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Manatee Ladies Cleaning Inc.

Renata Zerbinatti

JULY 2024

Renata

ZERBINATTI

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Renata Zerbinatti is an extraordinary woman and entrepreneur who immigrated to the United States from Brazil seven years ago, following the dreams of her 11-year-old daughter who aspired to be a professional tennis player. Renata has built a thriving business called Manatee Ladies Cleaning Inc. that serves Bradenton, FL, and the surrounding areas.

She had no idea what was in the cards for her when she arrived, though. Her daughter started playing tennis at 10 years old in Brazil. When she turned 11, she wanted to become a professional tennis player. Through research, Renata and her former husband discovered IMG Academy Girls' Tennis Boarding School in Bradenton for their daughter to attend. Three months later, Renata found herself living in Florida and trying to determine her next step.

Renata's path to creating a successful cleaning company was unconventional. Divorced and without her former lifestyle in a new country, Renata took an unusual step — she began cleaning houses. Despite lacking prior experience, Renata focused on delivering exceptional quality, quickly earning a reputation for excellence. Her determination paid off, and Manatee Ladies Cleaning was born within just a few years. She remembers, "I saw that a lot of immigrants start doing cleaning here, and Brazilian cleaning is very different, more detailed. So, I started by myself. My priority was quality."

Renata's success story is more than just a business endeavor. It's a triumph of persistence and ambition. What defines her success? After a difficult divorce left her with little, Renata channeled her energies into supporting her daughter and building a new life. With perseverance, she found opportunity in unlikely places and transformed it through hard work and focus. She continually learns about business, leadership



▶ partner spotlight

Cleaning With Purpose

Story by Dan Clark
Photos by Mindy Poff, Poff Studios



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and even English to further herself and her company.

Today, Manatee Ladies Cleaning employs 30 employees and services 500 customers, and Renata proudly boasts more than 400 positive reviews. Her success is due in no small part to her meticulous organization. She focuses on maintaining specific processes in her business, such as personally meeting with each new client to establish expectations, pricing and services. As a result, clients trust her and feel she understands them throughout the process. Subsequently, they receive consistent, top-quality service.

Renata also brings enthusiasm to everything she does. Though she started independently, she now manages the office and hires and trains staff to ensure quality control. But her true passion lies in the details of her business and growing Manatee Ladies. “My degree in Brazil was economical, so I like to work with the financials of the business,” she adds. She recently expanded the company to offer services in Shreveport, LA, and is trying to open another office near Orlando to serve the vacation home industry.

While driven and ambitious, Renata never loses sight of all the blessings she has received. She credits her faith with bringing her this far. Her greatest joy comes from seeing clients happy with the service Manatee Ladies Cleaning provides. Despite her achievements, Renata never forgets the generosity of her clients and uses it to give back to her church and the wider community.

Renata reflects on the difference between her life in Brazil and Florida. “In Brazil, I used to be



Catholic, but here in the United States, I’m Christian,” she remarks. “I got baptized, and it was like a hurricane. My life wasn’t easy before. It’s still not easy but way more so now than in the beginning.” Her dream is to be remembered as a successful woman. She wants her story to inspire others to never give up and always pursue their ambitions, regardless of life’s challenges.

If you’re looking for meticulous cleaning services from a company that values quality and customer satisfaction, look no further than Manatee Ladies Cleaning. Contact Renata and her team today to experience the difference a passionate and dedicated business can make.

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