



Right The 1st Time Marks 18 Years of Growth as Woman-Owned Company

September 02, 2026

Indianapolis, Indiana - September 02, 2026 -

Right The 1st Time, the woman-owned residential cleaning company founded by Amy White in 2008, is marking its 18th year of operation and reflecting on its development from a locally founded firm into an established provider with a multi-community service area. The milestone offers a timely local example of sustained business development under female leadership as national data continue to show women accounting for a larger share of new enterprises.

According to Gusto's 2025 New Business Formation Report, women started 49 percent of new U.S. businesses in 2024, up from 29 percent in 2019. A separate LendingTree analysis of U.S. Census Bureau Annual Business Survey data found that women-owned employer firms rose from 20.0 percent of employer businesses in 2017 to 22.9 percent in 2023, a 19.6 percent increase in the number of those firms. Wells Fargo's Impact of Women-Owned Businesses research has also reported that women-owned firms grew faster than men-owned firms between 2019 and 2024.

Local conditions form part of that backdrop. A December 2025 Bluevine analysis of its own small-business account applications ranked Indianapolis among the fastest-growing metros in that dataset. State and civic

programs, including Indiana's Office of Entrepreneurship and Innovation and local entrepreneurship initiatives, have also kept small-business development in public view. Right The 1st Time's 18-year span sits within that environment rather than apart from it.

The company reports that it has served Indianapolis homeowners since 2008 and now lists service in surrounding communities including Carmel, Fishers, Greenwood, Franklin, Noblesville, Westfield, Zionsville, Beech Grove, McCordsville, New Palestine, Whiteland, and Acton. That geographic footprint is one of the few publicly documented measures of the company's expansion beyond its original market. The business also states that it is locally owned and not a franchise, and that its cleaning staff is W-2 employees rather than contractors.

Public review listings provide another verifiable indicator of an established client base. Trustindex listed a 4.9 rating based on 142 reviews as of March 2026. The company's website continues to recruit cleaning staff through an open hiring page, signaling ongoing demand for labor as the operation remains active in multiple communities.

"Building this company as a female-owned business has been an incredibly rewarding journey. I'm proud of the team we've built and grateful for the trust our clients continue to place in us," said Amy White, Owner, Right The 1st Time.

White's company describes its work as premium residential cleaning, with recurring cleaning services for busy families and professionals forming a central part of the service mix. The company attributes continuity of operations in part to those scheduled relationships and to an established team. Specific employee counts, revenue figures, and retention percentages are not published on the company's website and are therefore not stated here.

References to household conditions are limited to what the company itself describes: regularly scheduled cleaning intended to keep homes consistently maintained. The release does not treat cleaning services as a medical or public-health intervention.

The 18-year mark is the news event. It documents a woman-owned service company that began in 2008, expanded its listed service area across multiple surrounding communities, maintained a documented client-review presence, and continues to hire. Those facts, placed against independently reported trends in female entrepreneurship and local small-business activity, describe a durable local enterprise rather than a product pitch.

Right The 1st Time is a woman-owned residential cleaning company founded in 2008 by Amy White. The business provides residential and recurring cleaning services to homeowners in Indianapolis and surrounding

communities and identifies itself as family-owned, woman-operated, and staffed with W2 employees.

###

For more information about Right the 1st Time, contact the company here: Right the 1st Time Amy White 317-793-3349 support@rightthe1sttime.com 6919 E 10th St Suite E4 Indianapolis, IN 46219

Right the 1st Time

Our certified cleaning team delivers the detailed care your home deserves? getting the job done Right The 1st Time. We leave every space fresh, sanitized, and spotless.

Website: <http://rightthe1sttime.com>

Email: support@rightthe1sttime.com

Phone: 317-793-3349

