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CITY OWNER NEWSLETTER

Being Prepared

We strive to provide each of you with dependable, affordable equipment. However, all equipment will eventually fail. The key is to be prepared for any equipment failure. Your equipment works hard each and every day for you. Because of it, you can earn a great income with a very low percentage of that going back into your equipment. Every Heaven's Best operator needs to be calculating for equipment repair and replacement. Rather than doing it all at once, it is often easier to purchase backup equipment one piece at a time. This will give you the ability to budget accordingly so you will not be hit with a big bill all at once. You will have great piece of mind knowing that even if something does break down, you will still be in business.

You either need to purchase new equipment, or you need to have replacement parts on hand at all times. The main pieces of equipment you need are a buffer, vacuum, upholstery unit, and sprayer. You cannot expect these things to last forever. They will wear out and need to be replaced. A second buffer can make your big jobs go much faster. Let's consider a few numbers: An operator doing \$72,000.00 per year is averaging \$6,000 per month. The cost of a new buffer is \$1155. If you consider spreading the cost of a new buffer over a 12 month period the cost is \$96.25 per month, which would be about 2% of your monthly income. Your buffer should last you for many years, but you need to be allocating money each month for the eventual equipment replacement.

It is imperative that you put a portion of your income back into your equipment so you can keep functioning properly. I suggest that you create a savings account that will be only for equipment replacement and repair. Start saving regularly now so that when the need arises you will have the funds available.

Always keep your equipment clean and in good working order. Not only does it need to work well, but it also needs to look good. Image is very important in this business.

EZ Net Tools

Many of our Heaven's Best Operators are finding great success with the Heaven's Best Website developed and maintained by EZ Net Tools. We strongly encourage you to sign up with them and then follow through with getting Customer Reviews on your services. This is working. It can work for you as well.

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Monthly Special

This month's **SPECIAL** is: 133 Odor Fogger: Buy 5 get 1 Free

John's Fix-it Corner

Here we are, the first of October and for some of you, your work is starting to pick up and that is great. For some others, your work might be slowing down. And for the rest of you who are left, your work is staying consistent. At this point I want to talk to the ones whose work is slowing down.

So I'm going to ask you, "What are you going to do now?"

I was here helping our local operator and we just went down to all the businesses that we knew and talked to them. They picked up some new appointments from it. Now we need to try to get them on a maintenance program. We also had them go back and call everyone on their contact list and once again we picked up some more appointments.

While our operators are out cleaning, they try to up-sell while they are in the home or business. Remember to give them a break on the up-sell while you're there. And don't forget to advertise.

Note: A few old couples used to get together to talk about life and to have a good time. One day one of the men, Harry, started talking about this fantastic restaurant he went to the other night with his wife. "Really?" one of the men said, what's it called? After thinking for a few seconds Harry said, "what are those good smelling flowers called again?" "Do you mean a rose?" the first man questioned. "Yes that's it," he exclaimed. Looking over at his wife he said, "Rose what's that restaurant we went to the other night?"

Better The Best

We congratulate those operators who had their best month ever during August 2014.

Benjamin Waite	OR
Chris Pinchak	PA
David E. Ashton	OK
Douglas L. Cyphers	WV
Eric Jenkins	CA
Gary Spear	KY
Heaven's Best of Rexburg	ID
Heaven's Best of Idaho Falls	ID
Mark Sanders	IN
Michael Sollman	OR

Rick and Suzanne Caldwell CO

Ron And Shanon Matson NE