

# THE Basement Doctor FROM THE GROUND UP

*30 Things I Believe*

By Ron Greenbaum, The Basement Doctor



**THE Basement Doctor**  
**FROM THE**  
**GROUND UP**  
*30 Things I Believe*

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**John Coulson**

Managing Partner  
PressBox Sports

“Ron Greenbaum started with me as a valued client who was always ready with great advice and pertinent input as I tried to grow my own start-up media business. Over the years, Ron has become a close friend and mentor. All I can say is; follow his tips! Ron’s strategies for success have made him the entrepreneur he is today and helped me grow my sports media business.”

**Douglas Klein**

Owner  
Klein Basement & Bath

“As someone who has been in business for over 30 years, I highly recommend this book to anyone considering going into business for themselves, or the entrepreneur who’s been at it for years. A thoroughly enjoyable read, Ron hit it out of the park with his insightful and practical advice and tips. Read every word, absorb it, then put into action what you just read and you’ll be well on your way to the top. This is the success manual I wish I had written.”

**Shari Bates**

Executive Director  
NARI of Central Ohio

“Ron... Doctor Ron, Basement Doctor, Marketing Guru, Idea Man. Ron... a giving, caring and compassionate person who looks out for those less fortunate. Ron... a person I would like to call my friend.”

Dedicated to my wife and soul mate Terri who keeps me happy and grounded.

With special thanks to my business partner Tom, without whom there would not be a Basement Doctor.

- - Ron Greenbaum



Ron Greenbaum (The Basement Doctor) is recognized nationally as an expert in the waterproofing and foundation repair field, often consulted by leading industry publications and websites for trusted tips and expert advice.

Ron is the owner of The Basement Doctor, a waterproofing, foundation repair, and home improvement company. He is also the owner of Nash Distribution, a supplier of products, marketing support, installation, and sales training to over 1,000 foundation repair, basement, mold, pest, HVAC, restoration and crawl space contractors across the US and Canada. Both companies are based in Columbus, Ohio.

Ron came to The Basement Doctor in 1992 when it was called J&D Home Improvement, Inc. In 1999, Ron understood that in order to grow a profitable company and maintain the highest market share in your industry, you have to build a trusted brand. His commitment to a consistent branding initiative has remained steadfast since the day he was on a road trip and saw a billboard for “The House Doctor.” He said then, “That’s what we do; we fix basements just like a doctor.” He immediately trademarked “The Basement

Doctor” nationally. From that point on, Ron’s initiative became the heartbeat of the company’s success. Everything became part of the brand. Not just the highly successful and innovative advertising campaigns on radio, TV and print, but also the entire culture of the company.

The success and growth of both The Basement Doctor and Nash has propelled Ron into new business ventures, including e-commerce, the start of his own marketing firm, and franchising The Basement Doctor nationally. Ron also remains the public and trusted face of the brand.

But, It is possibly Ron’s philanthropic contributions which stand out most. He has supported many charities and community efforts throughout the years as a way to share his blessings and give back. **This book will always be free, and he encourages anyone who appreciates its message to make a donation to their favorite charity or one that Ron supports such as Special Olympics, Habitat for Humanity, Canine Companions for Independence, Ronald McDonald House, Honor Flight or Nationwide Children’s Hospital.**

*I Believe...*

**CEO** stands for  
**Chief Education Officer.**





Training and coaching the people that work with you is the most important aspect of the business because you're only going to be as good as the people on your team. The front line of a company affects the bottom line. If everyone has the same vision, and has been trained to understand and do their job properly, you have a much better chance of being successful. Education is the principle responsibility, and it must start at the top.





*I Believe...*

you can't **do it**  
**all yourself.**



You need a team approach to anything that you do, especially if you are a service-oriented business or a business that relates to people. Teamwork is essential. In any aspect of a business, all members of your team must be rolling in the same direction. If that is not understood, then you aren't getting your point or vision across. Anyone in a leadership role has the responsibility of developing your team.





*I Believe...*

you should hire  
**nice, honest,**  
**intelligent** people.



Businesses today are transparent; honesty is especially important. If you're not truthful, you'll find yourself on the internet. People like and want to do business with nice people. Sometimes just being nice is the difference between choosing your business over a competitor. Training programs are bountiful, but you have to have intelligence to absorb the training. The best employees actually train themselves. You want to find people who are hungry and passionate about what you do. If you can find people with those three ingredients, you have a good chance at success.



# *I Believe...*

in using the word **“we”**  
as much as possible  
when I refer to  
**our company.**



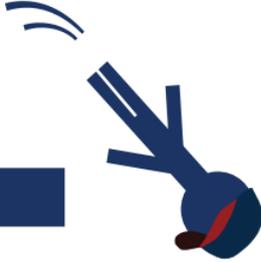


To be successful, people have to “buy in”, COMPLETELY.

Great leaders understand that it is a team effort. Every company is a group of individuals working together and striving toward the same vision and goals. The 3 keys to accomplishing this task are:

1. They must understand the vision clearly
2. They must take ownership in what they are doing and in the company
3. They must be empowered and equipped to do so





*I Believe...*

in **taking risks**--  
jumping off a cliff and  
**growing your wings**  
on the way down.



It gets you into trouble sometimes, but most of the time, you'll find your wings. You have to take risks, and often they get bigger as the rewards get bigger. I have always had a lot of confidence that I can and will figure things out.





*I Believe...*

people deserve a  
**second chance**, but  
not usually a third.



Giving people a second chance today can be tough. Most people are resistant to change. It has been my observation that people, when faced with stress or adversity, will revert to some pretty bad behavior and react to certain situations in the same manner even when the outcome is negative. When you are responsible for customer acquisition, revenue growth or the reputation of a company, you have to make sure that you have people that will do the right thing. It has been my observation that giving somebody a second chance is a coin toss at best.





*I Believe...*

**confidence** is one  
of your most important  
**success ingredients.**



A big part of the recipe for success is confidence. I am a confident person, I always have been. Even at times when I am not self-assured, I always project that I am. When negotiating, you have to have that conviction to be successful.





*I Believe...*

in throwing people in  
the deep end to see  
if they can swim,  
but **always have a  
life preserver ready.**



Everyone is hired with the expectation that they bring the necessary skill set to do the job. I'm going to give them initial responsibilities and see what they can do for me. However, I am always prepared to train them if they can't perform up to the level I expect.





*I Believe...*

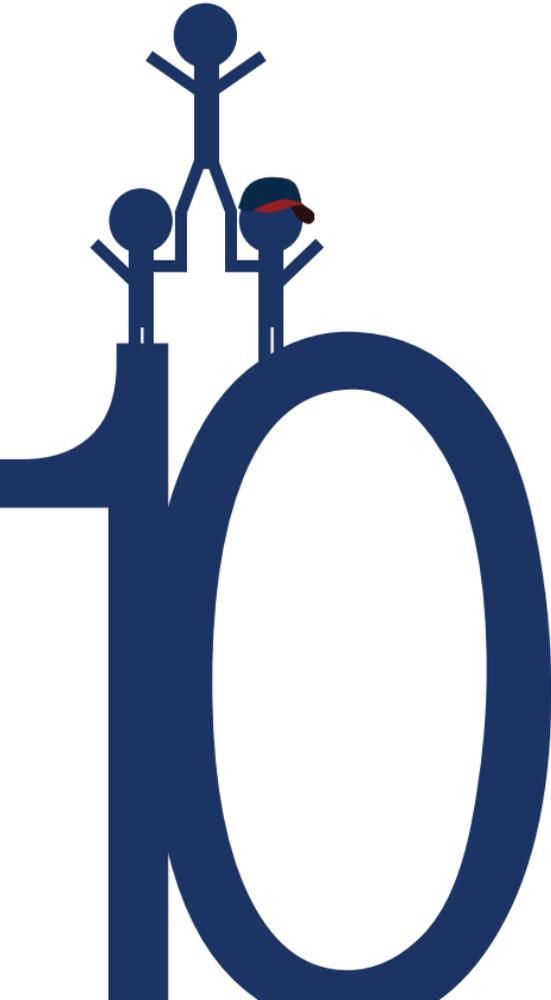
**in family,**  
even though I grew up  
as an orphan.





I think one key ingredient to my success and stability was marrying the right person and having a family. I think that is somewhat missing and often frowned upon in our society today. I am fortunate that my wife handled the responsibilities at home while I grew our business.





*I Believe...*

In business,  
people are usually  
**the problem  
and the solution.**

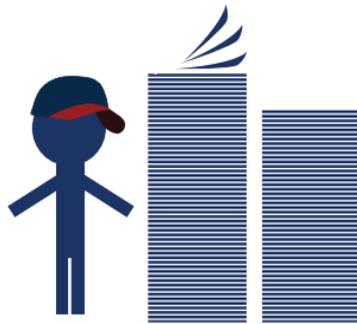


Hiring the right people is essential. If they don't share the same vision as their team members and the company, then you are going to have a problem. Don't struggle with someone who doesn't see your vision.



*I Believe...*

**in hard work...period.**





That's an easy one. Hard work is just that. Everybody's job description is really the same—any and all duties that are assigned. This means that whatever needs to be done gets done. An entrepreneur must work hard when they start a business. It requires a lot of time and effort, and sometimes physical energy. You can't get away from that. Every employee must have an entrepreneurial attitude. I've never met anyone who has a successful business who didn't work hard at it.





*I Believe...*

in **enjoying life.**





If you're going to work hard and spend time working on your business, then it needs to be enjoyable for you. You have to find the joy in what you do, both at work and at play. Find something you are passionate about outside of work, too. I enjoy sports and playing golf; choose whatever it is that brings you joy. Otherwise, what's the point!





*I Believe...*

in the concept of  
**rooting where you're  
planted.**



In other words, don't have one eye on the want ads all the time. If you accept a position somewhere, stay there. When the going gets tough, a lot of people jump ship instead of looking in the mirror and asking, "What can I do to help or how can I communicate better?" The more rooted you are, and the more you understand, the greater the likelihood you will succeed.



*I Believe...*

everything is  
**negotiable.**

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A lot of situations in life involve negotiation. Don't let your ego get in the way during negotiation. You have to be able to compromise and put yourself in the other person's shoes. Understand their circumstances and then think about how you can make it a win-win for both of you.





*I Believe...*

in written agreements but  
I also believe that your  
**word is your bond.**



You need to understand that once both parties decide on what they are agreeing to, it's not just about what's on a sheet of paper. You put it down on paper so that everyone can have an understanding of it, but ultimately, it's your interpretation. If you shake hands on it and agree to something, then stand by your word.





*I Believe...*

in women's  
**intuition.**



I believe my wife is usually right, except when she's wrong. That was kind of a joke, but that being said, having my wife as a sounding board has been very important to me. More times than not, her first feeling about someone we meet or an idea that I share with her, is usually correct.



*I Believe...*



in **education**, despite  
the fact that I am a  
college dropout.



As things are always changing in society, I believe that you have to educate yourself. It doesn't necessarily mean that you have to go to college, but it does mean that you must at least learn the basics. I think that there are certain people that benefit from a college education. I wasn't one of them, but I believe that over the years, I have earned many degrees just by reading, going to workshops, etc. and I think that's important. College may give you the book knowledge, but it doesn't necessarily give you the knowledge to be successful. I believe it is important to educate yourself, specifically in what you are passionate about.





*I Believe...*

in the philosophy that  
**“This too shall pass.”**



I believe in living my life with the perspective that when faced with a seemingly insurmountable problem, there is always a solution. Even those times when you think there's absolutely no way around it, I've found that thinking creatively and working hard usually provides the solution. And if not, it will pass soon enough.





*I Believe...*

in **making profits**,  
but not on the backs of  
my employees.



Give credit where credit is due. You have to be sure to reward the people that work for you. You want to make a profit, but the profit can't be at the expense of the employees that helped you get to where you are. It's very important to have a structure in which people who help you and work for you are rewarded based on the performance that they give. That's usually pretty easy to do. Pay for performance.





*I Believe...*

in **team leaders**,  
not managers.



I believe in providing training, but people should be assertive enough to train themselves. When an employee says, “I didn’t get enough training,” that’s really just an excuse. If you don’t feel you know enough, ask. If you’d like more experience, then create it. If you work for my company, I am going to ask you to solve problems, I’m going to ask you to save me money, and I’m going to ask you to negotiate. You have to find your own ways of solving these problems.





*I Believe...*

in myself and my  
**ability to  
communicate.**





That's an important part of being a leader. You must be able to communicate because what you have to communicate is your vision. This doesn't just mean verbal communication. You must have the ability to communicate non-verbally. The essence of your business lies within your own thoughts and experiences, and no one can communicate that better than you.





## *I Believe...*

I need to **motivate** people to do what they may not want to do, despite themselves, because it's in their **best interest.**



Lots of times, people hit a wall. You have to motivate people by showing them where success comes from. There are aspects of everybody's jobs that they don't necessarily want to do. Motivate them by asking questions and encourage them to accept responsibility.





*I Believe...*

my **biggest challenge**  
as a business person  
today is to **remove**  
**negativity, indecision**  
**and inactivity.**



You will never be able to get from point A to point B if you don't take risks and make business decisions. If you take one step backward, you have to take two steps forward to get ahead. If you never step back, you will never fall behind. Continuous, positive movement is crucial to success.





*I Believe...*

if you get **new information**, you can always make a **new decision.**



You make decisions based on the facts that you have at hand. Much of the time, they're really not facts; they are just emotional sound bites. You may make a decision one day based on the economic or emotional climate, and if you stick by that decision just because your ego is involved, it could cause problems within your company. If you get some new information, you can't be afraid to change your mind. Make a new decision.





*I Believe...*

in **giving back** or  
**paying it forward.**





Cause Marketing is an over-used cliché these days. The success of the Basement Doctor has been a joint effort between our team, our vendors and our customers. Therefore, as a business leader, I feel it's important to set an example of giving back to our community and our local charities. At the end of the day a business structure can exist, but it's the customers and the community that make a business successful.



*I Believe...*

in operating within  
a **system.**





If you are going to play Beethoven, you must play the same notes each and every time. Miss one single note and you failed to play Beethoven. Operate within a system and do things consistently.





*I Believe...*

I believe that you  
should **build on**  
**success.**



Momentum is much like a fire. Often times it is hard to start, but the more you fuel it, the bigger it gets. Once it gets going, it is wise to use your resources to build on it and keep moving in a positive direction.





*I Believe...*

a lot of littles  
**make a lot.**



The size of the success should not be your focus. A step forward, regardless of the size of the step, is a step in the right direction.





*I Believe...*

in the importance of  
**the spoken word.**



Emails and text messages might be expedient, but they both need interpretation. Having a real conversation with a person allows for a much better connection. It makes it easier to discuss and confirm details, get a feel for the business needs of a customer, and connect with someone on a much more personal level.





*I Believe...*

you should always  
**take a breath**  
before **reacting.**



A moment of silence can do wonders when it comes to controlling your emotions. Slow down, step back, and then discuss. Just a single moment can mean the difference between having an emotional outburst you will later regret and properly handling a situation.



Ron Greenbaum is also the co-author of *Brand Face for Home Improvement Professionals*. This book defines the essential branding elements needed to become the successful face of your brand. It is currently available to purchase on Amazon.com by searching “Ron Greenbaum.”



**A trusted expert** in the basement waterproofing and foundation repair industry, Ron Greenbaum has helped build and grow a hugely successful brand. Throughout his extraordinary life, he has developed formulas for success that have made his competition take notice. In an industry not always known for ethical practices, Greenbaum has established a long-standing reputation for responsible, quality service.

He continues to raise the bar of integrity, innovation and leadership for his company. Throughout his career, he has managed to hire and retain some of the most knowledgeable project managers and sales staff in the industry. His customers not only recognize him, they go out of their way to say hello when they see him at events, restaurants or even the grocery store. **This book shares his unique leadership philosophies, and how he assembled the team that built The Basement Doctor from the ground up.**