



CITY OWNER NEWSLETTER

Summer

A new season is upon us and it's a great time to set some goals for the summer. Make sure you're utilizing your time at your customer's homes by offering extra services. In addition to carpet cleaning, set goals to sell fabric protector, upholstery, tile, and hardwood cleaning to help you achieve top dollar. Tailor this approach specific to the customer you have on the job. Make observations as you walk into their house and start thinking through what would be a potential add-on service. For example, moving season is upon us which makes a great opportunity for selling fabric protector. Look out for those houses that are on the market this season and make a goal to sell a set number of fabric protector product.

Intentional, specific goals will help keep you motivated, rising in financial income, as well as being able to deliver services to the customer that are helpful and otherwise go unknown. Additionally, don't forget to ask your customers for reviews! Today most of your new customers do their research before calling for any service. Be sure they know just how great Heaven's Best is by getting your happy customers to brag about your services. Finally, keep your van looking its best as it is representing your business.

Van Logos

Thinking of replacing an old van or adding an additional van to your workforce? We are now offering interest free financing for the van logos. The new logo package is \$1,100 with 11 payments of \$100.00. This is a great opportunity to help promote your business through professionalism. If we are parading around and offering services in an outdated van, customers are less likely to have confidence in hiring you again or in your professional ability. Let's match your excellent services with professionalism, boosting our customers' confidence in our business and driving up business opportunities. Take care of the little things, like van logos, and you will start to see more of your potential maximized.

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Monthly Reports

Thank you to all of you who keep your monthly reports up to date. These monthly reports are due by the 5th of each month.

Last, but not least, Happy Father's Day to all of you Dads out there! We appreciate your commitment to your families, have a great Father's Day.

EZ-Net Tools Minute

Does Your Address Matter?

Google search algorithms are constantly changing the way they rank your listing. Over time the importance of your address and the distance to your potential customers has continued to climb in importance. Having an address central to your franchise area can substantially increase your chances of being displayed in the search results.

Local results are based primarily on relevance, distance, and prominence. These factors are combined to help find the best match for your search. If a person doesn't specify a location in their search, Google will calculate distance based on the location of the user.

Darren Shaw, a well respected SEO specialist stated "proximity to searcher is still the #1 local search ranking factor".

If your address is not located centrally in your franchise area or even worse is not located within your franchise area at all, you may want to consider using a "Virtual Office". A virtual office provides address (and sometimes communication) services for a fee, without providing dedicated office space.

If you would like to learn more about using a "Virtual Office" to increase your visibility on the Internet, call Christine at (208) 390-0231. At EZ-NetTools, your success is important!

Shipping Department

A Reminder that item numbers that have an "*" by it signifies that we are unable to overnight that product.

Also remember that **any fees** paid online does not count toward the minimum order amount of \$200.

This month's special is: Fabric Protector by 5 get 1 Free

John's Fix-it Corner

As I talk to different people in the company and help them with their problems I realize there are several things you should have on hand to keep you running. Here is a list that I have come up with

1. 1004 Vacuum beater bar
2. 1005 Vacuum flat belt (2or3)
3. 1010 Dirt Cup Clip
4. 4013 Upholstery Blower Motor
5. 4019 Upholstery Pump Complete
6. 1021 Vacuum off & on switch
7. 5020 D.C. Complete Pump
8. 5021 12 Volt DC Battery
9. 4030 Pump motor switch
10. 4042 Pump pressure switch
11. 6003 Fabric protector Adjusting nozzle
12. 3301 Buffer on/off switch (Nobles)

I hope this helps to know what to have on hand. If you can go home and get the part it will save you a lot of grief, time, and money on shipping charges and rental.

One of our good operator, said that he found it helpful to have a small toolbox with him at all times. He said these parts and tools have saved him quite a few times. Bryan recommends that you have at least these tools.

1. Screwdriver (straight and Phillips)
2. Crescent wrench
3. Hammer
4. Pliers or Vise-grip
5. Electrical Tape
6. Wire-nuts
7. Voltage detector

So remember, "Today's preparation determines tomorrow's achievement."

NOTE: I wrote a song about a tortilla well actually it's more of a wrap