



April 2018

CITY OWNER NEWSLETTER

Hello City Owners,

If you are asking yourself how you can improve or prepare for this upcoming Spring season, we have got you covered. It's a good time to take a look at your equipment, carpet cleaning pads and cleaning supplies. Anticipate the busy season and make sure you're prepared for your clients' needs. Additionally, keeping in touch with your existing clients is pivotal. You can do this through numerous ways: contacting through email, making a simple phone call, or through reminder cards. Remember, advertisement is your best friend. We are in a digital age and reviews are of utmost importance to make an impression on your local community. Diversifying advertisement methods are also important to reach different types of customers. Yelp, Home Advisor, and Google Ad Words are such methods, but there are other options as well.

New Owners

We have a fresh face joining the company, bringing new energy and movement. As a franchise, we are excited for new owners along with their families as they embark upon their enterprise and we are confident in their ability to represent us well in providing our quality services. This is what it's all about as we spread our brand and continue to provide new growth and opportunities for professional growth. With that being said, congratulations to Dan Jeffrey, our newest operator in Boom County, New York. We also welcome to the Heaven's Best family, Clint Griffeth, who purchased Walton County, Georgia from David Phillips.

Referrals

We are now jump starting a new national advertising campaign as of this month and are looking forward to reaching new potential franchisees. Remember, if you know someone who would be interested at all in this great opportunity, start the discussion and let them know about the financial benefits and freedom that comes with being a franchise owner in the Heaven's Best Company. Letting others in on this opportunity not only benefits potential franchise owners, but also benefits you as you will make \$3,000 for each successful referral.

Royalty Fees

Please be aware that starting April, 1, 2018, all corporate owned franchises' royalty fees increased from \$88.00 to \$96.80.

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Shipping Update

Just a reminder, starting April, all orders online are to be a minimum of \$200.00. Also, all royalty fees increase from \$88.00 to \$96.80. If an order is placed under \$200.00, you will have to pay for shipping. With that being said, it is important to be on top of your inventory going into the busy season. If you are paying for your royalty fees on the same order, this does not go toward the \$200.00 minimum.

Monthly Special

This month's SPECIAL is: #127 Fast Acting Enzyme – Buy 5, get 1

Tip of the Month Contest

“Do most of your work while walking backwards. Of course, when we are vacuuming we note specific areas of soil on our customers carpets and rugs. However sometimes once the cleaning solution is applied the dark and wet hides the spot. If you walk backward while applying the cleaning solution you can always see the problem areas BEFORE THEY ARE SOAKED. So you can put that concentrated extra dousing of cleaner right on that spot (if you spray walking forward you will wet the area before you see the issue). Also, use the buffer mostly walking backward. This allows you to manage the cord by kicking, nudging and handling it rather than having to stop and situate it in front of you.”

-Ann Pratt
Truckee, CA
Contest winner

John's Fix-It Corner

Spring is here and everyone is ready to go to work and make the big bucks. I would like to talk to you about some of our tile cleaning products. They are Grout Treater and Wax & Shine. I think there is a little confusion on when to use them. After you have cleaned the tile and grout the next step is to apply the Grout Treater.

Put your turbo fan out so it will dry the floor. This will help get the moisture out of the little holes in the grout. Then apply the grout treater by spraying, wiping, rolling, or any other way that will put down a nice thin coat. Have your customers stay off the floor for 1-2 hours and this will help protect the grout.

Wax & Shine is a wax and not recommended for use on tile and grout. This is used on VCT tile floors and you will need 4-5 coats. You can apply a coat every 20 minutes. To apply, use a mop, waxer head, or a microfiber wax pad and apply several thin coats and not 2 or 3 thick coats. Once you're done putting down all of your coats, try to have your customers stay off the floor for at least 24 hours if at all possible.

If you have any questions give me a call and I will talk this over with you.

Note: The latest survey shows that 3 out of 4 people make up 75% of the world's population.