



September 2017
Issue 9

CITY OWNER NEWSLETTER

New Heaven's Best Website Template

EZ- Net Tools has upgrades and new templates for the web page for city owners. This is the information:

Announcing the New Heaven's Best Template! The new website for all Heaven's Best Franchises is finally here! EZ-Net Tools is bringing industry leading features that you don't want to be left without.

The Website is rebuild to help you reach even higher Google rankings & improve business appearance online.

FEATURES:

- Secure HTTPS Encryption
- Online Payment Portal for Customers
- Advanced Form Functionality
- Easy to Update & Customize
- Responsive, Mobil Friendly pages
- Advanced Styling & Animations
- Greater Customization & Styling features

Starting in October 2017, Chrome will display a "Not Secure" warning next to sites that are not https. Upgrade your site before then. This upgrade is available to anyone on the \$200 package.

EZ-Net Tools | 800-627-4780.

Staff Change in the Warehouse

We would like to thank Nick Rupp who has worked in our warehouse and is moving on to grad school. We appreciate him and the years he and his brothers have worked for us. We would like to introduce Greg Harston who will be in our warehouse working with Bill Squires.

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Getting More Work

This is a perfect time of year to offer back to school specials to your favorite customers. Kids are gone and people want their homes and lives back to normal after the summer hub-bub. Make a goal to call at least three-five customers every week. You must be pro-active in your own business. Use the cheapest resource---your cell phone and get yourself a few more jobs this month. Start looking for commercial jobs that will sustain you through winter.

Shipping Department

Multi Surface Maintainer #174: Buy 5, get 1 FREE

John's Fix-it Corner

This last month we had some of our operators call and relay that they had some of their customers call them asking why they were taking money out of their account. Come to find out, our operators didn't take money out of their accounts, they had been hacked. They took information about our franchisees, one in North Carolina and one in Florida, and they created a processing account. They were using our names and numbers to bill their customers. Even though our operators didn't lose any money, they were using our name and making us look bad. Below is an email detailing what happened.

"Just wanted to let everyone know the latest update. After receiving some paperwork from Chase over the weekend. I found out today that someone opened a processing account with them using my EIN and business name. They processed over \$9000 in 5 days. Then Chase closed the account. But now I have to work with Chase to resolve all of the tax paperwork issues. I believe my old email was hacked and that's where they got my info. I send W-9 forms to the businesses that I work for as I am sure you all do. Be extremely careful with that info. It's amazing what can be done with it. Today after speaking with Chase I signed up for Experian business credit monitoring. They have a program to monitor credit cards, business name, and phone number throughout the web. It was about \$140.00 for the year. But worth the peace of mind. I would suggest checking it out if you do not have a service in place. I will keep you posted on future details. Hopefully nothing more."

In the future, you may want to mail your W-9 forms that has your EIN number on them. There is no way to track who is using your EIN number. So you need to be cautious with this information. You may want to get in the habit of checking your bank accounts and your credit report on a regular basis.

On another note - we all have been watching the flooding down in Texas and how bad it is. The horror seems like it will never end for these people. We have several operators down in that area and talking with them they are all right. I spoke with one operator who is inland quite a way, and he still got seven inches of rain.

I would like to take the liberty and speak for them, and say they would be grateful for your thoughts and prayers. They would also ask you to pray for all the people along the coast of Texas. And for you in Texas, if there is anything we can do within our power and means, we would be more than happy to help.