



June 2015
Issue 6

CITY OWNER NEWSLETTER

Regional Seminars

Anytime we bring in an instructor that is not part of our business, they always comment on the quality of people that we have as our franchisees. We have to agree with them-our franchisees are great!! We are so glad that each of you is part of the business. We appreciate each of you that have taken the time to attend one of our five regional seminars that we have completed already. We look forward to having the rest of you attend the one nearest you.

Here are the locations, dates, and times of the next two seminars that will take place in June.

Tuesday June 16, 2015 in the Dallas-Fort Worth Area

It will be at Joel Pacheco's home. His address is:

1620 Bar Harbor Dr.

Flower Mound, TX 75028

We will start at 8:30 am. John Steiner and Brandon Sandall from my office will be the ones there giving the hands-on training for window washing, duct and dryer vent cleaning, and carpet re-stretching.

We will provide lunch.

Thursday June 18, 2015

Our Region meeting will be held at:

Washington Township/Avon Fire Department

7222 E. US Highway 36

Avon, IN 46123

Two staff members from Heavens Best Corporate will be there to conduct the training and introduction of the new services.

We will start the meeting at 8AM and it will conclude by 5PM.

Lunch will be provided at the meeting place.

All Indiana Franchisees should contact Jim Tibbits

INSIDE THIS ISSUE

- *Regional Seminars*
- *Corporate Office Directory*
- *Incentives for Employee Up-Sells*
- *John's Fit-It Corner*
- *Shipping Department*
- *Better the Best*

Franchisees from other states who will be attending this seminar should contact Cody at the corporate office.

July Regional Seminars

Georgia: We will hold the seminar on Friday July 10, 2015 at the home of Mark Colston located at:

4311 Deep Springs Court

Kennesaw, GA 30144.

We will start at 8:00 am. Lunch will be provided.

North Carolina: Seminar July 13, 2015 at Mark Griffin's Home

141 N. Gibbs Rd.

Mooresville, NC 28117

Start at 8 AM

Mark's home - Exit 36 from I 77 West side of 77

Hotel Exit 36 from I 77 West side of 77

See attached map - they are about a 10 minute drive apart.

Hotel is Hampton Inn & Suites:

119 Gallery Center Dr.

Mooresville, NC 28117

Phone 704-660-7700

Room Rates Double Queen Standard Room \$99.00 plus tax Regular 139

King Standard Room \$99.00 plus tax "

Mini Junior King Suite (has sofa bed) \$109.00 plus tax Regular 159

(All non-smoking rooms)

A hot breakfast is included at the hotel - eggs, waffles, sausage or bacon, pastries etc. etc.

If necessary you can cancel up to 24 hours prior to your arrival date.

Call 704-660-7700, and ask for the Heaven's Best Carpet Cleaning Rates. They have reserved from July 11 to 14th - Get the nights you want. If there are any questions ask for Anna Taylor - She leaves about 4 PM.

You must make your reservation before June 18 to be sure of the rate. After that they will return the reserved rooms back to regular rates and inventory

Also let me know by that same time how many will be to the seminar whether you book the hotel or not so I can make sure to have space, effective training blocks, and lunch.

Also let me know which services you are most interested in and if there are any you are just not interested in.

This will help me plan with John how we schedule the demos.

Northeast Region: We are still working on the exact location. We will email it to those in the region as soon as we have it nailed down later this week.

Corporate Office Directory

Here is just a little review of who to contact at the corporate office depending on your need.

Linda Orr linda@heavensbest.com

Perma Plate Claims, Information Packets, Address or Phone Number changes, Password changes, and General Information.

Holly Munns holly@heavensbest.com

Book Keeping, Reimbursements, Reconciliations, and Financial Records.

Ian Gundry proofs@heavensbest.com

Graphic Design, Business Cards, Advertising Material, and Artwork Changes.

Brandon Sandall b.sandall@heavensbest.com

Window Washing Instructions, and National Cleaning Accounts.

Bill Squires shipping@heavensbest.com

Order Processing, Back Orders, Damaged Shipments, Warehouse Manager, and Inventory.

Adam Howard adam@heavensbest.com

Purchasing Agent, Van Signage, and Product Development.

John Steiner john@heavensbest.com

Training, Trade Association Relations, Trouble Shooting, Warrantee Claims, and Franchisee Support.

Cody Howard mcoinc@heavensbest.com

Contracts, FDD, Legal, Franchisee Support, Franchise Sales, Research and Development, Training, Trouble Shooting, and General Management.

Incentives for Employee Up-Sells

As a franchise owner, most of you understand that there are a few ways you can make more money in your business-you can get more customers; you can charge each customer more by raising your price; you can ask for more work on each job, or you can expand the number of services you provide for each customer. You can sell the customer a bottle of Carpet Spotter, a bottle of Multi Surface Maintainer, or a bottle of our Pet Enzyme Treatment. Many of you are already doing some of these and it is working out well for you.

Employees are a crucial part of any business, and most employees need incentives to motivate them to go above and beyond the norm. Why would an employee ask for a spotter sale, if there is no benefit to the employee? Why would they ask for any more work, if it only means more work? If the employee does not ask for the up-sell, you do not make any more money on the job, and neither does your employee.

Your employee can really expand your business for you if you give them an incentive to do so. Here is a sample of what we charge here in Rexburg and the commission schedule for an employee.

We split the profit, 50% for the employee, and 50% for the company on the items in the product section.

We offer our employees a 10% commission on any new job they obtain, or any up-sell they generate, and 5% for each consecutive cleaning that is performed, if that employee is tracking the job and calling the customer when it is time for the next cleaning.

Of course this is only a guideline and you may choose a different schedule than we are showing here.

Products		Price	Cost	Profit	
Mop Frame	Handle	\$ 21.50	\$17.10	\$4.40	Add Tax
Replacement Heads	Microfiber pads	\$ 12.00	\$9.63	\$2.37	Add Tax
Fogger	Odor Control Fogger	\$ 25.00	\$8.87	\$16.13	Add Tax
Rake: Small	Small Carpet Rake	\$ 20.00	\$14.68	\$5.32	Add Tax
Rake: Large	Large Carpet Rake	\$ 30.00	\$23.33	\$6.67	Add Tax
Gallon	Gallon of spotter	\$ 32.00	\$5.00	\$27.00	Add Tax
Spot Remover Large 32 oz.	Add 2 oz. of 101 Cleaner	\$ 16.00	\$3.76	\$12.24	Add Tax
Spot Remover Small 8 oz.	Add 1 oz. of 101. Can be used as handouts.	\$ 5.00	\$1.01	\$3.99	Add Tax
Multi-Surface Maintainer 32 oz.	Add 1 oz. of Concentrate	\$ 16.00	\$3.76	\$12.24	Add Tax
Pet Enzyme 32 oz.	Fill from 2.5 gal ratio	\$ 24.95	\$7.62	\$17.33	Add Tax
Refill Spot Remover	Refill 32 oz. Spot Remover	\$ 8.00	\$1.00	\$7.00	Add Tax
Refill Other	Refill 32 oz. Pet Enzyme or Multi-Surface	\$ 10.00	\$3.20	\$6.80	Add Tax
Protectant: Carpet	Charge by sq. ft.	\$ 0.13	\$0.022	\$0.11	sq. ft.
Protectant: Stairs	Charge per stair	\$ 1.00	\$0.088	\$0.91	per stair

Carpet		Normal	Price Range		
Carpet Cleaning	General Cleaning	\$ 0.30	\$0.24	\$0.35	sq. ft.
3 Room Special	Up to 600 sq. ft.	\$ 99.00	\$ -	\$-	
Stairs	Stair Cleaning	\$ 3.00	\$2.50	\$3.50	per stair
Carpet Restretch	Flexible depending on Difficulty	\$ 75.00	\$65.00	\$100.00	per stretch

Disinfectant	Water damage/mold	\$ 0.04	\$ 0.03	\$ 0.05	sq. ft.
Filtration Soil Cleaning	Toner, Soot, Graphite	\$ 1.00	\$1.00	\$1.25	Linear
Protectant: Carpet	Charge by sq. ft.	\$ 0.13	\$0.10	\$0.15	sq. ft.
Protectant: Stairs	Stair Cleaning	\$ 1.00	\$1.00	\$1.50	per stair
Pet Treatment	Pet Urine Spot (size of open hand)	\$ 20.00	\$15.00	\$ 40.00	per spot
Red Dye	Red Dye Spot (size of fist)	\$ 15.00	\$10.00	\$30.00	per spot
Commercial	Carpet Cleaning	\$ 0.20	\$0.12	\$0.22	sq. ft.

Upholstery

Cleaning	Sofa, Love Seat, Ottoman	\$ 18.00	\$15.00	\$20.00	Linear
Cleaning: Misc	Pew, Theater seats, etc.	\$ -	\$ -	\$-	Linear
Protectant: Fabric	Upholstery Cleaning (.50 per linear for cost)	\$ 5.50	\$4.50	\$6.50	Linear
Chair	Office chair, etc. (front & back)	\$ 10.00	\$5.00	\$15.00	per chair
Recliner	Front & back	\$ 15.00	\$10.00	\$25.00	Linear
Mattress: Twin/Full	Top & Sides	\$ 40.00	\$40.00	\$45.00	per bed
Mattress: Queen	Top & Sides	\$ 60.00	\$60.00	\$65.00	per bed
Mattress: King	Top & Sides	\$ 80.00	\$ 80.0	\$90.00	per bed
Commercial	Chair, Sofa, Love Seat, Stools	\$ 10.00	\$5.00	\$15.00	Linear

Area Rug

Misc	-	\$ -	\$ -	\$ -	sq. ft.
Nylon, Olefin	In House Cleaning	\$ 0.35	\$0.25	\$0.45	sq. ft.
Silk / Cotton	Pick up, drop off	\$ 4.00	\$3.00	\$6.00	sq. ft.
Wool Area Rug	In House Cleaning	\$ 1.00	\$0.75	\$1.50	sq. ft.

Duct & Dryer Vent

Dryer Vent	Dryer Vent Cleaning	\$ 50.00	\$ 35.00	\$ 75.00	sq. ft.
Air Duct	Clean Furnace, Filter, & Registers	\$ 20.00	\$ 10.00	\$ 25.00	per register

Leather

Cleaning	Includes condition and protect	\$ 36.00	\$ 30.00	\$ 40.00	Linear
Commercial	Painted or Protected - Low	\$ 10.00	\$ 5.00	\$ 15.00	Linear
Commercial	Nubuc or Analyne - High	\$ 25.00	\$15.00	\$35.00	Linear

Tile & Grout

Cleaning	Clean Tile & Grout	\$ 0.75	\$0.40	\$1.25	sq. ft.
Wax Stripping	Strip Wax	\$ 0.50	\$0.35	\$0.75	sq. ft.
Wax & Shine	Apply Wax	\$ 0.50	\$0.40	\$0.75	sq. ft.
Stone: Clean & Seal	Clean & Seal Stone	\$ 0.95	\$0.90	\$1.25	sq. ft.
Stone: Polishing	Marble, Travertine, Limestone, Serpentine	\$ 1.00	\$0.75	\$1.50	sq. ft./pac
Commercial	Businesses & Apartment Complexes	\$ 0.60	\$0.35	\$0.65	sq. ft.

Wood Floor

Clean & Polish	Clean Wood Floor thoroughly	\$ 0.60	\$0.40	\$0.80	sq. ft.
Commercial	Businesses & Apartment Complexes	\$ 0.40	\$0.25	\$0.70	sq. ft.

Window Washing

Inside	Usually not dirty like the outside	\$ 2.00	\$1.00	\$8.00	pane
Outside	Generally pretty dirty	\$ 2.50	\$1.50	\$10.00	pane
Screen	Clean with normal solution, then shine	\$ 2.00	\$2.00	\$4.00	screen

Hard Water	Any amount of hard water on pane	\$ 7.50	\$4.50	\$30.00	pane
Commercial	Businesses & Apartment Complexes	\$ 1.50	\$1.00	\$ 8.00	pane

REMEMBER

- Think through how much stuff you will have to move when bidding a job. Will they do it, or will you?
- How dirty everything is can mean that you will be there longer than you thought.
- If there is a lot to clean, you can offer prices in the lower range.
- If there is gum, look to see how many spots there are. It is usually free for 1 or 2 spots.
- You can lower price if you perform multiple cleaning services (bundle items or 20% discount on additional services).

Shipping Department

This month's **SPECIAL** is: #130 Ink Remover 20% Off

John's Fix-it Corner

For the last month we have been traveling around introducing our new services and demonstrating how they work. I think our franchisees were quite excited and pleased with what they saw and how well they work. They have great potential to increase their income. For those of you that are waiting for us to show up, the anticipation should be great. We will be coming to a city near you.

The duct and dryer vent cleaning seemed to be the biggest hit. They saw how easy it was to do and how impressive it is to the customer. The amount they removed from the vents was substantial. Then we dove into our window washing and once again excitement was generated because of the ease of the process. This is another great money maker that is easy to incorporate into your current business.

Last, but not least, was the carpet restretching. This was a service that you can use while you are already in their home. While you are cleaning bedrooms and living rooms you can offer this service to your customers. This is another great source of income and an opportunity to up-sell your services. We believe that you will be very excited with all of these new features. If you will order them in now and get started with them as soon as you have the training, you could see immediate benefits.

Note: A newcomer to Seattle arrives on a rainy day. She gets up the next day and it's raining. It also rains the day after that, and the day after that. She goes out to lunch and sees a young kid and out of despair asks, "Hey, kid, does it ever stop raining around here?"

The kid says, "How should I know? I'm only 6."

Better the Best

Congratulations to those operators who had their best month ever during April, 2015.

Alex Miller	OR
Butch and Callen Graf	WI
Chad Cohen	FL
David Daffer	OR
Jeffrey Martin	GA
Joel G. Pacheco	TX
Matthew Stanifer	CO
Reuben D. Rock	WI
Stefan Gee	NC