



September 2016  
Issue 9

## CITY OWNER NEWSLETTER

### *2017 International Seminar Update*

We regret that we will have to postpone our 2017 International Seminar in Las Vegas, NV that was scheduled for March 20, 21, 22, until a later date because of some scheduling issues that have occurred. We are still looking at the possibility of the International Seminar happening at a later date.

### *Cody Howard Update*

As many of you know, Cody has not been in the office due to surgery and medical leave.

Cody has been through a lot in the last 2 months. He has had 2 major surgeries and is out of the hospital and recovering. A biopsy showed it was a cancerous tumor and he has been diagnosed with colon cancer. He has improved in the last 2 weeks and is now working daily with physical therapy to get his strength back. He has an upcoming appointment with the oncologist to determine treatment.

He is still able to consult with us and make decisions. The company is moving forward and continuing as normal. Adam, John and Linda are working very hard to help answer any questions that you as operators may have. Your state owners are also able and willing to help answer any questions.

We don't say this to spread any kind of panic, but simply wanted to inform you of Cody's condition and to let you know that business will continue as usual.

Every day Cody continues to progress and we are hoping for a speedy recovery.

### *Monthly Franchise Fee*

We have always had our monthly franchise fee tied into the average Heaven's Best ticket sale. The current price of \$80.00 per franchise fee has been out of date with the current ticket sale and has not been increased in a long time. That fee will be increasing starting October 1, 2016 at a rate of 10% each year (Per Franchise Fee per month) for the next 5 years. With all the current services we offer and the other services that have been introduced, you should be able to more than make up for the 10% increase per Franchise Fee. I know some of you may be thinking that a 10% increase will hurt your business. The current monthly fee is \$80.00 and a 10% increase would amount to \$8.00. This will not hurt any Heaven's Best Operation and can be obtained very easy by simply selling (8) 32 oz. spotter bottles at \$16.95 per year.

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Year 1 = \$88.00 Per Franchise Fee

Year 2 = \$96.80 Per Franchise Fee

Year 3 = \$106.48 Per Franchise Fee

Year 4 = \$117.13 Per Franchise Fee

Year 5 = \$128.85 Per Franchise Fee

Some of you have large areas (part of which you may not be working) with a lot of Franchise Fees. This could be a good time to sell off part of your area to cut down on the number of Franchise Fees that you would be paying. This would also generate some good money from the sale. Having other operators close to you would mean that you could co-op advertising to bring those costs down.

New operators that are currently at the \$200 Monthly Franchise Fee will not be affected by this increase.

## *Shipping Department*

Wood Floor Cleaner #162 Buy 5 get 1 Free

## *John's Fix-It Corner*

We have heard from several operators over the last few weeks about how much money they are making per job, which is great to hear. We are always telling you to raise your prices and not be the lowest priced cleaner in town. It's ok to charge a high price for quality work.

When telling me how much they earned, one operator also told me how much - or rather, how little - time it took them to do the job. When you make \$1,200 in 3-4 hours, it sounds great. But do the math - that works out to about \$300-\$400 per hour. Now, the lady you did the work for is also probably doing that math and thinking that's a lot per hour. I don't know too many people that make that kind of hourly wage.

What I'm saying is that the jobs you do may be worth that kind of money, but you need to be sure you are putting in the time to really earn it and make her feel like she is getting her money's worth. You had better make sure the spots are all gone, too.

A few years ago when I was a kid - 10 to be exact - living on a farm, I heard a thought that went like this: "You can shear them many times, but you can only skin them once."

Give your people the kind of job they paid for and invest the necessary amount of time to do a great job. If the job turns out to be easier than you anticipated and takes you less time, then give them a break on the price or do more for them, like clean another room or two. I don't know anyone who likes to be over-charged. She may pay for it once, but you will never get her business again. Treat your customers the way that you would like to be treated and they will always come back.

Note: If Fed Ex and UPS were to merge, would they call it Fed UP?