



CITY OWNER NEWSLETTER

February 2014
Issue 2

Heaven's Best Products

We appreciate each of you being part of the business. We have some great operators who treat their customers, their state owner, and the corporate office with honesty and integrity.

According to the contract that each of you has with Heaven's Best, you have agreed to purchase all products, equipment, and supplies from Heaven's Best. You are not authorized to purchase equipment, products, or supplies from any outside vendor, or any other Heaven's Best Operator. We have checks and balances in the business that indicate whether an operator is using the proper amount of products or not. Our state owners will be monitoring this very closely this year. They will be doing comparisons of product usage for all operators in their state. If any of you have been getting any products, equipment, or supplies from any other source, you must stop this practice immediately. We like all of you and want you to be part of the business, but those found violating this part of the contract will suffer the unfavorable consequences of their actions.

The majority of you are honoring your contract, and are following our policies and procedures. We appreciate your association and loyalty to Heaven's Best.

Customer Reviews

Google is constantly changing the criteria for showing up on their first page in any given search. Currently, the best thing you can do is to have a lot of really good customer reviews. The best time to get a review from your customer is when you finish your final walk through. At that point the carpet looks good, it smells good, and it feels good.

The review can be in the form of a comment on the bottom of the evaluation card, or it can be something that they tell you verbally that you then write down on a piece of paper. Your customer may also be willing to let you record it on video from your smart phone, or you can record it with audio only. However you choose to do it, though, you need to be getting reviews from your customers. You may want to compensate them for doing the review by giving them a bottle of spotter, multi surface maintainer, or pet enzyme that we have to sell to the customer. You could also give them a certificate for a certain dollar amount off their next cleaning with you.

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After you get a review from a customer, you should get them to sign a release form allowing you to use it, if it's a video, audio recording, or verbal note. These little video or audio recordings should only be between 15-45 seconds. The recording should always include the customer's first name, their city and state name and a short statement of what they liked about your service. It could go something like this: "Hello, I am Pam from Boise, Idaho and Heaven's Best just cleaned my carpet", then they could say one or two things they liked about you or your service. These will be used for promoting your web site, so you need a lot of unique reviews for every city you own. We will be discussing this topic in the next few newsletters, but we would like you to start obtaining these reviews as soon as possible. As soon as you get any reviews, you can send them into the corporate office via email. We will then have Bruce and his staff from EZ-Net Tools get them onto our Heaven's Best web sites. Here is an example of a release form you could use, or you could make up your own.

The undersigned hereby grants Heaven's Best the right to use their customer review free of any charge for any Heaven's Best promotion. Heaven's Best will not use the customer's full name, address, or phone number in connection with the review.

Angie's List Awards

We have a number of our operators that have gotten the Super Service Award from Angie's List over the years. A few of my own franchisees have contacted me to let me know they received it, but there may be some that I missed, or have forgotten (I am getting older). The ones I remember telling me about the award recently are: Matt Dooley TX, Art Pacheco TX, and Marc Manfre NJ. I would like all of you who have gotten the award this year to contact me and I will provide a more detailed list of our operators that have received the Super Service Award in next month's newsletter. This award has gotten our operators a lot of publicity, and a lot of jobs, because of their rating.

Arthur Pacheco also received the contractor of the year award from Angie's list this year in his area. He sent me information regarding this, but I was unable to open the file or I would have included more on this award.

The letter below was sent to Marc Manfre and he forwarded it to me. I encourage you to contact Angie's list and see what you can do to qualify for the award in your area.

Congratulations on accepting the 2013 Super Service Award!

The Super Service Award is completely free and is the highest honor given annually to the top 5% of qualifying businesses on Angie's List.

Heaven's Best Carpet Cleaning has won the Angie's List's Super Service Award in the following category(s): Carpet Cleaning

- **You've arrived, welcome to being a 2013 local leader!**
Your award certificate should arrive in the next few weeks! Make sure to [update your mailing address](#)
- Link your website visitors to your [AngiesList.com](#) public profile with your free, custom 2013 award web badge. Just [sign in](#) to access the code.
- If you previously applied code from the 2012 award web badge into your website, then it will automatically update. If you've never added a previous years' award web badge, you'll need to add the code to your website. Once on your website, it will update automatically every year the award is accepted.



Salute your employees, amplify your superior service

- [Purchase official award merchandise](#) such as plaques, decals, apparel and more to impress clients and peers
- [Get the official award press release](#) to share news of your award with the media, on your website or in newsletters

Questions?

- [Email us](#) or Call [1-866-843-5478](#) (LIST)

[AngiesListBusinessCenter.com](#) | [Contact Us](#)

Company Name Earns Esteemed 2013 Angie's List Super Service Award

Award reflects company's consistently high level of customer service

Company Name has earned the service industry's coveted Angie's List Super Service Award, reflecting an exemplary year of service provided to members of the consumer review service in 2013.

Insert Quote from company

"Only about 5 percent of the companies **Company Name** competes with in **CITY/MARKET** are able to earn our Super Service Award," said Angie's List Founder Angie Hicks. "It's a mark of consistently great customer service."

Angie's List Super Service Award 2013 winners have met strict eligibility requirements, which include an "A" rating in overall grade, recent grade, and review period grade; the company must be in good standing with Angie's List, have a fully complete profile, pass a background check and abide by Angie's List operational guidelines.

Service company ratings are updated daily on Angie's List. Companies are graded on an A through F scale in areas ranging from price to professionalism to punctuality. Members can find the 2013 Super Service Award logo next to company names in search results on AngiesList.com.

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Angie's List helps consumers have happy transactions with local service professionals in more than 720 categories of service, ranging from home improvement to healthcare. More than 2 million paid households use Angie's List to gain access to local ratings, exclusive discounts, the Angie's List Magazine and the Angie's List complaint resolution service.

Shipping Department

This month's **SPECIAL** is: Leather Products. 10% discount

THESE PRODUCTS ARE FIRST COME FIRST SERVE.

They will be replaced with a new leather product. Please use all the Leather Pro products and do not mix them with the new Leather Master products.

#103 Aniline Cleaner (2) available \$10.12

#105 Protection PA (13) available \$49.50

#106 Nubuck Cleaner (12) available \$67.50

Please check the Details on the website to see how many are available in the store, or please call us at 800-359-2095 or email us before you order at shipping@heavensbest.com to check to see what is still available.

We are changing from Leather Pro to Leather Master for our leather cleaning line. We will be getting the Leather Master products in stock in the next couple of weeks. We will not be shipping the Leather Master line until all the Leather Pro is gone.

ALERT FROM SHIPPING

Some of you are having problems with your orders, thinking they have been placed and then in a week or two, you find that we never received the order (for some reason or another). In order to prevent this delay, we ask that once you place an order, check your emails – if you have not received an email that day or the following saying that the order has been shipped, please give me a call. Everyone should be receiving emails confirming shipping within two days at the latest.

Thanks

Bill in shipping

John's Fix-it Corner

As some of you find yourself in a bad position with a broken Nobles buffer and you give me a call for help, just remember a few things. First, I need a picture of the broken part you need as well as a picture of the serial number plate. Email them to me at john@heavensbest.com. Now, the most important part is for you to be patient and wait 2-3 weeks. If you have not seen your part or parts by then, give me a call. I don't get any word back from Tenent whether they have shipped your part or not, so patience is a virtue.

This last weekend I had the opportunity to go to North Carolina to do a seminar with those great operators. The neat part about doing these seminars is getting to spend time with all of you. We have some of the best small business people in the country who are hardworking, honest and want to do the best they can. Every once in a while I think you all need to be told how good you are. YOU'RE GRRRREAT!

NOTE:

Jim asked his friend, Tony, whether he had bought his wife anything for Valentine's Day. 'Yes,' came the answer from Tony who was a bit of a chauvinist, 'I've bought her a belt and a bag.' 'That was very kind of you,' Jim added, 'I hope she appreciated the thought.' Tony smiled as he replied, 'So do I, and hopefully the vacuum cleaner will work better.'

Better the Best

We congratulate those who had their best month during the month of December 2013

Brad Beseth	TX
Douglas L. Cyphers	WV
Lance Reid	TX
Paul Barr	MA

New Owners and Operators

We welcome our new Owners and Operators to the Heaven's Best Family:

Marcus Pacheco	<i>San Antonio, Texas</i>
Chris Pinchak	<i>Lewisburg, PA</i>
Richard Hornburger	<i>Lewisburg, PA</i>