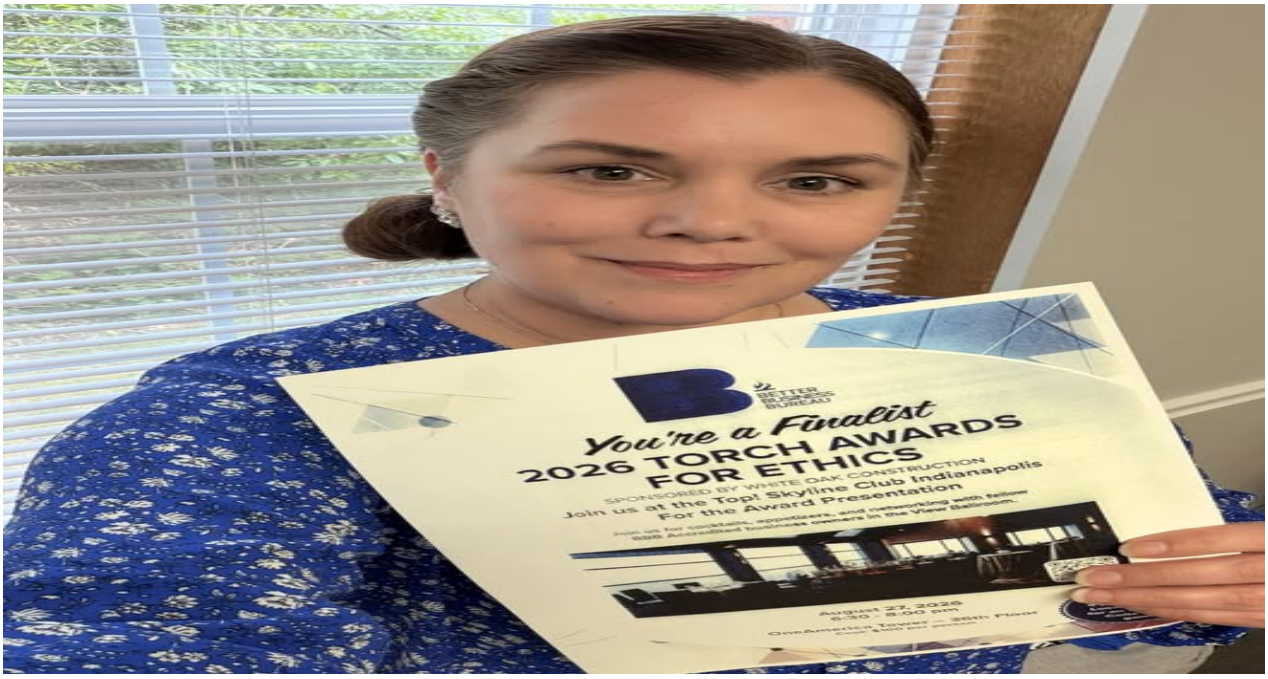


Right The 1st Time Named 2026 BBB Torch Awards for Ethics Finalist

November 23, 2026

Indianapolis, Indiana - November 23, 2026 -
Right The 1st Time has been named a finalist for the 2026 Better Business Bureau (BBB) Torch Awards for Ethics, recognizing the Indianapolis cleaning company's commitment to ethical business practices, accountability, and strong customer relationships. Founded in 2008 by owner Amy White, the company is a local cleaning business that offers residential and commercial cleaning services in Indianapolis and surrounding communities. The finalist recognition reflects a business philosophy centered on treating people well, maintaining professional standards, and taking pride in the work its team performs.

For White, the recognition represents more than an industry distinction. Since establishing Right The 1st Time, she has focused on building a company where customer experience and how employees are treated are as important as the cleaning services themselves. The company's BBB accreditation and A+ rating further reflect its emphasis on accountability and maintaining consumer trust.

?Being named a 2026 BBB Torch Awards for Ethics finalist means so much to me. It's recognition of

something I've always believed: that how we treat people and how we do business matter just as much as the work we perform,? said Amy White, Owner of Right The 1st Time.

At the center of the company's approach is its CAPE Crew, a team guided by four core values: Commitment, Accountability, People, and Excellence. These principles shape expectations for both customer service and daily operations. Commitment means approaching each appointment prepared to provide quality work, while accountability emphasizes taking ownership of responsibilities and addressing concerns. The People value reflects the importance of caring for clients and fellow team members, and Excellence reinforces the company's attention to detail.

Right The 1st Time supports these values through its employment and service practices. Cleaning technicians are employed as W-2 team members rather than independent contractors and receive professional training. They are also background-checked and insured, helping establish consistent standards across appointments. Owner-developed cleaning processes and detailed checklists provide additional guidance for the team's work.

The company's Make it Right Guarantee offers another example of its approach to accountability. If a client is dissatisfied with a cleaning, they can request a return visit within 24 hours at no additional cost. The policy gives customers a clear way to communicate concerns and allows the company to address issues promptly.

Right The 1st Time specializes in recurring residential cleaning, with weekly, bi-weekly, and monthly scheduling options. Additional services include initial cleanings, premium deep cleaning, empty-house cleaning, and commercial cleaning for offices and other workspaces. Its professionally trained CAPE Crew follows established cleaning methods designed to deliver consistent results while accommodating the needs of different properties and clients.

Community involvement is also part of the company's people-first philosophy. Right The 1st Time partners with Cleaning for a Reason, a nonprofit that connects professional cleaning companies with individuals undergoing cancer treatment. Through this partnership, the company donates cleaning services to eligible individuals and families navigating treatment. In 2024, Right The 1st Time was recognized among the nonprofit's top 100 cleaning partners for its contributions.

White continues to lead the company with the belief that successful business relationships begin with trust and consideration for others. From its BBB recognition and customer satisfaction policies to its employee-focused values and charitable partnerships, Right The 1st Time aims to demonstrate that ethical business practices extend beyond individual transactions.

Right The 1st Time is an Indianapolis-based residential and commercial cleaning company founded by Amy White in 2008. Serving Indianapolis and surrounding communities, the company offers recurring residential cleaning, initial cleanings, premium deep cleaning, empty-house cleaning, and commercial cleaning. Its CAPE Crew operates according to the values of Commitment, Accountability, People, and Excellence, supported by professional training, established cleaning processes, and a commitment to customer satisfaction.

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For more information about Right the 1st Time, contact the company here:Right the 1st TimeAmy White317-793-3349support@rightthe1sttime.com6919 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.

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