



May 2015  
Issue 5

## CITY OWNER NEWSLETTER

### *Regional Seminars*

We strongly encourage each city owner to attend the nearest Regional Seminar. We will be giving hands-on training on Duct and Dryer Vent Cleaning, Carpet Restretching, and Window Cleaning. Some of you may be thinking that you are not interested in expanding into these additional services, but for the last few years we have been talking about turning your great job into a great business. A great business requires that the owner have employees. The more services you can offer your existing customers, the easier it will be to keep your employees busy and making your business money.

These seminars will be held in a location arranged by one of our operators. We appreciate their help in arranging these seminars. Most of these seminars will be in a home. We have listed the location, date, and time below. You are welcome to attend any of these seminars regardless of the location. We do, however, need to know who will be attending which seminar.

Please contact your state owner to confirm your attendance.

**Denver, Colorado Tuesday May 12, 2015 8:00am to 5:00pm**

2436 Glenhaven Drive Highlands Ranch, CO 80126 (303) 809-8833

**Lincoln, Nebraska Thursday May 14, 2015 8:00am to 5:00pm**

106 W. 9th St Hickman, NE 68372 (402) 475-4747

**Rexburg, Idaho Monday May 18, 2015 8:00am to 5:00pm**

247 N. 1st E. Rexburg, ID 83440 (208) 359-1106

**La Grand, Oregon Wednesday May 20, 2015 8:00am to 5:00pm**

809 21st ST La Grande, OR 97850 (541) 975-9456

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**Bakersfield, California Saturday May 30, 2015 8:00am to 5:00pm**

3001 Joshua Ct., Bakersfield, CA 93307 (661) 327-2907 In California this will be an empty house so you may want to bring some kind of a folding chair if you did not want to sit on the floor. All of the training will be hands on, but there may be times you could sit and listen to a little instruction regarding the new process. Your chair will come in handy for that

The exact locations of the following seminars will be posted in the June Newsletter:

Dallas, TX Tuesday June 16, 2015

Indianapolis, IN June 18, 2015

Atlanta, GA Friday July 10, 2015

Charlotte, NC Monday July 13, 2015

North East Wednesday July 15, 2015

### *Internet Advertising In Your Area*

The evolving Internet focuses marketing efforts for local businesses. This is great if it is done right, but it can be an agitation to your neighboring franchisees if not done properly. We encourage each of you to review your internet marketing to insure that you are not marketing in an area that you do not own.

Many of our operators do not live in an area they own, but rather they live in a neighboring city that is owned by another franchisee. Your home address may be showing up on Google places. This causes confusion for your customers and creates more work on your part. You do not need to be spending your time answering a phone call from a customer just to find out that you cannot service their needs due to the fact that you do not own the area they are calling from.

You have two options. You can clean up your internet marketing so that you are only advertising to the customers that you can legally service. Your other option is to field all calls, determine who is not in your area, call the proper operator with the contacts phone number. It will be well worth your time to contact the proper companies and have them remove your marketing from areas you do not own.

E-Z Nettools spends a lot of time cleaning up problems that have been created by other internet companies. Wrong addresses, phone numbers, etc. can be hard to get removed. It is much easier for E-Z Nettools to clean things up if both parties are engaging their services.

We are very pleased with the results we are getting from E-Z Nettools. We need every operator to get Google reviews from as many of your customers as you can.

## *Shipping Department*

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

## *John's Fix-it Corner*

A year ago Cody took back the areas from West Yellowstone, Montana, to Pocatello, Idaho. The former operator didn't think he had to put much effort into making his business grow. Well, you get my drift; I don't want to spend much time on the negative. Since running the area as employee-based, our guys do a very good job and take pride in their work. We have given them some incentives to go out and find new customers. When they are not cleaning they go back and call old customers and try and spark some interest in having us come back. And you know, it's working - our numbers are back up and our future looks bright.

Sometimes we get in a rut and our business becomes stagnant, and we wonder what to do. Sometimes all we need to do is go back to the basics. Start calling your old customers -they already know what kind of work you do. Talk to your friends again or stop the van, walk down the street and knock on some doors or businesses. Place some ads, do some form of advertising.

There is money out there and all we have to do is go get it. If you have a bad week, it does not mean the whole world is coming to an end. It just means you had a bad week. If you're already doing well, then take your business to the next level. Don't let yourself stand between you and greatness.

**Note:** Twice a year, we change the clocks for daylight-savings time. And twice a year, my normally punctual assistant arrives late to work the Monday after we do so. I finally had to find out why. "Do you have a problem remembering to spring forward or fall back?" I asked. "Oh, no," she said, pouring herself a cup of coffee. "What gets to me is staying up until 2 a.m. to change my clock."

## *Better the Best*

*We congratulate those operators who had their best month ever during March, 2015.*

Patrick Hanford	WA
Rene Castillo	CA
Adam Hagensick	IA
Eric Jenkins	CA
Heaven's Best of Pocatello	ID
Kathy Hagle	OR
Reuben D. Rock	WI
Stefan Gee	NC

## *New Owners and Operators*

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

Ryan Drahota   Norfolk, NE

Paul Shuga   Southlake, TX

Matt Griffin   Yulee, FL