reliable janitorial company in South Florida, with a remarkable track record of over 50 years. Throughout the years, SFM has consistently delivered exceptional cleaning services to a wide range of clients, earning a reputation for excellence and customer satisfaction.

SFM cleans over 8 million square feet throughout South Florida

For more than 40 years, the eyes of the world were set on Miami's Orange Bowl Stadium. The manicured lawns and impeccably clean venue set the spotlight for some of the city's most memorable events. Since 1972, the company responsible for keeping the facility looking its best, was SFM Services, Inc. Although the Orange Bowl closed its doors in 2007, SFM continues its mission of making South Florida's most notable locations look their best.



**Miami Orange Bowl Stadium**  
**Years Served: 1972 to 2007**

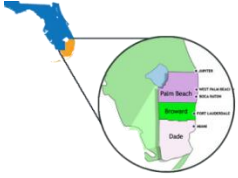
SFM is one of South Florida's largest and most reputable janitorial service companies. A true industry leader in janitorial services with a proven performance history of serving over 20 municipalities and many large commercial properties spanning from Monroe to Palm Beach County. Some of our most notable clients include:

- City of Coral Gables since 1991
- Leon Medical Centers since 1998
- Saint Brendan H.S. since 2013
- Florida National University since 2003
- Christopher Columbus H.S. since 2013
- Baptist Health since 2009

SFM is well seasoned in serving facilities that are open 24/7/365. We service everything from educational facilities, medical facilities, offices, and large public venue cleanup such as the Ultra Music Festival and the Miami-Dade County Youth Fair. Our HQ has 15,000 square feet of office space, over 16,000 square feet of warehouse space, and just over 3 acres of land. That, plus access to the latest equipment and a fleet of over 100 vehicles sets us apart from the rest.

SFM has the experience, management talent, labor, and financial resources that few if any of our competitors bring to the table. Our company has the vast experience, talent, and practices of a large firm, but the service and area knowledge of a local company dedicated to its client needs. **Unlike large national and impersonal firms, we are accessible to our clients any time of day.** The City of Hollywood will have direct access to the SFM's Executive Management Team.

## BENEFITS OF HIRING SFM SERVICES



### South Florida Experience:

**SFM is truly a South Florida “Local” business.** Locally headquartered in South Florida since 1972, our team is rooted and has in depth knowledge of the South Florida area. Our local presence gives SFM an advantage over other firms.



### Direct Ownership Support:

Unlike large-national impersonal firms, SFM is a local, minority, family-owned company run by its Founding Officers, Jose and Christian Infante. The City of Hollywood will have direct access to SFM’s proprietors 24/7/365.



### Risk Management:

SFM has a robust Risk Management & Safety Program that contributes to the business continuity and success of our operations. SFM’s Risk Management Team is composed of thorough quality control, training, and employee engagement. This composition allows SFM to quickly identify, assess, and mediate known risks as well as identifying and securing potential unknown events.



### Training:

Our Team prides itself in having one of the best combined training programs in South Florida. The quality of service we deliver through extensive training has permitted us to grow exponentially over the last decade. SFM staff receive continuous training in all areas of janitorial protocols to ensure our clients get the most out of their SFM experience. Because SFM has its own in-house training program, our team is not limited to monthly or quarterly trainings.



### Recruitment:

We believe that the best way to offer exceptional service to our clients is to recruit the most talented, dedicated people in the industry. SFM’s experienced recruitment team targets local residents for employment opportunities thus fostering community involvement and development. SFM is well known for its local employment opportunities. Currently SFM Services has nearly 1,000 active employees in Miami-Dade and Broward County.



### Technology:

SFM has adopted new technology that offers transparency and real-time information. Our web-based management software and scanning systems can now immediately dispatch services as needed instead of routine schedules. This allows SFM staff to anticipate, prevent and respond more effectively.



### Industry Knowledge:

Our team is composed of highly motivated, trained, and experienced personnel. The SFM staff has the following credentials: ISSA Certified, BSCAI Members, APWA Members, Certified Floor Technicians, Certified Carpet Care Technicians, Spartan Green Cleaning Certifications, and MOT Certified.

## FINANCIAL STABILITY

SFM Janitorial Services, LLC. has the financial support and working capital needed to fuel our resources and assets essential to our operations. SFM has enough bonding capacity to provide performance and payment bonds in an amount not less than one hundred percent (100%) of the contract amount from a surety firm rated A- (Excellent) by AM Best. SFM Services has never defaulted on a contract or failed to perform through its entirety.



June 17, 2022

SFM Services, Inc.  
9700 NW 79 Ave.  
Miami Lakes, FL 33016

Ref: Bank Reference Letter

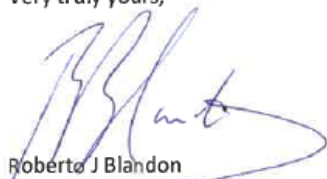
To Whom It May Concern:

This letter is to confirm the banking relationship City National Bank of Florida has with SFM Services, Inc (SFM) since 2012. SFM has handled their depository accounts in a satisfactory manner and line of credit as agreed, while maintaining average depository balances in the medium 7 figures , with high credit in the medium 7 figures including lines of credit with availability in the 7 medium figures.

We look forward to continuing working with SFM and assisting their growth throughout the coming years. Please do not hesitate to contact us with any questions at 305 577 7475.

This letter is provided on behalf of our client without liability to the bank and/or its staff.

Very truly yours,



Roberto J Blandon  
Senior Vice President  
City National Bank of Florida  
2855 LeJeune Road  
Coral Gables, FL 33134  
[Roberto.Blandon@citynational.com](mailto:Roberto.Blandon@citynational.com)

LICENSES AND INSURANCE

Current Annual Filing

2025 FLORIDA LIMITED LIABILITY COMPANY ANNUAL REPORT

DOCUMENT# L06000047722

Entity Name: SFM JANITORIAL SERVICES, LLC

Current Principal Place of Business:

7500 NW 74TH AVE  
MEDLEY, FL 33166

Current Mailing Address:

7500 NW 74TH AVE  
MEDLEY, FL 33166 US

FEI Number: 20-4908937

Certificate of Status Desired: No

Name and Address of Current Registered Agent:

TRIAI, CARLOS  
2301 NW 87 AVE  
501  
DORAL, FL 33172 US

The above named entity submits this statement for the purpose of changing its registered office or registered agent, or both, in the State of Florida.

SIGNATURE:

Electronic Signature of Registered Agent

Date

Authorized Person(s) Detail :

Title MGR  
Name INFANTE, CHRISTIAN H  
Address 7500 NW 74TH AVENUE  
City-State-Zip: MEDLEY FL 33166

Title MGRM  
Name SFM SERVICES, INC  
Address 7500 NW 74TH AVENUE  
City-State-Zip: MEDLEY FL 33166

I hereby certify that the information indicated on this report or supplemental report is true and accurate and that my electronic signature shall have the same legal effect as if made under oath; that I am a managing member or manager of the limited liability company or the receiver or trustee empowered to execute this report as required by Chapter 803, Florida Statutes; and that my name appears above, or on an attachment with all other like empowered.

SIGNATURE: CHRISTIAN INFANTE

MANAGER

04/17/2025

Electronic Signature of Signing Authorized Person(s) Detail

Date

Occupational License

000079

**Local Business Tax Receipt**  
Miami-Dade County, State of Florida  
-THIS IS NOT A BILL - DO NOT PAY

5770830

**BUSINESS NAME/LOCATION**  
SFM JANITORIAL SERVICES LLC  
7500 NW 74TH AVE  
MEDLEY FL 33166

**RECEIPT NO.**  
RENEWAL  
3101375

**EXPIRES**  
**SEPTEMBER 30, 2026**  
Must be displayed at place of business  
Pursuant to County Code  
Chapter 8A - Art. 9 & 10

**OWNER**  
SFM JANITORIAL SERVICES LLC  
C/O CHRISTIAN H INFANTE MGR

**SEC. TYPE OF BUSINESS**  
213 SERVICE BUSINESS  
EXEMPT

**PAYMENT RECEIVED**  
BY TAX COLLECTOR  
\$135.00 08/29/2025  
FPPD19-25-007782

Employee(s) 30

**LBT**

This Local Business Tax Receipt only confirms payment of the Local Business Tax. The Receipt is not a license, permit, or a certification of the holder's qualifications, to do business. Holder must comply with any governmental or nongovernmental regulatory laws and requirements which apply to the business.  
The RECEIPT NO. above must be displayed on all commercial vehicles - Miami-Dade Code Sec 8a-276.  
For more information, visit [mdctaxcollector.gov](http://mdctaxcollector.gov)

# Town of Medley

LOCAL BUSINESS TAX RECEIPT

## BTAX26-2639

VALID OCT 1, 2025 - SEPT 30, 2026

SFM JANITORIAL SERVICES LLC  
7500 NW 74 AVE  
Medley, FL 33166

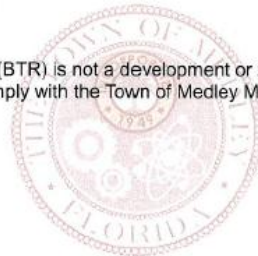
SFM JANITORIAL SERVICES LLC  
7500 NW 74 AVE  
Medley, FL 33166

Is hereby issued a Local Business Tax Receipt for the Town of Medley, valid through September 30th of the tax year listed above for the occupation of:

**JANITORIAL SERVICES**

"Issuance of this Business Tax Receipt (BTR) is not a development or zoning approval. All activities and uses operated pursuant to this BTR shall comply with the Town of Medley Municipal Code, Miami-Dade County Regulations and State Laws."

**Folio No. 22-3011-002-0740**



## Sample COI

SFMSEER



### CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)  
3/1/2025

**THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.**

**IMPORTANT: If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must have ADDITIONAL INSURED provisions or be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).**

<b>PRODUCER</b> Commercial Lines - (305) 443-4886 USI Insurance Services LLC 201 Alhambra Circle, Suite 900 Coral Gables, FL 33134	<b>CONTACT NAME:</b> dewin.molina@usi.com <b>PHONE (A/C, No, Ext):</b> _____ <b>FAX (A/C, No):</b> _____ <b>E-MAIL ADDRESS:</b> dewin.molina@usi.com														
<b>INSURED</b> SFM Janitorial Services, LLC. 7500 NW 74th Ave Medley, FL 33166	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="text-align: left;">INSURER(S) AFFORDING COVERAGE</th> <th style="text-align: left;">NAIC #</th> </tr> </thead> <tbody> <tr> <td>INSURER A : Old Republic Insurance Company</td> <td>24147</td> </tr> <tr> <td>INSURER B : Palomar Excess and Surplus Insurance Company</td> <td>16754</td> </tr> <tr> <td>INSURER C : Ascot Insurance Company</td> <td>23752</td> </tr> <tr> <td>INSURER D : Endurance American Specialty Insurance Compa</td> <td>41718</td> </tr> <tr> <td>INSURER E : Westchester Surplus Lines Ins. Co.</td> <td>10172</td> </tr> <tr> <td>INSURER F : Hanover Insurance Company</td> <td>22292</td> </tr> </tbody> </table>	INSURER(S) AFFORDING COVERAGE	NAIC #	INSURER A : Old Republic Insurance Company	24147	INSURER B : Palomar Excess and Surplus Insurance Company	16754	INSURER C : Ascot Insurance Company	23752	INSURER D : Endurance American Specialty Insurance Compa	41718	INSURER E : Westchester Surplus Lines Ins. Co.	10172	INSURER F : Hanover Insurance Company	22292
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**COVERAGES** **CERTIFICATE NUMBER: 15941744** **REVISION NUMBER: See below**

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR LTR	TYPE OF INSURANCE	ADDL INSD	SUBR WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS
A	<input checked="" type="checkbox"/> <b>COMMERCIAL GENERAL LIABILITY</b> <input type="checkbox"/> CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR  GEN'L AGGREGATE LIMIT APPLIES PER: <input type="checkbox"/> POLICY <input checked="" type="checkbox"/> PROJECT <input type="checkbox"/> LOC OTHER: _____			MWZY31262225	03/01/2025	03/01/2026	EACH OCCURRENCE \$ 2,000,000 DAMAGE TO RENTED PREMISES (Ea occurrence) \$ 500,000 MED EXP (Any one person) \$ 10,000 PERSONAL & ADV INJURY \$ 2,000,000 GENERAL AGGREGATE \$ 4,000,000 PRODUCTS - COMP/OP AGG \$ 4,000,000
A	<input checked="" type="checkbox"/> <b>AUTOMOBILE LIABILITY</b> <input checked="" type="checkbox"/> ANY AUTO <input type="checkbox"/> OWNED AUTOS ONLY <input type="checkbox"/> SCHEDULED AUTOS <input checked="" type="checkbox"/> HIRED AUTOS ONLY <input checked="" type="checkbox"/> NON-OWNED AUTOS ONLY <input checked="" type="checkbox"/> Comp/\$250/\$ Coll/\$500/\$1.0			MWTB31519825	03/01/2025	03/01/2026	COMBINED SINGLE LIMIT (Ea accident) \$ 2,000,000 BODILY INJURY (Per person) \$ BODILY INJURY (Per accident) \$ PROPERTY DAMAGE (Per accident) \$
B	<input type="checkbox"/> <b>UMBRELLA LIAB</b> <input checked="" type="checkbox"/> OCCUR			CEXP25000006900	3/01/2025	3/01/2026	EACH OCCURRENCE \$ 8,000,000
C	<input checked="" type="checkbox"/> <b>EXCESS LIAB</b> <input type="checkbox"/> CLAIMS-MADE			ESXS25100012905	03/01/2025	03/01/2026	AGGREGATE \$ 8,000,000
D	DED _____ RETENTION \$ _____			ELD30076366900	12/26/2024	11/01/2025	\$
A	<input checked="" type="checkbox"/> <b>WORKERS COMPENSATION AND EMPLOYERS' LIABILITY</b> ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH) <input type="checkbox"/> Y/N <input checked="" type="checkbox"/> N/A If yes, describe under DESCRIPTION OF OPERATIONS below			MWC31262325	03/01/2025	03/01/2026	<input checked="" type="checkbox"/> PER STATUTE <input type="checkbox"/> OTHER E.L. EACH ACCIDENT \$ 1,000,000 E.L. DISEASE - EA EMPLOYEE \$ 1,000,000 E.L. DISEASE - POLICY LIMIT \$ 1,000,000
E	Contractor's Pollution Liab.			G17663723003	12/21/2024	12/21/2025	GENERAL AGGREGATE \$ 2,000,000 EACH OCCURRENCE \$ 1,000,000

**DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)**  
 2025 Master COI

<b>CERTIFICATE HOLDER</b> SFM Janitorial Services, LLC. 7500 NW 74th Ave Medley, FL 33166	<b>CANCELLATION</b> SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.  AUTHORIZED REPRESENTATIVE 
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ACORD 25 (2016/03)

(This certificate replaces certificate# 15941687 issued on 3/6/2025)



### 3. PRICE PROPOSAL

Pursuant to your request , below please find our estimate to provide janitorial services.

RFP-2022-23-8500-36-039 Line Item & Location	Janitorial Service	Per SQ. FT.	Monthly Cost
# 10 Police Administration	<ul style="list-style-type: none"> <li>Police Headquarters services 5 days per week approx. 87,000 sq. ft.</li> </ul>	\$0.18	\$16,915.00
#10 Police Administration	<ul style="list-style-type: none"> <li>Police Headquarters porter service based on 136 hours per week</li> <li>2 Porters Monday – Friday 8 hours per day</li> <li>1 Exterior Garage Porter Monday – Friday 8 hours per day</li> <li>1 Porter Saturday &amp; Sunday 8 hours per day</li> </ul>	\$24.50 per hour	\$14,438.66
#10 Police Administration	<ul style="list-style-type: none"> <li>Quarterly Carpet Cleaning 29,609 sq.ft. – billed monthly</li> </ul>	\$.19	\$1,875.24
#10 Police Administration	<ul style="list-style-type: none"> <li>Quarterly LVT scrub 17,369 sq. ft. – billed monthly</li> </ul>	\$.42	\$2,431.66
#10 Police Administration	<ul style="list-style-type: none"> <li>Quarterly Tile scrub 4,555 sq. ft. billed monthly</li> </ul>	\$.50	\$759.10
#10 Police Administration	<ul style="list-style-type: none"> <li>Semi-Annual scrub of Concrete 20,714 sq. ft. billed monthly</li> </ul>	\$.25	\$863.10
#10 Police Administration	<ul style="list-style-type: none"> <li>Semi Annual scrub of Nora flooring 1,699 sq.ft. billed monthly (training area)</li> </ul>	\$.25	\$118.93
#10 Police Administration	<ul style="list-style-type: none"> <li>Semi Annual Exterior Window cleaning billed monthly</li> </ul>	\$10,875.00 per service	\$1,812.50

Janitorial Services	Cost
Day Porter Services	\$24.50 per hour
Shampoo of carpets	\$.19 per SQ.FT.
Shampoo of Upholstery	\$30.00 per hour
Stripping & Refinish floors – Resilient tile	\$.42 per SQ. FT.
Tile Grout Steam Cleaning	\$.50 per SQ.FT.
Striping & Finish Floors – Terrazzo Floors	\$.45 per SQ.FT.
High Pressure Cleaning	\$.12 per SQ.FT.
Degreasing Concrete Floors	\$.25 per SQ. FT.
Cleaning of Light Fixatures	\$26.00 per hour
Water Extraction	\$.25 per SQ.FT.

Graffiti Removal	\$1.50 per SQ. FT.
Cleaning of canopies/awnings	\$30.00 per hour
Office Furniture Deep Cleaning	\$30.00 per hour
Washing of Interior Glass	\$30.00 per hour
High Dusting (dusting above 7 feet from the floor)	\$30.00 per hour
Emergency Work	\$60.00 per hour

#### 4. PERFORMANCE HISTORY & REFERENCES

## Proudly Serviced Since 1991

Client Name	City of Coral Gables
Contract Name	RFP No. 2021-005 - Janitorial Maintenance Services
Contract Term	2016 to present & 1991 to 2006
Contract Size	Approx. 250,000 sq. ft.
Scope of Work	janitorial services to all City owned facilities including nightly cleaning of offices, restrooms, common areas. Daily porter services to restrooms and common areas, carpet cleaning, stripping & refinishing floors, high pressure cleaning, electrostatic disinfection services, and other special cleaning services. SFM cleans approximately 12 sites in this contract. SFM also performs Special Event Cleaning.
Client Contact	Ralph Rodriguez P: 305.460.5014 E: RRodriguez1@coralgables.com 2800 SW 72nd Avenue Miami, Florida 33155



## Proudly Serviced Since 2019

Client Name	City of Miami Beach
Contract Name	RFP 2017-070-JC Janitorial Services
Contract Term	2019 to present
Contract Size	Approx. 2.4 million sq. ft.
Scope of Work	Janitorial services are performed throughout the City at all city owned facilities, parking garages, public restrooms, and park restrooms. SFM cleans approximately 63 sites in this contract. SFM also performs Special Event Cleaning.
Client Contact	Elizabeth Miro P: 305.673.7000 x.22925 E: ElizabethMiro@miamibeachfl.gov 1833 Bay Rd., 2nd Floor, Miami Beach, FL 33139



## Proudly Serviced Since 2020

Client Name	Miami-Dade County Aviation Department
Contract name	FB-01167 Janitorial Services for MIA & General Aviation Airports Zone 4
Contract Term	2020 to present
Contract Size	Approx. 1.5 million sq. ft.
Scope of Work	Janitorial Services for the Miami-Dade Aviation Department. Services are exclusive to all non-terminal buildings, airport properties, and other outlying buildings at Miami International and General Aviation Airports defined as Zone 4. SFM cleans approximately 27 sites in this contract.
Contact	Michael Simm P: 305.876.8479 E: MSimm@flymia.com Facilities Management & Engineering Division P.O. Box 025504 Miami, FL 33102-5504



## Proudly Serviced Since 2008

Client Name Baptist Health South Florida

Contract name RFP 215 Janitorial Services

Contract Term 2008 to present

Contract Size Approx. 1.1 million sq. ft.

Scope of Work janitorial services at various locations throughout its system. Services include daytime and nighttime porter services, floor care, and consumables. Additional services requested may include high dusting, pressure cleaning, and garage cleaning. SFM cleans approximately 23 sites in this contract.

Contact Yanei Perez P: 305.812.9179 E: [yaneip@baptisthealth.net](mailto:yaneip@baptisthealth.net)

1228 South Pine Island Road Plantation, FL 33324



## Proudly Serviced Since 1978

Client Name	Miami-Dade County Youth Fair and Exposition
Contract name	Cleaning Services
Contract Term	1978 to present
Contract Size	Approx. 200,000 sq. ft. of building + 80 Acres of Fairgrounds
Scope of Work	SFM provides cleaning services before, during, and after to one of the Nation's largest annual fairs. The Miami-Dade County Youth Fair and Exposition brings in over half a million attendees yearly. The fairground is composed of 80 Acres of Fairgrounds and 5 exhibition buildings that approximate 200,000 sq. ft.
Contact	Rosa M Madruga P: 305.223.7060 E: <a href="mailto:rmadruga@fairexpo.com">rmadruga@fairexpo.com</a> 10901 Coral Way Miami, FL 33165



## Proudly Serviced Since 1998

Client Name	Leon Medical Centers
Contract name	Janitorial Services
Contract Term	1998 to present
Contract Size	Approx. 394,000 sq. ft.
Scope of Work	Custodial services to 14 medical facilities in Miami-Dade County.
Contact	Michael Shealy P: 305.631.5933 E: Michael.Shealy@LeonMedicalCenters.com 8600 NW 41st Street, Miami, FL 33166

## 5. KEY PERSONNEL

### SFM Executive Team



#### Jose Infante, Founder

**SFM Services, Inc.**

**Office 305.818.2424 x.1121 Fax 305.818.3510**

**Email [jinfante@sfmservices.com](mailto:jinfante@sfmservices.com)**

Mr. Infante has over fifty years of experience in janitorial services and business management. Mr. Infante is qualified and experienced in all aspects of janitorial services and currently oversees the finances for the firm. Mr. Infante holds a Florida Arborist certification and is a Miami Dade College Alumni.



#### Christian Infante, President

**SFM Services, Inc.**

**Office 305.818.2424 x. 1117 Fax 305.818.3510**

**Email [cinfante@sfmservices.com](mailto:cinfante@sfmservices.com)**

Mr. Infante has over twenty-five years of experience in janitorial services and business management. Mr. Infante has a bachelor's degree in business administration & management from Florida International University (FIU), trained in Homeland Security and Bloodborne Pathogens. Mr. Infante has been directly involved in all phases of SFM projects including assisting facilities prepare for JCAHO inspections and is directly involved in all phases of disaster recovery services post hurricane.



#### Israel Rosado, COO

**SFM Services, Inc.**

**Office 305.818.2424 x.1125 Fax 305.818.3510**

**Email [irosado@sfmservices.com](mailto:irosado@sfmservices.com)**

Mr. Rosado is a highly experienced and accomplished operational executive, having led large-scale operations throughout his career. Has an analytical approach to problem solving which compliments his extensive background in project management and has resulted in creating customer value. Mr. Rosado has a bachelor's degree in finance from Florida International University (FIU).

**Pascale Lopez, General Manager – Janitorial Division**



**SFM Services, Inc.**  
**Office 305.818.2424 x. 3023 Fax 305.818.2428**  
**Email [plopez@sfmservices.com](mailto:plopez@sfmservices.com)**

Mrs. Lopez oversees all janitorial operations for SFM including planning, coordinating, and executing operational projects. She is an ISSA CITS certified master cleaner. She has a thorough knowledge of modern practices, techniques, and tools used in janitorial work. Mrs. Lopez has a remarkable ability to direct, supervise, and train subordinates and a strong ability to detect, analyze, and take appropriate action to mediate and correct maintenance problems. She has helped hospitals prepare for JCAHO and AHCA inspections.

**Alejandro Di Cola, Project Manager**



**SFM Services, Inc.**  
**Office 305.818.2424 Fax 305.818.2428**  
**Email [adicola@sfmservices.com](mailto:adicola@sfmservices.com)**

Alejandro Di Cola joined the SFM Team in 2018. He brings a wealth of experience from the municipal public works sector. Alejandro started off working as a heavy equipment operator and rose through the ranks as a project manager overseeing all SFM's floor care and street sweeping operations. Alejandro is a seasoned professional in the field of special floor cleaning services. He is familiar with the unique characteristics and care requirements, chemicals, and equipment for all floor types. Alejandro's knowledge and experience enable him to provide tailored cleaning solutions specific to each floor type, ensuring its longevity and maintaining its aesthetic appeal. His expertise, attention to detail, and commitment to customer satisfaction make him a trusted choice for clients seeking exceptional cleaning results. Additionally, as a leader he has communication skills that enable him to not only get a higher level of performance out of our employees on a day-to-day basis but, also when challenging situations arise.



### Myrna Delgado, Events Coordinator

**SFM Services, Inc.**  
**Mobile 305.927.8436 Fax 305.818.2428**  
**Email [mdelgado@sfmtservices.com](mailto:mdelgado@sfmtservices.com)**

Ms. Delgado brings the SFM team an unparalleled ability to recruit, train, orient and motivate staff. A true “hands on” bilingual management professional with over 25 years janitorial service operations experience. Myrna has orchestrated events staffing and managing event venues in excess of 100,000 attendees per day. She is one of our valued key personnel and has gained a tremendous working knowledge of event staffing over the last 20 years.



### Pedro Reus, Account Manager

**SFM Services, Inc.**  
**Office 305.818.2424 Fax 305.818.2428**  
**Email [preus@sfmtservices.com](mailto:preus@sfmtservices.com)**

Mr. Reus has over twenty years’ experience in general management and over ten years’ experience managing a staff of over 1,500. He has thorough knowledge of modern practices and techniques, tools, equipment, and materials used in custodial work directly related to municipal buildings. He has strong knowledge of operational characteristics, services, and activities of municipal buildings and extensive knowledge of federal rules and regulations affecting daily operations, including safety and security regulations and procedures. Mr. Reus has exceptional knowledge of safe and efficient work practices and immense knowledge of the principles of supervision, training, and performance evaluation.



### Mara Hernandez, Project Manager

**SFM Services, Inc.**  
**Mobile 786.305.7900 Fax 305.818.2428**  
**Email [mhernandez@sfmtservices.com](mailto:mhernandez@sfmtservices.com)**

Ms. Hernandez has over 12 years of experience in the janitorial industry. She has vast knowledge in the retail and medical sector. Some of her daily duties include project oversight, monitoring staff, and reporting time and attendance. To accomplish this, Mara relies on our web-based quality control check point system, Silvertrac. She is certified in Terminal cleaning and Bloodborne pathogens and has exceptional knowledge of safe and efficient work practices.

## Orlando Reyes, Account Manager

**SFM Services, Inc.**

**Cell: 786.856.0844**

**Email [oreyes@sfmservices.com](mailto:oreyes@sfmservices.com)**



Mr. Reyes possesses extensive experience and expertise in the field of general management and has successfully led large teams for over ten years. With more than twenty years of experience, he has honed his skills in managing all aspects of business operations, including strategic planning, budgeting, and resource allocation. Furthermore, Mr. Reyes possesses an exceptional understanding of the operational characteristics, services, and activities of municipal buildings. This comprehensive knowledge enables him to effectively coordinate and supervise various aspects of day-to-day operations, ensuring efficiency, cost-effectiveness, and compliance with relevant rules and regulations. One of his key areas of expertise is compliance with federal rules and regulations, particularly those related to safety and security. Mr. Reyes is well-versed in the requirements imposed by these regulations, and his expertise enables him to implement and enforce best practices to keep municipal buildings secure and safe for all occupants and visitors.

## SFM Corporate Support Team

## Terry Alfonso, Corporate Controller

**SFM Services, Inc.**

**Office 305.818.2424 x.1715 Fax 305.818.2428**

**Email [talfonso@sfmservices.com](mailto:talfonso@sfmservices.com)**



Ms. Alfonso joins the SFM team with 30 years of corporate accounting experience and a wealth of knowledge in Tax laws. She earned her bachelor's and a master's degree in accounting from Florida International University and is currently a professor at Miami Dade College where she teaches Accounting and Tax. Ms. Alfonso is directly responsible for all accounting and finance functions inclusive of revenue cycle management, cost accounting, treasury, and financial reporting at SFM.



## Barbara Findo, Director of Human Resources & Safety

**SFM Services, Inc.**  
**Office 305.818.2424 x. 1638 Fax 305.818.2428**  
**Email [bfindo@sfmtservices.com](mailto:bfindo@sfmtservices.com)**

As Director of Human Resources & Safety, Barbie serves as a strategic business partner focused on planning, leading, directing, developing, and coordinating the policies, activities, and staff of the Human Resource (HR) and Safety departments, while ensuring legal compliance and implementation of the organizations mission and talent strategy.

With over 25 years of professional human resources experience, Barbie provides counsel and support to the organization to help achieve strategic and operational goals, while mitigating risk. Along with a strong business acumen, her comprehensive background in HR management, retention, compensation, labor relations, policy interpretation, training and communication, contributes to building a strong and trusting leadership to the organization.



## Luis Sanchez, Risk and Safety Manager

**SFM Services, Inc.**  
**Office 305.818.2424 Fax 305.818.3510**  
**Email [lsanchez@sfmtservices.com](mailto:lsanchez@sfmtservices.com)**

Mr. Sanchez is an accomplished Environmental Health and Safety professional with a distinguished record of leading teams, optimizing processes, and enhancing systems to drive bottom-line performances. With a data-driven approach, Luis excels in designing programs that harmonize corporate objectives with regulatory mandates, equipping companies with the necessary resources to unlock potential and achieve operational excellence. Luis brings over 20 years of military experience to his role, complementing his position as a senior bilingual instructor.



## Alberto Salones Fleet & Facilities Manager

**SFM Services, Inc.**  
**Office 305.818.2424 x.1818 Fax 305.818.2428**  
**Email [asalones@sfmtservices.com](mailto:asalones@sfmtservices.com)**

Mr. Salones is SFM's Fleet and Facilities Manager. In his role, he oversees the operations of the company's fleet of over 100 vehicles and equipment. He is responsible for managing a team of three full-time mechanics, while also planning, directing, and coordinating various tasks to ensure the smooth running of the fleet.

## Vanezza Rivera, Executive Assistant



**SFM Services, Inc.**

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**Email [vrivera@sfmtservices.com](mailto:vrivera@sfmtservices.com)**

Ms. Rivera serves as a corporate assistant at SFM. Her primary role is to provide support to Senior Officers and ensure that all government contracting opportunities are effectively managed. She develops formal bid qualifying proposals and submittal materials for purchasing committees. Additionally, she is responsible for administering and managing contracts, vendor registrations, certificates of insurance, and liability claims. Ms. Rivera is responsible for researching, identifying, and contacting potential resources for disaster recovery services. In 2017 post Hurricane Irma, Ms. Rivera coordinated up to thirty-five individual subcontractors and had over 250 debris hauling trucks in circulation daily throughout Miami-Dade County. Ms. Rivera is a bonded & insured Notary Public for the State of Florida.

## Daineth De Abreu, Benefits and Retention Manager



**SFM Services, Inc.**

**Office 305.818.2424 x.1640 Fax 305.818.2428**

**Email [deabreu@sfmtservices.com](mailto:deabreu@sfmtservices.com)**

Ms. De Abreu holds dual roles at SFM - serving as the Benefits and Retention Manager as well as the Accounting Manager. Her dynamic position at the company requires her to bring fusion and balance between these two areas, ensuring both the financial compliance and audits are up to date while also evaluating and implementing strategies for managing the benefits and retention of almost 1,000 employees. In her role, Ms. De Abreu plays a crucial role in ensuring that SFM remains competitive in the labor market. By effectively managing benefits and retention, she helps our company attract and retain top talent, ensuring that we have a strong and diverse workforce. With her expertise, she identifies and implements strategies that align with our business objectives, helping us maintain a leading edge in the industry.



### Sophie Casas, Lead Recruiter

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**Office 305.818.2424 x.1643 Fax 305.818.2428**  
**Email [recruiter@sfmervices.com](mailto:recruiter@sfmervices.com)**

Ms. Casas holds the position of Lead Recruiter within our organization. With a background in Psychology, Sophia oversees a comprehensive talent selection process across our company. Her guiding principle is rooted in the belief that we hire based on character and subsequently refine skills through training. As the Lead Recruiter, Sophia is responsible for overseeing the entire talent acquisition process. This includes Job Posting and Sourcing, Candidate Screening, Candidate Evaluation & Interviewing, job offers, and facilitates the hiring process.



### Martha Gonzalez, Quality Control Officer

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**Office 305.818.2424 x.1715 Fax 305.818.2428**  
**Email [qc@sfmervices.com](mailto:qc@sfmervices.com)**

Mrs. Gonzalez has 30 years of experience in the janitorial service industry. Prior to joining SFM she was the Manager of Housekeeping operations at Dolphin Mall. Marta is trained in all aspects of the Orange QC web-based quality control software.



### Eileen Dominguez, Quality Control Officer

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**Mobile 305.525.9602 Fax 305.818.2428**  
**Email [edominguez@sfmervices.com](mailto:edominguez@sfmervices.com)**

Eileen Dominguez, Quality Control Officer has over 30 years of experience in the janitorial industry. Prior to her current position she was a distributor for 3M janitorial supplies. Her experience and knowledge in janitorial supplies and services make her an asset to the SFM Team. Eileen is trained in all aspects of the Orange QC web-based quality control software.

## 6. PROJECT APPROACH

### TRANSITION PLAN OVERVIEW

Implementation Lead: Pascale Lopez

Client Name: The City of Hollywood

Start Date: T.B.D.

#### Purpose:

In order to achieve a seamless transition, SFM implements a Transition Plan tailored to meet its client's needs. SFM's overall transition plan for each site will be the same. The only variance is the staffing plan and equipment plan. The purpose of this process is to ensure a seamless integration contract startup. This plan supplies SFM operators with a step-by-step guide for transitioning.

#### Goals:

1. Deliver seamless transition that provides step-by-step instruction for SFM operations.
2. Identify key resources for transition tasks and proposed operating model.
3. Create accountability for transition team members.
4. Host initial transition meeting with client representatives and SFM executive management team.
5. Create a base of communication and expected protocols between SFM and client.
6. On time job start and successful service implementation.

### 60 Day Transition Timeline

Transition Task	Weeks before Start Date							
	-8	-7	-6	-5	-4	-3	-2	-1
Development of Contract Profile								
Mobilization of Transition Task Force								
Recruitment of Personnel								
Candidate Interviews								
Background Checks								
Employment Offers								
Site Surveys								
Uniforms and Equipment ordered								
Key Personnel Training								
New Hire Training								
Development of Master Schedule and Assignments								
Uniforms and Equipment issued								
Equipment and forms placed on site								
On-Site Training								
Contract compliance and quality control (weekly status calls & meetings)								

## EMERGENCY REPOSE

SFM has over 40 years of dealing with emergency situations across all industry types. We are valued business partners to first responders (City of Miami Beach), critical healthcare institutions (Broward Health, Baptist), government agencies (Miami International Airport) and fully understand the importance of having robust business continuity plans, business resumption plans, and disaster recovery plans. We constantly perform Business Impact Analysis (BIA) and perform tabletop exercises both internally and with clients to game plan certain events and how we will support clients.

SFM is a 24x7x365 operation. For emergency situations, we will work with clients to discuss different scenarios but in general we operate in the following manner:

- We follow Standard Operating Procedures for Emergencies
- All Supervisors and Managers have mobile phones, laptops, and air cards for full connectivity.
- Dedicated Contract Managers are always on call.
- Call Trees (SFM and Client) are provided for any necessary escalations.
- Supervisors have Company Cars & Corporate Cards for any emergency purchases.
- Supervisors have access to SFM warehouse to deploy emergency equipment, tools (blowers, dehumidifiers, etc.)
- SFM utilizes Microsoft Teams for any emergency conference meetings.
- Vendor relationships have been established for any 3<sup>rd</sup> party needs.
- SFM Executive Leadership is ALWAYS on call

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*The City of Hollywood will have access to SFM's Management and Executive Leadership 24x7x365. SFM will respond to an emergency situation within the hour of notification.*

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**Primary Point of Contact**

**Account Manager**

**Phone: T.B.D Email: T.B.D**



**SFM Janitorial Manager**

**PASCALE LOPEZ**

**Ph.: 786.663.2248 E-mail: plopez@sfmservices.com**