

CASE STUDY

The Fineberg Companies

CLIENT OVERVIEW

The Fineberg Companies is a full-service integrated real estate management and development organization that has been doing business in Boston since 1960. The company has grown steadily from an original base in residential rental properties to include retail real estate and office locations. Our holdings and operations are concentrated in the Northeast and primarily New England.

PROJECT QUICK FACTS

- Facilities remodel
- Equipment upgrades
- Real-time laundry monitoring system implementation
- Pay-by-card program implementation



FINEBERG COMPANIES OUTSOURCES ENTIRE PORTFOLIO TO AUTOMATIC LAUNDRY

In response to growing and persistent complaints regarding continual malfunctioning equipment, slow service response and poor customer service, Fineberg's management was moving toward running their laundry facilities internally. This was primarily due to their frustration with their national laundry service provider. Management was constantly fielding resident complaints about non-functioning machines and the fact that all machines were coin-operated.

After determining they didn't want to be in the laundry business given the disproportionate pull on their employees' time, and extricating themselves from contracts with their national service provider, Automatic Laundry provided the perfect resolution of new equipment, payments systems eliminating quarters from the laundry process and dramatically improving service responsiveness.

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— ZACH ROSENBERG, President



Automatic Laundry Implements Upgraded Laundry Experience

In addition to installing all new commercial washers and dryers and upgrading the dryer vent systems, Automatic Laundry removed all quarters from the laundering process by installing smart card payment systems at every property. The card based machines and online payment processing were met with near universal approval from residents.

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