



CITY OWNER NEWSLETTER

New Revenue Streams for All Heaven's Best Operators

In the March State Owners Webinar we introduced four new revenue streams for City Operators, and now we want to introduce them to each of you. We want you to understand that these new services are optional not mandatory, but they will give you the opportunity to help turn your great job into a great business with the potential of making a better income than you are currently making. Some of these can still be completed with a one man operation, but others will require more man power.

The four new revenue streams are:

- Window Washing
- Carpet Re-Stretching
- Duct & Dryer Vent Cleaning
- Water Extraction and Drying

The first three of these are services that all of your existing customers need and want. You will now be able to service more of your customer's needs. They already know and trust you, and will be willing to have you perform these other services as well. For a very reasonable cost you can provide these great services to your existing customer list.

The Water Extraction and Drying system will allow you to do a lot of work for insurance companies and can bring in a large revenue stream.

The cost of getting involved in each of these is as follows:

- | | |
|-----------------------|---------------------|
| • Window Washing | \$380.00-\$500.00 |
| • Carpet Restretching | \$880.00-\$1,400.00 |
| • Duct & Dryer Vent | \$4,500.00 |

Water Extraction and Drying packages range from \$5,000.00 to \$100,000.00

We will be providing training on Window Washing, Carpet Re-Stretching, and Duct & Dryer Vent cleaning during our regional seminars this year.

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The training for Water Extraction and Drying will be in various locations conducted by IICRCA Instructors. These will be three day courses with a certification test given at the end. The certification will be required in order to get Insurance jobs. Those of you who are interested in getting involved in this service should contact your state owner or the corporate office. A package will be tailored to your needs, and a nearby training will be arranged.

We are starting up a new category on the bulletin board titled "Heavens Best Service Group". You can ask questions there and more information will come out there on a regular basis.

Regional Seminars

Our Regional Seminars this year will be held during the months of May, June, and July. It will be a one day seminar with hands-on instruction in Window Washing, Carpet Re-Stretching, and Duct & Dryer Vent Cleaning. These will be held in a city that already has a Heaven's Best Operator who will help us with a location for the hands-on training.

- Denver, CO Tuesday May 12
- Lincoln, NE Thursday May 14
- Rexburg, ID Monday May 18
- La Grande, OR Wednesday May 20
- Fresno, CA Saturday May 30
- Dallas, TX Tuesday June 16
- Indianapolis, IN Thursday June 18
- Florida Wednesday July 8
- Atlanta, GA Friday July 10
- Raleigh, NC Monday July 13
- Maryland Wednesday July 15

The city location of these seminars may change slightly, but the dates should be fairly solid. Please plan on attending one of these seminars. Anyone is welcome to attend at any location. Please contact your state owner or the corporate office to confirm which seminar you will attend.

Alternate Heaven's Best Logo

We have added many services over the last few years and will allow the use of the following Logo:



John's Fix-It Corner

The wind is blowing here today. It is another sign that spring is coming and we have survived another winter. The last three months have surely gone by quickly and I am sure that the next three months will go by equally fast. So, when you are in the part of the country where you make hay while the sun shines, you probably want to get after it.

As you have already read, Cody has introduced some new services. These are easy services to get involved with, monetarily and training wise. There is also a lot of great potential to be had by picking up these services and running with them. A few of the operators that have tried this on a trial basis have given good reports back. We think you will be excited about these great new opportunities. Hopefully these will help you take your business to the next step.

We here at the home office are ready to help and support you as you take your business and make it grow. We will be doing seminars around the country to train and help as you transition with these new services. We look forward to seeing you and helping you with these new endeavors.

Note: When one breeds an angora rabbit with an Easter Bunny is that a cross hair?

Good Idea: Finding Easter eggs on Easter.

Bad Idea: Finding Easter eggs on Christmas.

Graphic Design by Ian

What's new on *heavensbestads.com*:

I've recently added some new fridge magnets to the "Magazine Ads, Fliers & More" folder. These are a great way to keep your name in front of your customers even after you're gone.

As I mentioned last month, I've added examples of Every Door Direct Mailers, as well as templates for you to design your own if wanted.

A note about Every Door Direct Mailers: If you plan to send postcards through the Postal Service using their EDDM service, they will need to meet their requirements for size:

Rectangular

With four square corners or finished corners that do not exceed a radius of 1/8 inch. (A square is considered a rectangle.)

Be one of the following:

more than 10 1/2 inches in length

OR

more than 6 inches in height

OR

more than 1/4 -inch thick

Cannot be

more than 15 inches in length

OR

12 inches in height

OR

3/4-inch thick

This means that, unfortunately, a standard 4x6 postcard will not work. There are also requirements for the placement of graphics on the card, in order to leave space for EDDM-specific elements. The EDDM templates that have been uploaded to *heavensbestads.com* meet these requirements, and I can add more sizes if requested.

Shipping Department

This month's **SPECIAL** is: #135 Coffee Remover Buy 5 get 1 Free.

Reminder from Bill:

If you have not signed onto this free service to better track your UPS shipments, here is the information concerning this service and how to sign on. Take advantage of this!

Home delivery on your schedule.
UPS My Choice
Change of plans? Can't be home?
With UPS My Choice, you decide when and where your packages arrive. Sign up, set your preferences, and relax.
ups.com/mychoice

We'll let you know when your home deliveries are on the way.
UPS My Choice gives you more flexibility and control over home deliveries, with delivery alerts before the first delivery attempt and the power to redirect or reschedule to fit your needs.
With free membership, you get delivery alerts, a convenient online calendar and the ability to sign online for packages requiring a signature, at no charge. For just \$5, you can even reroute or reschedule delivery to fit your schedule.
For just \$40 a year, Premium Membership gives you unlimited delivery changes. You can also request a 2-hour delivery window for just \$5.

SERVICE	MEMBER	PREMIUM
Delivery Alerts	✓	✓
Package Tracker	✓	✓
Redirection (Home to Store)	✓	✓
Redirection (Store to Home)	✓	✓
Reschedule (UPS to UPS)	✓	✓
Special Delivery	✓	✓
UPS My Choice	✓	✓
Signature for the UPS driver	✓	✓
Signature Required	✓	✓
Signature of Addressee	✓	✓
Signature-UPS Guaranteed Packages	✓	✓
2-Hour Delivery Window (Costs \$5)	✓	✓

ups.com/mychoice

Better The Best

We congratulate those Operators who had their best month ever during February, 2015.

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| Adam Hagensick | IA |
| Chad Cohen | FL |
| Daniel Roppe and Patrick Hanford | WA |
| Kathy Hagle | OR |
| Reuben D. Rock | WI |

New Owners and Operators

We welcome these new owners and operators into the Heaven's Best Family.

Calen Graf *Sheboygan, WI*

Patric Iach *Laconia, NH*

Brandon Sandall *Rexburg, ID*

Daniel Roppe *Tri Cities, WA*

Patrick Hanford *Tri Cities, WA*