



May 2018

CITY OWNER NEWSLETTER

Corporate News

Hello Operators!

Spring is upon us and you know what that means! Time for some spring cleaning! It's about time right? Well, let's start by addressing our advertising budgets. It might be time to finally put in more money in advertising to get more clients and more money back. This can be accomplished by using Yelp, Home Advisor, Ad Words, or postcards or emails to existing customers. How about also offering a spring special for your clients? Let's get things moving this season.

It is very important for you to get reviews from your customers. This can be done easily through using your phone app with EZ Net Tools. How much more would you want your carpets cleaned if you are consistently seeing good reviews? Think about the customer's mentality. Let's get our name out there.

Since we have taken new ownership, we have started a new national advertising campaign. We are growing again! We want to welcome our two new operators to our Heaven's Best Family: Tom Edmonds, our operator in North Fulton County, Georgia and Tim Bulleigh in Salina, Kansas. Glad to have you join this expanding family.

Just a reminder, we do have a \$200 minimum for all product orders now. If it is less than that amount, you will be required to pay for shipping. You may want take inventory of all your equipment and cleaning products. Make sure you don't get caught off guard, have enough products on hand. You also might want to check your cleaning pads and rotate some new ones from time to time. The newer ones clean better and absorb more moisture.

LMCCA

Here are messages from John Steiner and Robert Ashcraft regarding the LMCCA:

Dear Franchise Owners,

It has been a pleasure to work with you in Heaven's Best over the years. Part of having a successful business is that you have a Corporate office that is behind you 100 percent to support you in all you do. Over the past few years we have had a second organization that promotes our Franchise and that is the LMCCA. The LMCCA is an organization which fits us because they understand and want to contribute to the success of low-moisture cleaning.

With a change in leadership, our new owners have asked that each operator contribute \$50.00. this is a fraction of the cost of the membership and the Corporate office will be picking up the balance for everyone that joins. **We will be adding a SKU number to the online store to make the membership payment.** The LMCCA is giving us a special group rate. I feel that this is a small amount to have another

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website, have your name on their site, have the schooling, and have the knowledge that you can tap into as a member. If you haven't taken advantage of this association in the past, this would be a great time for you to check them out. If you will wear the LMCCA patch on your shirt it will signify to your customers that you belong to an association that researches and promotes low-moisture cleaning. It helps us to be part of a larger group that supports and researches this process and offers classes to you as members.

I encourage you to go online and register for this membership as soon as possible. I truly believe in the value of this association and have learned much from them over the years. Please call me if you have any questions or concerns.

Sincerely,

John L. Steiner

Corporate Office

Board of Directors, LMCCA

To all Franchisees that join this Organization and will want to use it to its full potential, we are offering in the membership payment a new Heavens Best logo shirt that will have the LMCCA logo on the right sleeve to show our affiliation and allow credibility to the specialized cleaning that you all do. If you all would like any additional shirts they will be available for purchase thru the store for 40.00. We will have a separate SKU number for this as well.

We hope that you will take advantage of this membership and all that it provides to you as Franchisees.

If there are any thoughts or ideas that you think would help this organization please feel free to let me know and I will be happy to pass them along to John or the President of the LMCCA.

Respectfully,

Robert Ashcraft

Shipping

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 Disinfectant – Buy 5, get 1 Free*

Customer Reviews – Bruce Eckman

The Importance of Customer Reviews:

In 2018 Google and customers have increased the importance of online reviews. Google will now rank businesses higher if they have more reviews with a higher review rating. People trust online reviews more than ever. 88% of consumers trust online reviews as much as personal recommendations. Even though people trust online reviews they can still see right through fake reviews.

Still reviews can produce a jump in conversion rates and sales growth.

50 or more reviews can mean a 4.6% increase in conversion rate, and reviews can produce an average of 18% uplift in sales. That is if the reviews are good.

If you have a bad review it can be catastrophic. Even one bad review can be devastating to online traffic and sales if it is not handled properly. 86% of people will hesitate to purchase from a business that has negative online reviews. Negative reviews can be minimized a couple of different ways. A immediate online response from the business can help improve reputation. Working with the customer and asking them to go back and edit their review can also be helpful. Another way is to diffuse the negative with many positive reviews. A bunch of positive reviews will help the consumers trust the business and make them think the negative review was just a one time thing.

EZ-NetTools can provide you with a Reviews app to help you gain more reviews with higher average ratings. In our new success package we provide you with the tools to help you gain more trust and respect from your clients. You might not realize what you are missing out on!

Some More Statistics on Reviews:

90% of consumers read online reviews before visiting a business

72% say that positive reviews make them trust a local business more

After reading 4-6 reviews the customer will trust the business

Graphics Orders

Due to confusion with Graphic Design requests, we have updated our policy:

When requesting any graphic design work, including that on heavensbestads.com, send an email to proofs@heavensbest.com with the design you want done and any changes you would like made on that design. We will email you back the order number for the design and, if applicable, a quote for additional special-order labor fees. These fees will be \$20 extra per hour of graphic design labor *only* when design changes are requested beyond basic phone numbers, emails, website, etc. Once you receive the order number(s), you will be able to place an order online. All graphic design work completed by us must be printed through us and files will not be released for you to print locally. We hope this clears up confusion and provides for an easier ordering process in the future.

John's Fix-It Corner

I have been sitting here looking out the window watching it snow and the wind is blowing 45 mph. I was hoping someone would tell Mother Nature that spring should be here.

As I watch the news or listen to the radio, they make everything sound so doom and gloom and depressing. I almost want to shut the doors and call it quits. Then I come to work and talk to our operators and I ask them how they have been doing for the last 3 months. I hear the majority of them say that they are having record months.

Not to say we don't have our problems -- one operator said that they had record snow fall which made February a little slow. And I do know the economy in some areas is less than desirable.

Here is a list of some things the successful operators have in common:

1. The work was out there and some one forgot to tell their customers that we were in a slow time.
2. If someone told their customer that times were bad and they weren't calling, these operators would go out and make something happen. They would either get more commercial accounts or more residential, do different advertising, or spend more time out talking to people.
3. They stopped going after the same apartment or building that all of the low-ball cleaners go after.
4. They always have some kind of special to give. When times are tight everyone loves a good deal.

Keep doing all of the little things that made your business successful in the first place. If you live in an area that is economically challenged you'll have to be a little more creative, but we know you can do it.

NOTE: A woman has the last word in any argument, anything a man says after that is the beginning of a new argument.