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## CITY OWNER NEWSLETTER

### *Aztec Financial Services*

Heaven's Best has worked with Aztec Financial Services to provide our existing franchisees with finance or lease options for equipment used in the Heaven's Best business. If you are in need of new equipment to replace your original equipment, or if you want to add some of the new services we offer, then Aztec Financial could be a great option for you. We have included a link to their application for your review. You can contact them at 800-644-9537. Terms and Financing options will vary based on your credit and business history.

<https://aztecfincial.com/apply.php>

### *Google Reviews*

This is a letter that Steve Robinson sent into EZ-Net Tools:

"My name is Steve Robinson. Along with wife Joleen, we own the Heaven's Best franchise in Spokane. I have just past my 15th year with Heaven's Best Carpet Cleaning (6 years as an employee, 9 years as an owner). In that time I have done everything for advertising; phone books, mailers, even Groupon and in the last 5 to 10 years we have watched the "New Age" of advertising come in the form of Google, websites, YouTube, and really anything online. I was beginning to get customers that would ask if I had a website. I didn't even know where to start.

3 years ago we signed up with EZ-NetTools to help with our website and Google presence. It wasn't an easy transition-in fact it was very slow, but it was not because of what EZ-NetTools was doing. It was because of what I wasn't doing. After receiving some personal training on what to do, I realized that I needed to get out of my comfort zone. I needed to start asking for reviews. Once I started, I asked everyone. The awesome part about EZ-NetTools is they help you show the customer how it's done, with postcards personalized to my website that show step by step instructions how to leave Google reviews, not just from a computer, but with instructions for those using a mobile device.

They are there to help with my website step by step, from adding pictures and videos, to changing my monthly specials. They are there to help in ways that can significantly affect your business.

These last couple of months, my Google Maps listing was really messed up. The pin for my business location was showing up 2 hours from where it was actually located. So Tanner took it upon himself to fix it. He would call Google over and over again until they fixed it. I

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lost about 30 to 35% of my business because of that Google Maps issue. I was going out of my mind, but Tanner found the problem. It was partly caused by Google and partly by me, but Tanner fixed it and I didn't have to do anything.

The whole point is, with technology changing daily for our business we need a team to help us as Heaven's Best Franchises. And as Cody would say, "I don't know much about technology - I'm a carpet cleaner. That's what I pay my guys for". Well, we have his guys working for us too.

I know that without EZ-NetTools, my business would not even be visible online. Today we have the most Google reviews in our area and are ranked number one.

You see, we have a team and we are so grateful for them. If you haven't signed up with them, you're missing out. They could be on your team too."

Steve Robinson

We encourage each of you to get your customers to review you on Google. At the end of each job, do your final inspection and make sure the customer is satisfied with the job, then ask them to do a review on Google for you. Be careful the way you ask for the review. Do not say that you will give them something if they will give you a **good** review. You can offer them something if they will give you a review. Of course, you have just completed the final walk through with them and you know they are happy so more than likely they will give you a **good** review. It is a great way to promote your business. You need Google reviews. If you do not ask your customer for a review the answer is already no. Ask for the reviews.

## *Outstanding Heaven's Best Operators*

Mark Pryor, our franchisee in Bakersfield, CA has been informed that he will be awarded the Businessman of the year by his local Chamber of Commerce later this week. We congratulate Mark on this accomplishment. We appreciate the way Mark runs his business, and we are glad that he is part of our company.

## *Card Processing for Orders*

When you place an order on the Heaven's Best online store, your card is processed through a gateway. If your card does not process due to some error such as an expired card, an over the limit, an address mismatch, or some other error, your bank or credit card company puts a temporary hold on your card for the amount of the attempted transaction. Please always make sure you key in the proper information for your card. It is usually not a problem if you are using a credit card, but if you are using a debit card which comes out of your bank account, your bank will put a hold for the amount of the transaction even if it is declined. It will put a hold on your card for each time the transaction declines. This could potentially tie up funds from your bank for a day or two.

## *Shipping Department*

This month's **SPECIAL** is: #124 Orange Deodorizer Buy 5 get 1 Free

## *John's Fix-it Corner*

Hello everyone!

Has anyone noticed that time is going really fast? I mean, it's already October. For us here in Idaho our days are numbered before it starts to get cold. I know it is cold in the morning when my bedroom window freezes open. But I have it figured out, I just get my wife to get up and shut the window.

I have had a few people call me about their buffers, that they were making a growling sound, like a bearing is going out. Let me put your mind to rest, it not a bearing. Most of the time this noise is caused by a bad capacitor. There are two capacitors in each buffer. One of them is black - that is your start up capacitor. If your buffer does not want to start up, or you have to help it get going, then this one is bad. The other silver one is a run capacitor. When this is bad or going bad your motor will begin to make that growling sound or won't run at all.

When you need to order a new capacitor, check the numbers printed on the side. You need to put those numbers in the comment box on your order so Bill will be able to match up the right one.

Last but not least, before you start working on your buffer, be sure to unplug it. If you need more help with repairing your buffer or any of your equipment, give me a call at 800-359-2095.

NOTE: At a high school in south central Idaho, a group of boy students played a prank. They let three goats loose inside the school. But before turning them loose, they painted numbers on the sides of the goats: 1, 2 and 4. School Administrators spent most of the day looking for No. 3. Now that's funny, I don't care who you are.

## *Better The Best*

*We congratulate those who had their best month during 2015*

Adam Hagensick	IA
Garrett Wyler	WA
Heaven's Best of Rexburg	ID
Paul Shuga	TX
Rick and Suzanne Caldwell	CO
Robert Mathieson	UT
Tony Gibbins	IA

## *New Owners and Operators*

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

George & Megan Landkamer

Owners

Columbus, NE

Hayden Carnline

Operator

Wenatchee, WA