



April 2017  
Issue 4

## CITY OWNER NEWSLETTER

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### *Hello City Owners*

This is the time for Spring Cleaning! It's time to get out the old cobwebs, dust out garages and get ready for nicer weather. Your customers want and need their floors, carpets and upholstery cleaned after a long winter. This winter has been long and crazy in most areas, so now is the time to offer a spring special, especially to your loyal customers. Send an email, send a text, or make a phone call. Get going and help your customers enjoy this time of year when everything is renewed and fresh. This is a time to remind your customers about our **citrus booster and citrus deodorizer**. These are a super scent for spring.

When you find yourself with an hour of down time, take that moment to go through your last year's invoices. You will be surprised how many people you cleaned for that you may have forgotten about. If you have not been in contact with them in over 6 months, it is time to reconnect and schedule a cleaning. Just like you don't always remember your electric bill until it shows up, your customers may not realize how long it has been since you helped them. We can't stress enough how much you can get done in an hour here and there, and how doing the little things like reviewing your invoices will make a difference in your monthly volume. You may be amazed at the number of people who need you. Make the call.

Two years ago, in the April 2015 city operator newsletter the additional services of window washing, carpet re-stretching, duct and dryer cleaning, water extraction and drying were introduced. These services are an incredible way to enhance your bottom line. That newsletter has the information if you are interested in expanding your business. Check it out under the archives.

We appreciate all the hard work each of you are doing to promote your business and help yourself be successful. Call your neighboring operators and talk about what has been successful for them. Brainstorm and help each other out. We at the corporate office are still sifting through much of the paperwork and legal issues that need to be taken care of since Cody's passing. We appreciate everyone at the corporate office who is working so hard to get this done and at the same time continue with the day-to-day running of the business. Please be patient and considerate as we are doing the very best we can under the circumstances.

### *Shipping Department*

**Monthly Special: #126 Fabric Protector Buy 5 get 1 Free**

## *John's Fix-It Corner*

I have been sitting here looking out the window watching the snow fall and the wind blow at 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 doom and gloom 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 they are having record months.

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

Here is a list of things the 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 talking to people.
3. They stopped going after the same apartment or building that all the low-ball cleaners go after.
4. They always have some sort of special to give. When times are tight, everyone loves a good deal.

Keep doing all 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.