



CITY OWNER NEWSLETTER

Mike Harvey

Mike Harvey, our Operator in Washington, Iowa, passed away on Sunday May 18, 2014 from a heart attack. He worked as a technician for NuStar Pipeline as a full time job and ran our Heaven's Best Franchise in Washington, Iowa on a part time basis for the last 14 years. His wife Lisa and his son Eric will continue to operate the Heaven's Best Franchise. Our condolences go out to Lisa, Eric, and Tom Harvey. Mike purchased the Heaven's Best Franchise from his brother Tom Harvey in 2000. Mike will be missed in the business.

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Advertising Trades

There are as many ways to advertise as there are people, and what appeals to one may not appeal to another. Advertisers are people also. They have carpet, upholstery, wood flooring, tile and grout, or VCT that needs to be cleaned. Making a trade of cleaning services for advertising can be very little out of pocket money for you. You may want to consider trading with every radio and TV station in your area. You clean their stuff first, and then you get advertising instead of getting paid money. This works out well for both of you because you both have next to nothing in out-of-pocket expense.

It is easy to set things up on a maintenance basis so you are in there cleaning every three to four months. Each time you clean, it is easier and takes you less time than if they were only cleaning once a year.

We have set up a program like this with our local newspaper. The first time we cleaned it we did 70 chairs and all of their carpet. The bill to them was \$1,050.00. We are cleaning two office locations every 3 months. We are trading them for flier inserts in the newspaper. They will even print the insert. We can trade for a little sticky note that we be stuck on the front page of the paper. I am not sold on a normal advertisement in the paper, but they have a lot of options for our ads which even include online advertising. We have suggested to them that they give each of their full time employees a three room carpet cleaning special (\$99.00 Value) as a thank you to the employee. When the certificate is turned in to us we charge the newspaper \$99.00 but we trade that for more advertising. No out of pocket money for either of us, but we both get benefit from it. It turns into a real win-win situation for us both.

Employers look for ways to keep their employees loyal and happy. Little incentives like this work out well. Yes it takes some time and a little product, but it can return great dividends.

Here is a short list of businesses you may want to consider trading with advertising as well as other services:

Radio Stations

Television Stations

Newspapers

Money Mailer or Val Pak Coupons

Local Coupon Mailers

Movie Theaters

Internet Providers

Local Restaurants

Tire Stores for tires, or nice wheels

Local Furniture Stores

Heating and cooling companies

Local Dentists

Piano or music lessons for you or your kids

Dance lessons for you, your kids, or your grand children

Other service companies such as Window Washing, Maid service, child care, pest control, painting, printing, lawn care, snow removal, etc.

Please do some thinking on what kind of a trade would work out well for you, your family, your employees or their families.

Monthly Special

This month's **SPECIAL** is: 126 Fabric Protector Buy 5 get 1 Free.

John's Fix-it Corner

I think it is safe to say that everyone is glad for the warm weather, and with that warm weather come the phone calls from people that want their places cleaned. We have a lot to offer our customers, so when they call be sure to let them know what you do. Be sure to up-sell all your additional services. It's also the perfect time to pull out your old customer list from last year and give them a call. That is a great way to fill up your schedule book.

It's enjoyable to work with a group of people like you that go out every day and do your best. We read your evaluation cards as they are sent in, and the great comments that they say about you and your good work. This is what keeps your customers loyal and helps to build a great business.

Always keep your head up and walk with pride knowing that you will do the best job and that your people will call you back.

Note: I was looking at the pies offered by a nearby café. They had cherry, apple, berry, peach, and Herman's.

"What type of pie is Herman's?" I asked the waiter.

"Apple," he said.

"Then why is it called Herman's pie?"

"Because Herman called in to reserve it."

Better The Best

We congratulate those operators who had their best month ever during April, 2014.

Alex Miller OR

Asa Jones TX

Bill Cleland NV-Clark County

Dean LaPierre FL

Eric Jenkins CA

Tyler Boice UT

Sam Hansen ID

New Owners and Operators

We welcome these new members of the Heaven's Best family.

Sam Hansen Operator Rexburg, ID

Zack Martin Owner Southern Pines, NC

Trevor McDonald Owner Aberdeen, NC