



June 2016
Issue 6

CITY OWNER NEWSLETTER

Operators in the Spotlight

On May 11, 2016 Don and Steve Loessburg, our Franchisees in Bozeman, MT, were spotlighted in an article on CNBC. You can view the article at the following link.

<http://www.cnbc.com/2016/05/11/heavens-best-carpet-cleaning.html>

We appreciate Don and Steve for the way they run their business and their willingness to participate in the Franchise Business Review article about Top Franchisees in each of the 50 states.

Ryan McGilley, Account Executive, Home Advisor, 303-963-7222, sent us the following:

Hello,

Congratulations! We're happy to announce that **3** pros in your network have received the "Best of HomeAdvisor Award" for 2016! This honor recognizes professionals that exemplify quality practices, premier service and are a valued resource for homeowners. Only the top pros in the HomeAdvisor network are bestowed this prestigious award!

Heaven's Best recipients of the 2016 Best of HomeAdvisor Award are:

Heaven's Best Milwaukee, WI	Reuben Rock
Heaven's Best Georgetown, TX	Asa Jones
Heaven's Best Edmond, OK	David Ashton

Duct & Dryer Vent Cleaning

The following is a letter we received from Frank and Donna Coletto:

Heaven's Best, Catawba and Lincoln counties North Carolina

After attending the North Carolina regional training last summer and seeing the new service offerings, we were sold on the Duct and Dryer Vent cleaning system. We thought this would be a nice complement to our current business's offerings. After purchasing the equipment and a truck to haul it around, we sent out a marketing piece to our existing customer list, \$200-dollar investment (only marketing investment we have made to date). Our first week in business we land a \$1400.00-

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dollar duct cleaning job. With the equipment costing \$4590.00, that's not a bad way start. We quickly noticed that our average order price was going up substantially. Our typical \$139.00-dollar 3 room carpet cleaning special was increasing because we were adding a dryer vent or the duct cleaning. After 3 months we paid for the total investment, including the truck. It's not like we live in a huge metropolitan area - if you have ever heard of Hickory, or Denver NC you would understand. Total population for both counties is only 234,500. This system plays extremely well in all markets because it is not destructive to the duct and training is simple. Pricing is up to your individual market, we are at \$25 for ducts in the floor and \$35 if they are in the ceiling with an additional \$10 to disinfect and deodorize. Cold air returns are the same and dryer vents starting at \$99.

I was talking to Cody the other day and told him the past few months we did well over \$3,000 a month additional business cleaning ducts and dryer vents. The process/system is 2nd to none, Ram Air is very supportive any time we call. As I told Cody, the only regret we have is not getting into this service 5 years ago. Feel free to call us with any questions 704-966-0914.

Frank and Donna Coletto

We appreciate Frank and Donna sharing this with us. They have been doing some minor repairs on Dryer Vents as well which is adding to their ever increasing revenue streams.

Monthly Special

This month's **SPECIAL** is: #128 Quick Boost Buy 5 get 1 Free

John's Fix-it Corner

Keep your message positive - though negative ads can sometimes seem to work in political campaigns, in the end people tend to vote for someone they like. It is very difficult to like someone who is negative every time you encounter them. Therefore, it's essential to keep your messaging positive. In other words, you want to communicate what you can do - not what your competition can't.

Make a list of the things you and your team do best and be ready to communicate these positive traits whenever the opportunity arises. Make sure you have the right team around you; work your ground game; keep your message positive; and by all means, ask for the job.

NOTE: The groom, upon engagement, went to his father and said, "I've found a woman just like mother!"

His father replied, "So, what do you want from me? Sympathy?"

PermaPlate Warranty Claims

Thank you to all operators that respond and cover the PermaPlate warranty claims. I appreciate your help keeping me updated on the claim status. You may have noticed there has been a change in the look of the claim you receive. The inspection report is a one-page document now. You may also notice the claim now comes from the email claimreferrals@siskinent.com. Siskin is the parent company for PermaPlate. Any questions should be directed to this email, or you can contact the toll free number and reference the claim number. All completed paperwork, pictures, invoices, W-9 (if first claim), etc. should only be submitted to customerservice@siskinent.com. If the paperwork is submitted to any of the other emails you have used in the past, they do not have the ability to direct your email to the appropriate department. The following steps are still required in processing the claim:

- 1) Contact the customer within 24 hours to schedule an appointment. You may need to leave a message or send an email.
- 2) Provide before and after photos of all serviced areas.
- 3) Complete the attached inspection report.
- 4) Return all documents with final invoice for payment. Please include your address on the invoice so they know where to send the check.

Thank you again for your help on these claims. Hope you have a great summer!

International Seminar

Our International Seminar for 2017 will be held in Las Vegas, NV on March 20, 21, 22, which is a Monday, Tuesday, and Wednesday. We are in the final negotiation stages with a couple of properties, and will give more details in next month's newsletter.

Better The Best

We congratulate those who had their best month during April 2016

Patrick Hanford	WA
Rene Castillo	CA
Alex Miller	OR
Brent and Tammy Carlson	MI
Bret Warren Wooton	NC
Craig and Teresa Buhler	UT
Jeff Hetherington	CO

Patrick Hanford

WA

New Owners and Operators

We welcome the newest members of the Heaven's Best Family.

Bruce Strickland

San Angelo, TX

Brett Wooten

Asheville, NC