



CITY OWNER NEWSLETTER

Generating Business

Generating new business does take effort, but in many cases it is just a matter of being in the right place at the right time. Accounts come and accounts go; it seems like there is always a constant churning of our accounts. The key is to keep moving forward and keep trying. When business is slow, it can seem like the bottom has fallen out of our world. But the sun will shine again and you will be busy again.

This time of year is a slower time for our local carpet cleaning business, but our guys have been out beating the bushes, and they are finding success.

It is easy for us to forget about the things that we did in the beginning of our business which made it grow. At times we feel that we are past that stage of the business, but we need to be spending time each week to generate new business. Each of you know so much more about the business today than you did when you were new. Try spending some time generating new business in the commercial market.

New Website

The transition to our new Heaven's Best Web Site has gone relatively smooth. However, you will notice that the new site is geared more to Franchise Sales rather than attracting carpet cleaning customers. All of you need to have your own website so it can show up locally on the main search engines. We have been using EZ-NetTools and recommend that if you do not yet have a website that you contact them to get yours set up. You can reach them at 208-356-8361, or 866-433-5504. Our old website is still active as part of our new site. If any of you have trouble viewing anything from the old site, please contact our corporate office to inform us of the problem you are having.

Monthly Reports

I have hired a person from the University here in town to help me monitor the monthly reports. Some of you have received a letter from me stating that some of your monthly reports are missing. By contract, it is the responsibility of every Master Franchisee (State Owner) to insure that a monthly report is completed and submitted each and every month. This is also a requirement of all Subfranchise Agreements. This is not anything

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new. It has always been part of the Agreement that each of you have agreed to. Your Master Franchisee and the corporate office needs this information monthly.

Every Franchise system has a reporting requirement. It is not just something we would like you to do, but it is a requirement of the Franchise Agreement, and failure to comply can lead to termination of your Franchise rights.

Most of you are in compliance. Your Master Franchisee has been and will be working with those who are not in full compliance. A Franchisee's noncompliance can cause your Master Franchisee to be in violation of their Franchise Agreement with M-CO INC. Everyone must understand the importance of the reporting requirements and get in full compliance.

Service Monster can make creating your monthly report very easy. We encourage each of you to sign up with Service Monster-they even have a mobile app now.

John's Fix-it Corner

For most of us, the cold long winter has set in and our customers have gone into hibernation. Hopefully all of you can find a way to wake them from their slumber so you can get into their homes to do some cleaning. You may have to be a bit creative as you search for ways to wake them up.

I have been asked by a few of you to give some advice about dealing with urine problems. I think most of you have it down to a pretty good science about what to do. If you do, you can skip this part and go directly to the joke. First of all, we have two different products: The Pet Enzyme and the Fresh Scent. These are both good products for dealing with urine problems.

Let's talk first about Pet Enzyme. When you receive it, you need to pour the contents of the bottle into a 2 ½ gallon jug and add water up to the top line, then shake for 3 to 5 minutes until it is mixed thoroughly. At this point, you may want to pour it into gallon jugs with the appropriate label so you can free up your 2 ½ gallon jug. That way, when you are in a situation where you need to take care of a urine problem, you can pour on the amount you need to saturate the area. Using your foot, you can squish a lot of the excess into the backing of the carpet, into the pad, and onto the sub-flooring. Let it set for 15 to 20 minutes and then extract it out with your upholstery mate. Depending on the severity of the problem, you may have to repeat this treatment 2 or 3 times.

Next we have Fresh Scent. With this product you can mix it 1 part product to 10 parts water. This mixes fairly easily so you can mix it as you need it. Then apply it to the stain using the same procedure as the Pet Enzyme. Pet Enzyme does not have a smell to it, so this may be beneficial in homes where people have allergies or if you want to put down a different scent with your cleaning solution. Fresh Scent is scented which can help get rid of the lingering odor of urine in the home.

Neither one of these products should be mixed with your 101 chemical. Use them as a stand-alone process, and in the recommended dilution ratios to achieve the desired effect.

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.'

Shipping Department

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

Better The Best

We congratulate those Operators who had their best month ever during December, 2015.

Brad Beseth	TX
Courtney Fitchard	AL
Eric Swilley	FL
George Landkamer	NE
Jeff Hetherington	CO
Travis Maupin	CA

New Owners and Operators

We welcome our new owners and operators.

Patrick Hanford	Ellensburg and Yakima WA
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