



Executive of the Month: Ron Fanish leads Rainbow International Restoration to the top, emphasizes service and innovation

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Ron Fanish

Westchester, NY Given Rainbow International Restoration of Westchester's success ranked as one of the top locations out of more than 400 Rainbow Restoration franchises worldwide, you might think executive Ron Fanish has been in the restoration, cleaning, and reconstruction industry for decades.

But in fact, Fanish is a relative newcomer: "I've been in the restoration industry for six years," he explains.

That relatively short tenure belies a deep understanding of the built environment, however. Prior to the Yonkers-based Rainbow franchise, Fanish spent years in real estate, fixing and flipping properties of all sorts, from houses to apartments. This gave him a comprehensive understanding of how to restore properties. And that's exactly what Rainbow International Restoration of Westchester does, it delivers unrivalled craftsmanship and quality restoration, reconstruction, and cleanup services to the tri-state area.

Fanish started his franchise from the ground up alongside business partner Adam Halevah, who had a background in construction and architecture. "We teamed up and opened this location," he says. In the half decade since, Rainbow has thrived. Fanish doesn't attribute his success to anything extraordinary, just "professionalism and providing good quality work," he says.

Rainbow International Restoration of Westchester utilized LaserClean technology, a high power, environmentally friendly alternative to traditional blast cleaning, to remove the structural soot and smoke residue on the exterior of Seven Pines Tower in Yonkers. Pictured: Ron Fanish.

Seven Pines Tower in Yonkers before Rainbow International Restoration of Westchester's restoration and reconstruction efforts began.

But that work can be complicated. Rainbow is equipped to restore properties badly damaged by fires, smoke, floods, mold, and other calamities. Fanish's team, which numbers about 20 technicians, project managers, and administrators, are fully certified by the Institute of Inspection, Cleaning and Restoration Certification and trained in a variety of restoration techniques and tools. These range from mold remediation and biohazard cleanup to odor removal and full restoration and reconstruction projects.

"The variety of services we offer has helped us to be successful as a company," Fanish says. He also notes that staying current with the latest restoration techniques is essential. As a result, Fanish and his team have mastered laser cleaning and other new, innovative approaches.

22 apartments underwent a total renovation following the devastating fire at Seven Pines Tower in Yonkers.

Inside a newly renovated and reconstructed bathroom at Seven Pines Tower in Yonkers.

A high power, environmentally friendly alternative to traditional blast cleaning, Rainbow's LaserClean uses no harsh chemicals, leaves almost no residue behind, involves minimal clean up, and can even be automated to save time. Fanish explains that the technology's ability to retain patinas, keep industrial parts intact, and even blast rust from bridges "makes it ideal for cleaning

everything from delicate carvings to vast public structures.”

This dedication to advanced technology and proven best practices has paid off, allowing Rainbow to increase its staff ten-fold since inception, and earning the company 4.9 out of 5 stars on Google Reviews.

Fanish’s full-service approach has also helped Rainbow thrive. Property owners and managers reeling from a flood or fire deeply appreciate that Rainbow can handle the entire restoration process from start to finish, not just parts of it. “We see higher demand for companies that provide full service, from mitigation to contents to full reconstruction and renovation,” Fanish says.

The company also recently launched a specialized program designed to mitigate the region’s largest commercial losses during times of emergency.

Of course, a sound business mind has also been instrumental to Fanish’s success. “You have to be aggressive in the business market, there’s lots of competition,” he explains. And Fanish and the team show no sign of slowing down: “We’re looking to expand and grow,” he says.

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