



February 2013  
Issue 02

## STATE OWNER NEWSLETTER

### *State Owner Responsibilities*

There are many responsibilities that come with owning a Heaven's Best Master Franchise. Please review the following list and consider how you are doing on filling these responsibilities:

1. Oversee all Operators within your State
2. See that all Operators are living up to requirements of Sublicense
3. Monitor that all Operator information is correct on web & at Corporate
4. Make certain that all contracts are current including renewals
5. Determine area boundaries & number of fees
6. Make certain that Operators are adhering to boundaries
7. Approve new buyers
8. Do background and credit checks for new buyers
9. Letter of authorization for Sub licensee to sell
10. Create and send violation and cancellation letters
11. Participate as an advisory board with M-CO INC.
12. Create and mail contracts
13. Create and mail disclosures
14. Monitor and verify that Operator has insurance, copy to M-CO INC
15. Sales Tax Exemption certificate current, copy to M-CO INC
16. Insure that all Owners have attended training at the Corporate Office
17. Host an annual seminar for your state
18. Make certain that all monthly reports are in each month
19. Determine criteria for awards and present at seminars
20. Make certain that monthly fees and loan payments are current
21. Make certain that all vans are logoed correctly
22. Monitor that equipment is clean and in good repair
23. Monitor orders and 30 day supply
24. Monitor all advertising from your Operators
25. Have monthly contact with your Operators
26. Co-ordinate co-op advertising
27. Communicate with Operators giving them encouragement
28. Communicate with the Corporate Office
29. Advise your Operators on budgeting
30. Advertise at least monthly for new Operators
31. Participate in Corporate managed marketing efforts (currently \$200.00 per month)
32. Submit annual stats into M-CO INC for the FDD
33. Submit an annual Financial Statement to M-CO INC

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*Price List for M-CO Inc. Services***State Owner Responsibilities provided by Heaven's Best Corporate Office****Effective January 1, 2007 Updated January 1, 2013****\* Prices are subject to change without notice****\* Other items may be added to the list at any time****Disclosures:**

- Provide updated changes for the FDD \$50.00
- Create an Updated FDD \$200.00

**Contracts:**

- Prepare, Print, and mail out contract to new buyer \$200.00
- Yearly Updates to Contract \$50.00
- Creating an Addendum \$50.00
- Prepare, Print, and mail out Contract Renewals \$200.00

**Letters:**

- Termination/Cancellation \$200.00
- Violation of Contract \$200.00
- Buy Sell Agreement \$100.00
- Press Releases \$50.00

**Franchise Packets:**

- Mail out packet to potential buyer \$40.00

**Commission for Outside Sales Rep:**

- \$1,000.00 per sale

**Graphic Design**

- \$25.00 minimum or \$40.00 per hour

## *Regional Seminars*

So far only four State Owners have scheduled their annual seminar. We need to know your potential date so that either John or Cody can attend. We are only available Tuesday thru Friday for these seminars and we need to avoid the training weeks. Please contact the Corporate Office to let us know your potential dates.

## *Free Places to Advertise*

Every State Owner should be placing ads within their own state for new franchise sales. We have compiled a list of free websites to get started on. Please place an ad in your state for a city you would like to sell.

[www.freeclassifieds.com](http://www.freeclassifieds.com)

[www.adplace.com](http://www.adplace.com)

[www.classifiedsgiant.com](http://www.classifiedsgiant.com)

[www.craigslist.com](http://www.craigslist.com)

[www.usfreeads.com](http://www.usfreeads.com)

[www.classifiedads.com](http://www.classifiedads.com)

[www.listhere.com](http://www.listhere.com)

[www.classifiedsforfree.com](http://www.classifiedsforfree.com)

[www.50statesclassifieds.com](http://www.50statesclassifieds.com)

[www.freeadlists.com](http://www.freeadlists.com)

[www.inetgiant.com](http://www.inetgiant.com)

[www.finditclassifieds.com](http://www.finditclassifieds.com)

Many of these free web sites have restrictions as to how many ads you can place. Try picking out one city that you would like to have a new franchisee in and place an ad for that city. I would suggest picking one that is close to some of your other Operators. This is free it just takes time to place the ad. You could spend a few minutes each day and place some free ads. There are many other free classified web sites that you can find if you do a search on google.

## *What are you Providing for the Fees you Receive*

Each of us should ask ourselves the question ***“What am I doing for each City Owner for the monthly fees I am receiving?”***.

Our Operators all have access to the Corporate Office for help with cleaning questions, customer service questions, marketing questions, employee questions, equipment repair, and any other kind of question they can think of. John and Cody spend a lot of their day helping Operators out in the field by answering their questions. Many of them are *your* Operators. Once again the question, “What are you doing for each City Owner for the fees they are paying?” I hope this will generate some good ideas as to what you can do to help your Operators.

This is a business that you purchased. If you do not give effort to help the business succeed, it will die. Are you paying attention to your business so it can grow and prosper? Do your City Operators see the benefit of having a State Owner? I hope they do, but I do know that some feel like they get absolutely nothing from their State Owner except for a chewing out when they are late on a payment. Let's make a renewed effort to insure that our City Owners are getting their monies worth.

Most of you have received a very good return on your investment already. Are you helping that investment to grow or are you sitting back letting the investment die on the vine. Let's work together and make our Operators happier, and let's put in more effort to make some good franchise sales. We can all do better than we are doing. Let's find some more great people to be involved with us. If you cannot make two new sales per year in your state, you may want to consider getting out of the business. You have purchased a business that takes money, work, time, and effort to grow. You did not purchase a stock where you just sit back and let someone else do everything for you and collect a twice a month dividend. You are part of a great business, and you are the Owner of the State. Let's all make some good things happen this year.

We appreciate all that each of you do for the business. We are glad you are part of it.