



November 2015  
Issue 11

## CITY OWNER NEWSLETTER

### *Remembering Rick Storm*

#### **Ricky W. Storm**

*Carlisle Iowa*

Ricky W. Storm of Carlisle, Iowa passed away at his home on October 10, 2015. Ricky was born and raised in Joplin, Missouri and graduated from Seneca High School. Ricky and Roseanne have lived in Iowa for the last nine years, eight of which we in Carlisle, Iowa. Ricky owned and operated a Heaven's Best Carpet Cleaning business in Warren and Story counties. Ricky had served in the U.S. Navy. Ricky is survived by his wife of 30 years, Roseanne Storm of Carlisle, Iowa; son, Justin Storm of Des Moines Iowa and Hunter Storm of Carlisle Iowa; brother, Aaron Storm of Des Moines and sister, Sandy (Marvin) Talley of Joplin, Missouri.

Gordon Kohler, the Master Franchisee for Iowa represented the company at a Visitation held for Rick in Carlisle, Iowa on October 12, 2015. Our thoughts and prayers go out to the Storm family in their time of sorrow.

### *Reviews, Reviews, Reviews*

I know we keep saying it over and over again, but each of you need to be asking every customer to do a Google review. First, you need to do your best on every job. Second, you need to collect the money from each job. And third, you need to ask every customer to do a Google review.

You need Google Reviews as well as reviews for all types of social media. You need reviews you can post on your website. You need all of your customers telling their friends and families about your service. Be sure to ask each customer if they know of anyone who needs our services. Always thank them for their business. Let them know you are always looking for more great customers just like them.

### *Duct Cleaning*

Jim Bonner, from Stafford, VA recently purchased our Duct and Dryer Vent Cleaning system. I spoke with him the other day and in his first week he did 5 jobs at an average of \$700 per job. Two more jobs and he should have recouped his cost of purchasing the system.

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Steve Robinson from Spokane, WA & Jeff Hill from Coeur d'Alene, ID went in together and purchased a unit jointly. Their Duct cleaning job average has been around \$400.

Frank Coletto and Donna Hansen-Coletto are averaging \$275 - \$300 per Duct Cleaning job. Their biggest job so far was a \$1,000 service.

Alex Miller from La Grande, OR is been doing between \$1,000 to 1,500 per month with our Duct & Dryer vent system.

### *Tile & Grout Cleaning*

Mark Pryor from Bakersfield, CA purchased our new Nautilus high pressure tile and grout cleaning machine this spring. He is now doing 20% of his gross sales in tile and grout cleaning each month.

### *Window Washing*

In our local operation, Window Washing is now 3% of our gross volume.

### *Spotter Sales*

In our local operation, Spotter Sales account for 1% of our gross volume sales.

### *Carpet Re-stretching*

In our local operation, Carpet Re-stretching accounts for 1.3% of our gross volume sales.

During the last 10 to 15 years we have introduced many new services that allow each city operator to expand their revenue streams to their existing customers as well as attract new customers to enhance their established base.

We encourage each of you to consider which of our services would be most beneficial for you to expand into. Aztec Financial is willing to finance our existing operators on new equipment. We included their application in last month's newsletter.

### *John's Fix-It Corner*

Hello everyone!

We had such a great summer and the fall could not be better. But today coming to work the thermometer read 25 degrees, so I think I'm going to put my shorts away.

Today I was on the phone with an operator going over a few things with him. As we were about to hang up he said he had a success story for me to share. He was telling me how he pulled out his fabric protector brochures

and started to hand them out at every job and then ask the customer if they would like protectant. He said he has not put much more into his selling that what I just told you. With that amount of effort, he said he can close about 50% of his jobs with fabric protector.

On average he said he makes an additional \$60 - \$80 on those jobs he closes. "It's like having another part time job with very little expense, and all I had to do was ask."

If you want a raise without working any more hours, with very little expense, then you may want to think about selling fabric protector or spotters. We have introduced a lot of new services this summer to help you make more money. You may want to think about starting one or more of these new services or build on the ones you have.

"Its only money."

NOTE: I keep some people's phone numbers in my phone just so I know not to answer when they call.

## *Monthly Special*

This month's **SPECIAL** is: #123 Final Step Buy 5 get 1 Free

## *Better the Best*

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

Adam Hagensick	IA
Alex Miller	OR
Annie Pratt	CA
Donna Hansen	NC
Eric Jenkins	CA
George Landkamer	NE
Greg Giardino and Parker Turner	IA
Joel G. Pacheco	TX
Randy Layton	CA
Reuben D. Rock	WI
Robert Mathieson	UT
Stefan Gee	NC
Stephen Mobley	AL

## *New Owners & Operators*

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

Courtney and Ervin Fitchard      Huntsville, AL

Jeff Hetherington                      Colorado Springs, CO