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## CITY OWNER NEWSLETTER

### *Merry Christmas*

All of us at the Corporate office wish each of you a very Merry Christmas. Each of us have so much to be thankful for and have all been blessed in countless ways. It is our hope that you and your family will be able to feel the true spirit of Christmas in your lives. We hope you will be able to make someone's life better by showing them love and kindness not only during the Christmas season, but throughout the entire year. Small acts of kindness create a huge impact in another's life. At times we are the giver, and at times we are the receiver, and both bless our lives. We become like Them as we look for and create opportunities to make life better for someone else.

Please take time from your busy schedule to thank your Maker for all He and his Son has done for you. They love and care about you and want you to be happy. They will help you in your life as you put your faith and trust in Them. Make this your best Christmas ever by becoming an angel to another person. Merry Christmas!

### *Reviews, Reviews, Reviews*

Each of you do very good work. Your customers are very pleased with the results you produce for them. They like the quality of your work and your willingness to do the best job possible. Most of them would be very happy to do a review for you if you will only ask them to. Many will already know how to do leave a review on Google, but some will not. You can teach them how to do one. You do great work—ask your customers to spread the word about how good you and your system are.

### *EZ-NetTools*

EZ-Nettools is working well for most everyone who has signed up with them, but they are running into a lot of problems which have been created by other SEO companies who do not always follow Google's rules.

You should only have one web site and one company working on it for you. We recommend to only have EZ-Nettools doing this for you. That way they can coordinate everything according to Google's rules.

If you are already using someone else, you need to contact them and get the username and password that they used to set up your Google my business account, your Facebook account and any other social media they have set up for you. Keep these usernames and passwords safe. The time will come when you will need these. It is crucial that the company doing work for you on any of these have the correct boundaries for your Heaven's Best

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Franchise. If they set it up incorrectly, you will eventually have problems with your neighboring Heaven's Best Franchisees regarding the websites and the areas that each of you cover.

## Flooring Comparisons

The following is a chart from the World Floor Covering Association which will give you more knowledge about why customers are choosing a wide variety of floor covering options.

### Flooring Comparison

Before you shop, compare the pros, cons, care, and cost of 10 popular types of flooring.

	Pros	Cons	Care	Cost
<a href="#">Carpet</a>	Soft, quiet, warm underfoot Easiest and most cost-effective floor covering to replace and upgrade Brings in color and texture Stain-resistant fibers available	Can Stain Low-quality carpets may quickly show wear	Clean spills immediately. Place walk-off mats at entries to catch dirt; frequently shake mats. Vacuum low-traffic areas at least once or twice a week. Vacuum high-traffic areas more often. Use a deep-cleaning hot water extraction cleaning system every 12-18 months.	\$2-\$15 per square foot, installed
<a href="#">Stone</a>	Extremely durable Timeless and classic design Beautiful, natural aesthetic	Higher cost than many flooring materials Some varieties, such as marble and limestone, readily absorb stains and dirt Difficult to repair Dark, glossy surfaces show footprints and can be slippery All stones should be sealed	Place walk-off mats at entries to catch dirt; frequently shake mats. Regularly dust-mop the floor with a clean, nontreated mop or broom. Or use a vacuum cleaner without a beater bar. Wipe up spills immediately. Damp-mop floors using cleaners recommended by the manufacturer. Avoid cleaners that are abrasive or contain vinegar, lemon juice, or harsh chemicals.	\$8-\$50 per square foot, installed
	Durable			

	Pros	Cons	Care	Cost
<a href="#">Ceramic</a> or <a href="#">Porcelain</a> tile	<p>Water and stain resistant</p> <p>Wide choice of colors, textures, and shapes</p> <p>Porcelain color through tile body-scratches or damage less likely to show</p>	<p>Grout lines can be hard to clean</p> <p>Low-quality tiles may chip</p> <p>Fragile items dropped on the surface probably will break</p> <p>Glossy tiles can be slippery when wet</p> <p>Difficult to repair</p>	<p>Place walk-off mats at entries to catch dirt; frequently shake mats. Regularly sweep tile or use a vacuum without a beater bar.</p> <p>Regularly damp-mop the floor with a cleaner recommended by the tile and grout manufacturers. For more shine, rinse with clear water and wipe dry.</p>	<p>\$4-\$12 per square foot, installed</p>
<a href="#">Laminate</a>	<p>Durable, affordable</p> <p>Easy to clean and maintain</p> <p>Resists stains</p> <p>Wide range of colors and designs</p> <p>Resembles natural materials</p> <p>Excellent choice for do-it-yourself applications</p>	<p>Can be scratched</p> <p>Cannot be refinished</p> <p>Be cautious when purchasing off brands; the top layer may peel or separate from the core</p> <p>For installations in high-moisture rooms, select laminates designed for this use</p>	<p>Place walk-off mats at entries to catch dirt; frequently shake mats. Place protective pads on the bottoms of chair and table legs.</p> <p>Regularly sweep or dust-mop the floor, or use a vacuum cleaner without a beater bar. Don't refinish or sand</p>	<p>\$3-\$7 per square foot, installed</p>
<a href="#">Wood</a>	<p>Wear-resistant</p> <p>Long-lasting</p> <p>Provides a warm look</p> <p>Can be refinished</p>	<p>Vulnerable to moisture</p> <p>Softer woods, such as pine, may dent easily</p> <p>May darken with age</p> <p>Some finishes wear unevenly and are difficult to repair</p> <p>Can shrink and expand, creating gaps or warping</p>	<p>Place walk-off mats at entries to catch dirt; frequently shake mats. Place protective pads on the bottoms of chair and table legs.</p> <p>Regularly sweep or dust-mop the floor, or use a vacuum cleaner without a beater bar. Remove scuffs and heel marks by lightly rubbing the spots with a soft, clean cloth sprayed with hardwood floor cleaner recommended by the flooring manufacturer.</p>	<p>\$6-\$15 per square foot, installed</p>
<a href="#">Engineered Wood</a>	<p>Shrinks and expands less than solid wood</p>	<p>Typically can be refinished only once or twice</p>	<p>Place walk-off mats at entries to catch dirt; frequently shake mats.</p>	<p>\$4-\$18 per square foot, installed</p>

	Pros	Cons	Care	Cost
	<p>Quicker installation time</p> <p>Some can be installed below grade</p> <p>Comes prefinished so the stain and protective finishes will be more consistent and harder</p>	<p>Off brands may have voids in core, which weakens wood surface</p> <p>Ends may split on off brands</p>	<p>Place protective pads on the bottoms of chair and table legs.</p> <p>Regularly sweep or dust-mop the floor, or use a vacuum cleaner without a beater bar.</p> <p>Remove scuffs and heel marks by lightly rubbing the spots with a soft, clean cloth sprayed with hardwood floor cleaner recommended by the flooring manufacturer.</p> <p>Never wax or use oil soap.</p>	<p>foot, installed</p>
<a href="#">Bamboo</a>	<p>Quickly renewable raw material</p> <p>Strong</p> <p>Clean, contemporary sensibility</p>	<p>May darken or fade when exposed to sunlight</p> <p>Should not be left wet</p>	<p>Place walk-off mats at entries to catch dirt; frequently shake mats.</p> <p>Place protective pads on the bottoms of chair and table legs.</p> <p>Regularly sweep or dust-mop the floor, or use a vacuum cleaner without a beater bar.</p> <p>Use only cleaners recommended by the flooring manufacturer.</p>	<p>\$4-\$8 per square foot, installed</p>
<a href="#">Vinyl</a>	<p>Durable</p> <p>Water-resistant in sheet form</p> <p>Easy to clean</p> <p>Comfortable</p> <p>Less expensive than most flooring choices</p>	<p>Difficult to repair</p> <p>Less expensive grades may discolor</p> <p>In tile form, moisture can get into seams between tiles</p>	<p>Place walk-off mats at entries to catch dirt; frequently shake mats.</p> <p>Regularly sweep or dust-mop the floor, or use a vacuum cleaner without a beater bar.</p> <p>Clean up spills immediately. Damp-mop when needed using clean, warm water. Use only cleaners recommended by the flooring manufacturer.</p>	<p>\$1-\$7 per square foot, installed</p>
<a href="#">Linoleum</a>				

	Pros	Cons	Care	Cost
	<p>Made of natural raw materials</p> <p>More durable than vinyl</p> <p>Color extends through entire material</p> <p>Can be hand-cut for intricate patterns and installation artistry</p>	<p>Should be resealed annually</p> <p>Cannot be left wet</p> <p>May scuff if not well polished</p>	<p>Place walk-off mats at entries to catch dirt; frequently shake mats.</p> <p>Regularly sweep or dust-mop the floor, or use a vacuum cleaner without a beater bar.</p> <p>Clean up spills immediately. Damp-mop when needed using clean, warm water. Use only cleaners recommended by the flooring manufacturer. Polish periodically to bring back shine and protection against stains.</p>	<p>\$2-\$9 per square foot, installed</p>
<a href="#">Cork</a>	<p>Soft and warm, natural</p> <p>Resists mildew</p> <p>Sleek, contemporary look</p> <p>Stain and water resistant</p> <p>Easy to clean</p> <p>Polyurethane finishes typically last up to seven years before refinishing is required</p>	<p>UV-cured acrylic finishes are not as long-lasting</p> <p>Wax finishes need reapplication every 6-12 months</p>	<p>Place walk-off mats at entries to catch dirt; frequently shake mats. Place protective pads on the bottoms of chair and table legs.</p> <p>Regularly sweep or dust-mop the floor, or use a vacuum cleaner without a beater bar.</p> <p>Clean up spills immediately. Use only cleaners recommended by the flooring manufacturer. To restore luster, follow the manufacturer's recommendations for refinishing.</p>	<p>\$4-\$9 per square foot, installed</p>

### Monthly Special

This month's **SPECIAL** is: #133 Odor Foggers Buy 5 get 1 Free

## *John's Fix-it Corner*

Hello everyone! I hope you all had a great Thanksgiving. We got together with our family and had a good time. I hope you got to do what you planned and all went well. Now it's December -- where has the time gone?

No one expresses passion and determination on the big screen quite like Keanu Reeves, and he gave the huddle speech that he was born to recite in "The Replacements." His character, Shane Falco, admits that "classy" and "inspirational" are not his style and instead opts to keep things short and sweet: "Pain heals, chicks dig scars, and glory lasts forever."

Just like Shane Falco, we too must work hard and put in long hours. Yes, by nighttime our back hurts and our arms are sore and we ask ourselves, "Why am I working this late at night?" Our van breaks down; Our sprayer quits; we look at the schedule book and the week ahead looks blank, and we ask ourselves, "Why am I doing this?"

I will tell you why: Because you left a home and they told you that their carpet hasn't looked that good since it was new. You got spots out that your competitors could only dream of. Have you helped anyone in need? Did you cheer up the sad or make someone feel glad? Has anyone's burden been lighter because you were willing to go to work and do the best job ever? If you did, then when the day is over you can go home, lay in your bed and say with a clear conscience, "I did my best". HEAVEN'S BEST.

I hope you all had a good 2015 and may your next year be even brighter

**NOTE:** Got my gun permit yesterday, then went over to the local gun shop to get a small 9mm for home protection.

When I was ready to pay by credit card for the gun and bullets, the cashier said, "Strip down, facing me." Making a mental note to complain to the NRA about the gun control wackos running amok, I did as she had instructed.

When the hysterical shrieking and alarms subsided, I found out she was referring to how I should place my credit card in the card reader.

I've been asked to shop elsewhere in the future.

They need to make their instructions to seniors a little clearer

## *Better The Best*

We congratulate those operators who had their best month ever during October 2015.

Rene Castillo	CA
Annie Pratt	CA
David Daffer	OR
David and Karen-Lynn Post	GA
George Landkamer	NE
Greg Giardino and Parker Turner	IA

Mark Griffin	NC
Reuben D. Rock	WI
Robert Mathieson	UT
Ron And Shanon Matson	NE