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STATE OWNER NEWSLETTER

Testimonials from Operators

In our last State Owner Webinar we discussed the need for testimonials from as many of our existing operators as possible. We want to know why our people picked us over our competition. We want to know what it is about Heaven's Best that made it a good fit for them.

We want to know what convinced them to become part of our company.

We can use written letters, audio recordings, video recordings, and pictures from each of our city operators to help tell the Heaven's Best story. We would like some of them to talk about a few of our additional services that increase their revenue streams. They could talk about some of their worries or concerns they had before they bought our franchise, and how those concerns melted away. We would like pictures of them working and interacting with the customer. We would like many more before-and-after pictures from their jobs, showing all of the services we offer such as carpet, upholstery, leather, wood floors, tile and grout, marble, mattresses, wool area rugs, spot dyeing, repairs, autos, planes, boats, busses, protector, spotter, multi-surface maintainer, pet enzyme treatment, and VCT tile stripping and waxing. We would also like pictures of their employees, customers, equipment, vans, office set up, and their family.

We would like to get as many of these testimonials and pictures as soon as possible. We are asking each of you to contact the operators in your state to see if they would do this for you. We will use these in the promotion of new franchise sales. We realize that everyone is busy and some may not take the time to do this. You may want to consider some kind of an incentive for them if they get them to you.

As soon as you collect any of these, please send it into the Corporate Office and we will get it to E-Z Nettools.

Product Usage

Each State Owner should be monitoring the amount of product each operator in your state is using. You can see this by going to the HB Finance online and choosing "Product Orders". This will show you which operators have ordered and the quantity of each order. You can then compare their usage to their monthly reports. I would like feedback from each one of you about how much dollar volume each operator is doing per each gallon of 101 used.

If any of you are having a difficult time doing this, please contact Linda or Cody at the Corporate Office and we will walk you through the process.

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