

# The Examiner

Nick Friedman puts students to work on your mess.

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(Courtesy photo)

*In 2003, college students Nick Friedman and Omar Soliman wanted to earn some extra cash during summer. Thus, a multimillion-dollar enterprise was born: College Hunks Hauling Junk. The good-looking, environmentally friendly firm employs college and university students across the country, and will open a San Francisco location this week.*

Who is your typical client?

Over 70 percent of our clients are female, over 40, married with kids. They're usually homeowners and in most cases they have pack-rat husbands.

**Might you see a demographic shift now that you're in San Francisco?**

Obviously we're probably going to see some variation there.

Who qualifies as a hunk? Must one prove his hunkiness prior to employment?

We always joke that a hunk is in the eye of the beholder. They just have to be friendly and clean cut. We joke that if people aren't happy they can form a screening process before they hire us again.


You recycle more than 60 percent of items you collect, and donate any reusable items to local charities. Was this always the case?

Well, we always partnered with community organizations and we donate to a scholarship fund. Then, we worked with some college [public relations] students and they said, "Look, all these companies are busting their humps to go green. You have the perfect opportunity." We wear green polo shirts and our motto is "making green look good."

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