



January 2015
Issue 1

CITY OWNER NEWSLETTER

Company Owned Areas

We want to wish each of you a very happy new year. We have acquired the franchise rights for all of Southeast Idaho, and we are running it on an employee basis. We use Service Monster for our scheduling, invoicing, and tracking of our customers. We use a Samsung tablet with a shared data plan with our Verizon cell phones. We no longer use the paper invoices-instead we send the customer an electronic copy of the invoice. In order to do this we need their email address, which will make it easy for us to send the customer a newsletter or a reminder of a special, and we can send the thank you card this way as well.

My three operators can view their schedule from home for the next day. They use the tablet to punch in and out on an electronic time clock. Service Monster will also sync well with Quick Books. We are getting some good reviews, which help our rankings move up the ladder within internet search engines. Our web sites with EZ-NetTools are working. All of these things are part of our move to help each one of you have a great business instead of just having a good job.

I encourage each of you to sign up with EZ-NetTools at (866) 433-5504, and Service Monster at (888) 901-3300 as soon as possible. You need to sign up now so that by the time the spring business hits you will be up to speed on this new technology. We will be introducing some new things within the next three months that will help take your Heaven's Best Business to a new level. It would be wise for you to start looking for some good employees that can help you in the business. We have been very pleased with the employees we have working for us in our Heaven's Best Business. Many of them are college students from our local university. Be thinking of people you know that would make a good employee. Be looking for someone who is honest and trustworthy, and would like a lifetime career.

Franchise 50 Survey

It is time once again to participate in the Franchise 50 Survey. You should be getting an email from *Franchise Business Review* sometime next week. Please complete the survey as soon as you get the email. We need to have it all wrapped up by January 15, 2015. I know that many of you have done this numerous times in the past, but it really does help us out. We want to thank you in advance for helping us with this survey.

INSIDE THIS ISSUE

- *Company Owned Areas*
- *Franchise 50 Survey*
- *Entrepreneur Franchise 500*
- *Disk on How to Get Reviews*
- *John's Fix-it Corner*
- *Shipping Department*
- *Better the Best*
- *New Owners and Operators*

Entrepreneur Franchise 500

This year we have been ranked #92 out of the top 500 franchises, and we are number 2 in the Carpet & Upholstery category.

Disk on How to Get Reviews

EZ-NetTools has created a DVD that they are sending to all of our city operators that are signed up with them that will walk you through how to get reviews from your customers. Please review this and start getting great reviews from your customers. If you have questions, call (866) 433-5504.

John's Fix-It Corner

When you're cleaning carpet, be sure to use more pads so it will clean up the most dirt possible. A pad can only hold so much dirt and water. As you use more pads it will also dry the carpet quicker. And don't forget to use the finish towel to get the last little bit of dirt. Remember to also get some new pads to replace your older ones. New, fresh pads do a much better job and work faster.

For some of you this last paragraph probably sound really sound familiar - it was in last month's new letter - for the rest of you it will be new. The reason I'm putting it in two months in a row is because we need to do better at changing pads frequently. You have to use at least 4 to 6 pads minimum on every room. Even if you think the room is not dirty, you still have to dry the carpet. Make sure your pads are in good shape.

Also, for those of you that are using bag type on your vacuum - and this is also a must! - you have to change the bag more often. When you let the bag fill to the top, you won't be getting the type of results that you want or need.

When you are cleaning upholstery you need to take the time to do it right. Right means when you're done cleaning, be sure to groom the fabric. Also go over the piece enough times to extract as much cleaner as possible so it will dry quicker. Always put the zipper side down in case it bleeds. The most important thing you can do is get some air moving over the piece, to get it drying out as fast as you can. Remember you can use the exhaust port on your upholstery mate for warm air. Or you can use your turbo fan to help dry things out.

We have established guidelines to help you with all your cleaning, and it is very important to follow them. Our goal here is to help you in any way possible and to keep you successful. I asked Dale Simmons, State owner of Nebraska, to write a few words that go along with what we have been talking about.

"Over the last 16 years, I have had many people ask me, "Why do you need to pay franchise fees and buy products from Heaven's Best to have a successful carpet cleaning business?"

I have always told them that the franchise fee provides training, tech support, and exclusive cleaning products that work. Also, the ongoing support of a nationwide company is unbeatable. But you all know how easy it is to think, maybe we can change some procedures and products thinking we can do it better or faster or cheaper.

My son and his wife recently opened a very popular franchise food and ice cream restaurant. I overheard one of the corporate people tell them shortly after they opened to stick with the products, methods and amounts the franchise had set up and put into place. This would ensure they would be successful. The same thing applies to any franchise business. The franchise has figured out how to be profitable with products and methods they have determined.

So, it's simple folks - use the products, equipment and procedures that Cody and Heaven's Best Corporate have set up and you will be successful.

Have a great Christmas season and may 2015 be your best year yet."

Deb & Dale Simmons

Heaven's Best

State owner of Nebraska

Note: A blonde driving a car became lost in a snowstorm. She didn't panic however, because she remembered what her dad had once told her. "If you ever get stuck in a snowstorm, just wait for a snow plow to come by and follow it." Sure enough, pretty soon a snow plow came by, and she started to follow it. She followed the plow for about forty-five minutes. Finally the driver of the truck got out and asked her what she was doing. And she explained that her dad had told her if she ever got stuck in a snow storm, to follow a plow. The driver nodded and said, "Well, I'm done with the Wal-Mart parking lot, do you want to follow me over to Best Buy now?"

Shipping Department

*This month's **SPECIAL** is: #162 Wood Floor Cleaner Buy 5 get 1 Free.*

This is a New Formulation. The color is bright blue and does a better job than the old one.

The mix ratio is 1:4 and is mopped on like the old. Floor must be swept before cleaning. Spray on floor and use the Micro Fiber Mop to cover the entire surface. Once it dries go over it with the red or white pad if the floor is in good condition without a lot of scratches and the blue pad if the floor is older and has more scratches.

Sell the Customer the #109 Multi-Surface cleaner to use on the floor in between professional Heaven's Best cleanings.

Another product that we have changed the formulation on is the #155 Filtration Line Cleaner. It performs the same but is no longer green in color. It is now a milky white color.

NEW PRODUCTS:

#4045 – Upholstery Tool – Bare \$26.67

This is the head and SS tube only. We are still offering the #4003 head only and #4001 Upholstery Tool Complete

Better the Best

We congratulate those who had their best month during the month of November 2014

Rene Castillo **CA**

Bradley Schrader **TX**

David Daffer **OR**

Jim and Cathy Reed **IN**

Kathy Hagle **OR**

Marcus Pacheco **TX**

Tony Gibbins **IA**

New Owners and Operators

Gordon Kohler purchased the Master Franchise rights from Cyndi Bird for the state of Washington.

Over the last two years, M-CO INC. has signed a lease with a buyout option with the following State Owners for the states of:

Bud & LaRee Howard *Colorado & Pennsylvania*

Mark & Kathy Anderson *Montana & Wyoming*

Gene & Pam Dunn *Utah, Michigan, & Clark County Nevada*

Ammon & Kari Child *Kentucky*

Bryan & Vicki Ferris *Minnesota*