



April 2016
Issue 4

CITY OWNER NEWSLETTER

New Franchise Sales

The cost of a Heaven's Best Franchise is now \$39,000. The monthly royalty fee for these new Franchise Sales is \$200 which is the current average ticket sale. Some of you may receive calls from new prospective Franchisees inquiring about the business, and we want you to know about these changes for new sales. The new price of the franchise includes equipment that some of you have purchased over the years in addition to your initial equipment package you received when you purchased your franchise.

Here is the list of items that a new Franchisee will receive at the new \$39,000 price that you did not receive at the \$28,900 package:

- Pile Brush
- High Pressure Tile and Grout Machine that can also be used for water extraction
- Marble Cleaning kit
- 12-month subscription to EZ Net tools website
- 12-month subscription to Service Monster
- One additional day of training to include some of the new services we now offer

Regional Seminars

The Colorado Seminar that was scheduled for April needs to be changed to a new date which will be announced later.

More locations and dates will be announced in the May 2016 newsletter.

Other SEO Companies

Please be aware that more and more companies are soliciting their SEO & web design services. A vast majority of these companies are dishonest and are not practicing thorough SEO strategies. They will sell you on dreams and fantasies of ranking higher, as is the typical sales tactic of an SEO company. For example, SEO companies are calling franchise operators and blatantly lying about the status of that operator's website. They claim that

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the website isn't mobile phone friendly when in reality, all Heaven's Best Websites are completely mobile friendly. This is a common tactic, and unfortunately operators are being led astray by it. We have been working with EZ-NetTools to further the available options to franchises. In the past, the only option with EZ-NetTools has been the base \$150 package. We are planning to announce the expansion of the services we offer to Heaven's Best operators. These services include Custom Website Design, 3 SEO & Social Media packages, and Online Advertising management. These enhanced services will be at a competitive rate, and will be run by a company that understands our company and what we are trying to accomplish for every Heaven's Best operator.

We hope that you will catch the vision of EZ-NetTools, as we have seen massive success in many franchises who are signed up with them.

John's Fix-It Corner

I have been sitting here looking out the window and hearing the wind blowing by at about 25- 45 mph. I was hoping someone would tell Mother Nature that spring should be here.

As I watch the news or listen to the radio, they make everything sound so gloomy and depressing. I almost want to shut the doors and call it quits. Then I come to work and talk to our operators and I ask them how they have been doing for the last 3 months. I hear the majority of them say that they are having record months.

That's not to say we don't have our own problems -- one operator said they had record snow fall last month which made February a little slow. And I do know the economy in some areas is less than desirable.

Here is a list of some things successful operators have in common:

1. The work was out there and someone forgot to tell their customers that we were in a slow time.
2. If someone told their customer that times were bad and they weren't calling, these operators would go out and make something happen. They would either get more commercial accounts or more residential, do different advertising, or spend more time out talking to people.
3. They stopped going after the same apartment or building that all of the low-ball cleaners go after.
4. They always have some kind of special to give. When times are tight everyone loves a good deal.

Keep doing all of the little things that made your business successful in the first place. If you live in an area that is economically challenged you'll have to be a little more creative, but we know you can do it.

NOTE: A woman has the last word in any argument, anything a man says after that is the beginning of a new argument.

Monthly Special

This month's **SPECIAL** is: #115 TGP Buy 5 get 1 Free

Shipping Department

When you operators call in with questions about parts or you need some item specifically, please send us a picture as well. You can email shipping@heavensbest.com or text them to 208-351-3692. It is a lot easier to determine what we need to get you or what part we are talking about. This way, we will more easily be able to get you the right part or give you the correct information.

We have made some changes to the bottle labels. We have put the mixing directions and usage on them.

We are trying to make things easier on the Heaven's Best online store by including pictures and a description of each product, usage instructions, and mixing directions. This is a work in progress. If there is any item that we are offering to an operator, we will try to release it to the company. This has caused some confusion for some operators who didn't know we had a certain product, or were confused about what a product does. If you click on the details for that certain product, that is where the information will be. We have a teaser line but that will not hold all the information for the product.

We are trying to figure out a better way to get this information out to all the operators. We would like some feedback on the best way to go about that. Adam@heavensbest.com or Shipping@heavensbest.com. We have a section on the HB bulletin board where we put the new items that we have. We have put them in these newsletters, but sometimes we get busy and just don't get that information out to everyone when it is not a widespread product that every operator uses. We recognize this, and we are working on doing better.

Graphic Design

The *heavensbestads.com* site has gradually been getting updated to include a broader selection of photos and advertisements to choose from. Recently I made some changes to the organization of the site, adding a "Photos" section with specific folders containing collections of images for each service we provide, as well as things like "Before & After", "Equipment" and "Products". We hope this will make it easier to find the photos you need to promote your business. These folders will continue to grow as we gather even more resources.

We here at the corporate office are actively working on creating new content for you, and I would especially like the "Photos" section of the site to become a collaborative effort. If you've got pictures of some drastic before and after cleanings, or if you shot some photos of you working on the job, or if you've got any other high quality pictures or videos you would be willing to share, please contact me at proofs@heavensbest.com and I we can work on getting them included in the archive. These could be incredibly helpful to your fellow franchise owners, and someone else's photos could in turn prove useful for your business. This way we can all benefit from one another and create a valuable resource for the franchise as a whole.

Thanks!

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New Owners and Operators

We congratulate those operators who had their best month ever during February, 2016

Bret Warren Wooton	NC
Daniel Moore	SC
Jamie & Mark Rawlinson	FL
Norman Sillivan	NE
Robert DeMartino	FL